

New NGF report gives perspective to superintendents and owners

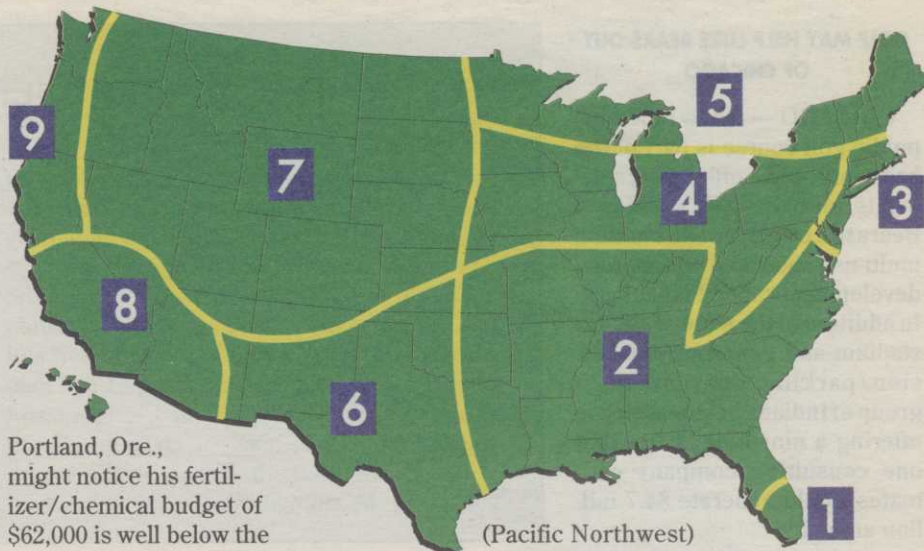
By HAL PHILLIPS

JUPITER, Fla. — Golf course superintendents and owners looking for perspective with regard to peer spending and budgeting would be well advised to pick up a copy of the National Golf Foundation's (NGF) latest publication, "Operating & Financial Performance Profiles of 18-hole Golf Facilities in the U.S."

Contained therein are important facts and figures galore, all culled this year from an extensive survey of more than

1,500 courses. The statistics are broken down by facility type (daily-fee, municipal and private), climatic region (see map at left), and revenue generation. The latter grouping scheme expresses information in five further subgroups. For example, the average annual irrigation maintenance expenditure at daily-fee are listed in terms of the bottom 25 percent, the median, the top 25 percent and the top 5 percent.

Using this subdivided information, the superintendent at an upscale daily-fee in



Portland, Ore., might notice his fertilizer/chemical budget of \$62,000 is well below the regional norm of \$73,000. However, using the new NGF Performance Profiles report, the course owner might point out that his maintenance payroll is \$303,000, or \$11,000 above the regional norm...

Other interesting tidbits include:

- The average operating margin at daily-fee courses in Region 3 (mid-Atlantic) is 21.9 percent, while the margin is 31.1 percent in Region 8 (Southern California and Arizona). Resort-style margins are just one result of resort-style green fees, which amount to an average of \$1.69 million annual revenues in Region 8, tops in the nation.

- The typical private course in Region 2 (Southeast) generates \$112,000 annually in food & beverage sales, while its counterpart in Region 9

(Pacific Northwest) brings in an average of \$369,000. Of course, it gets colder in Eastern Washington — no figures available on flask sales.

- The typical high-end municipal course in Region 4 (Chicago and the Rust Belt) spends \$25,000 annually on advertising, marketing and promotion (AMP). This probably comes as no surprise to the average Region 4 daily-fee operator who spends only \$14,000 annually on AMP. It's gratifying, no doubt, to see their tax dollars at work.

The "Operating & Financial Performance Profiles of 18-hole Golf Facilities in the U.S." are complimentary for NGF members, but they can be purchased by non-members.

For more information, contact the NGF at 407-744-6006.

Irrigation Water

Sources	1	2	3	4	5	6	7	8	9	U.S.
Lakes & streams	49.5%	64.4%	57.0%	54.9%	48.2%	30.2%	45.1%	9.5%	40.5%	51.6%
Potable water	5.3%	3.6%	6.0%	5.1%	6.1%	5.0%	4.9%	16.7%	10.1%	5.7%
Effluent	9.2%	7.6%	2.4%	0.8%	2.5%	10.6%	5.5%	18.6%	7.3%	5.0%
Wells	36.0%	23.2%	32.1%	34.9%	37.6%	53.5%	35.2%	54.4%	35.4%	34.1%

Average Usage

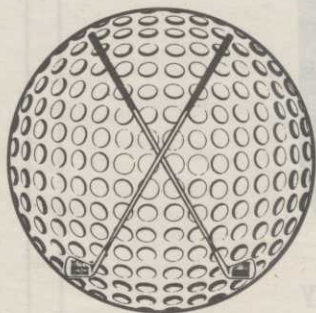
(in thousands)	1	2	3	4	5	6	7	8	9	U.S.
Gallons/day summer season	347	268	206	207	223	530	479	669	423	301
Gallons/day winter season	193	80	27	36	25	180	83	208	78	82

Median Daily-Fee Facility Revenues

Profit Centers	1	2	3	4	5	6	7	8	9	U.S.
(in thousands)										
Green fees	\$566	\$330	\$636	\$261	\$253	\$250	\$299	\$953	\$690	\$328
Annual passes	\$239	\$111	\$178	\$95	\$95	\$138	\$100	\$118	\$141	\$108
Golf car rentals	\$325	\$208	\$242	\$112	\$98	\$178	\$111	\$387	\$149	\$145
Golf range	\$26	\$18	\$23	\$10	\$9	\$19	\$19	\$39	\$26	\$14
Pro shop sales	\$92	\$84	\$92	\$54	\$63	\$127	\$113	\$179	\$146	\$83
F&B sales	\$133	\$76	\$162	\$79	\$82	\$117	\$92	\$300	\$95	\$87
Total	\$1,583	\$891	\$1,343	\$667	\$678	\$883	\$766	\$2,187	\$1,249	\$839

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