

9 Club Activities Covered in Chicago District Report

Dining room revenue of 37 representative clubs in the Chicago district averaged \$112,166 in 1957 with cost of food averaging \$54,066, giving the clubs a gross profit of 51.8 per cent.

These and facts and figures covering bar operations, golf cars, swimming pools, assessments, grounds and greens, club managers, professionals and caddies are included in the seventh "Directory of Information" compiled by the Chicago District Golf Assn.

Unlike last year, this year's report does not show whether dining room operations were conducted on either a profit or loss basis at the various clubs. However, price ranges with averages for both lunches and dinners along with service charges are shown for the clubs which are categorized under Northside, Westside, Southside and Outlying clubs. The subject of minimum house accounts is thoroughly covered as is that of outside banquets.

Bar operations for 35 clubs, according to the CDGA report, averaged \$70,249, bringing a gross profit of 65.08 per cent. Gross profit ranged from around 55 to 70 per cent at the individual clubs. High, low and average charges for five different drinks are listed as are service charges which are made on a percentage or flat rate basis.

Golf Car Information

Golf car information is compiled on the basis of 36 clubs that replied to the CDGA questionnaire. Ownership of cars, leasing and rental arrangements, service and storage charges for members who own cars, caddie requirements and whether or not operation of cars must be confined to the rough are among the subjects touched on.

Under the heading of Swimming Pools, the CDGA directory determines income realized as compared to total expenses which include salaries, meals, laundry, repairs, supplies and miscellaneous and prizes for swimming meets.

Northside clubs lost an average of \$2850 on their pools; Southside clubs

showed this loss at about \$1720; Outlying clubs, \$3000, but Westside clubs kept the average loss to \$360. Charges for use of pools are not shown.

Of 44 clubs reporting on Assessments, 26 said it was necessary to resort to them in 1957. Average amounts are not shown in the report.

Under the Club Manager Report are shown salary ranges, lodging and food arrangements for the mgr. as well as his family and bonuses paid in addition to salaries. Club mgrs. salaries average about \$10,000, ranging from \$6,000 to \$15,000.

Labor Rate Average \$1.55

The Grounds and Greens report reveals that average hourly labor rates are about \$1.55 in the Chicago area with four men being employed the year around in the turf management dept. and seven others on a seasonal basis. Fifteen of 41 clubs provide living quarters for their supts. who are paid an average of about \$8,200 a year in the city and about \$6,200 annually in outlying areas.

Labor costs in the city average about \$25,000 a year and in out-of-town locations, \$16,200. Total maintenance costs at Westside and Southside clubs, curiously enough, were almost identical—in the neighborhood of \$50,000, while those on the Westside were figured at \$47,270.

Basic salaries for pros range from \$2850 to \$3700, according to 24 clubs that reported on this section of the questionnaire. Pros in almost all cases pay the salaries of their assistants. Only two of 37 reporting clubs provide quarters for pros although 14 assistants are given lodgings.

In practically all cases pros retain profits from shop operation, lesson fees and storage and cleaning charges. The charge per (½ hour) lesson ranges from \$3.60 to \$4.50 for city clubs and is \$2.75 at outlying clubs. Fifteen of 39 clubs provide nets for winter golf practice.

Caddie fees fall in an average range of \$2.65 to \$2.90 for Honor, Class AA or A at the city clubs and \$2.50 for outlying clubs. The range for Class B caddies is \$2.20 to \$2.50 in the city and \$2.00 away from Chicago.

Caddiemaster salaries average about \$360 per month in the city and \$425 per month at outlying clubs. Most caddiemasters are employed from 7 to 8 months a year and about one out of four are provided lodging. Twenty-seven of 33 caddiemasters retain concession profits and 28 of 34 clubs report that meals are provided for the caddiemaster and assistant.