

# Pacific Northwest Publishes First Operations Survey

**P**ACIFIC Northwest Golf Assn., which has offices in the Fourth Ave. building in Seattle, has published its first survey of country club operations. It was begun last fall, when a 14-page questionnaire was sent to member clubs, and compilations were completed this spring.

The survey is divided into six sections and covers the following: Types of membership; Green fees, locker rentals and pro shop; Power carts (golf cars); Club operations; and General.

Information under types of membership covers average monthly dues before taxes in addition to initiation fees. This data is categorized under male and female and covers full-playing, associate, military, clergy and non-resident memberships. Junior and intermediate and Young Men and Young Women club affiliations also are included. Also covered in the first section of the survey are social memberships and country club memberships (regular members who have transferred to non-golfing status).

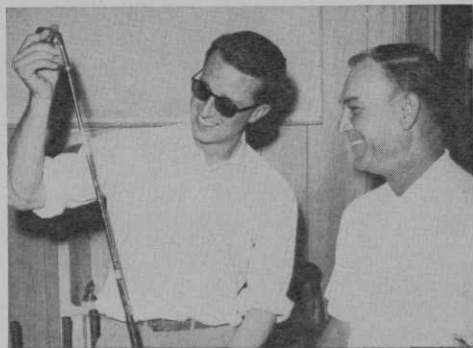
## Pros Keep Profits

In section two, various charges made for green fees and locker rentals for the 20 reporting clubs are listed. Average salaries paid to pros are in excess of \$3,200 annually and at all clubs, the pro retains the profits made from the shop. This includes revenue from storage and club cleaning charges. About half of the clubs handle the pro's billing. Four clubs pay salaries to assistant pros, with these ranging from \$85 to \$300 monthly.

All but two clubs permit the use of golf cars. Car ownership is predominantly by members although at several clubs, cars are owned and leased by dealers. Cars are owned by the clubs in three instances, and by pros in seven. 18-hole rental charges generally range between \$6 and \$7. For member owners, the initial fees for a car stall range from \$50 to \$250. Monthly maintenance charges average around \$7.50, but in four instances there is an annual charge made by the club. These run from \$40 to \$100.

## Food, Beverage Revenue

Income from dues at the 20 clubs ranges from \$27,000 a year to \$186,000.



King Baudouin of the Belgians and Ben Hogan discussed club construction before the two started out on a friendly round at Ft. Worth's Shady Oaks CC a few weeks back. Scores weren't kept, but Hogan later reported that the 28-year old monarch hits the ball well.

Combined net income of the dining room and beverage department average about \$11,000 with three clubs showing a loss for this department. The average cost of maintaining courses and grounds is shown to be \$34,400 in the Pacific Northwest report. Average clubhouse expenses are \$27,500 and include salaries, employee meals, fuel, power and water, laundry and supplies, repairs and replacements.

Net income before depreciation of the beverage operation at the 20 clubs averages more than \$14,000 with only one club showing a very small loss in this department. Three clubs had net incomes over \$30,000 from beverage sales.

## Manager Salaries

Annual salaries of club managers are shown as follows: Eight clubs pay less than \$7,000; three clubs pay from \$7,000 to \$9,000; six clubs pay from \$9,000 to \$11,000; and three clubs pay from \$11,000 to \$15,000. The majority of clubs provide meals for the manager, only one gives him lodging and six pay him a bonus in addition to his salary. Fourteen clubs give the manager a car allowance and one provides him with a car owned by the club. Four clubs have assistant managers whose salaries range from \$180 to \$500 a month.

The sixth and final section of the survey is devoted chiefly to availability of club services. Practically all of the Pacific Northwest clubhouses are open the year around and in most cases they are available to the members either six or seven days a week. Luncheons and dinners are served on practically all days when clubhouses are open. None of the clubs reporting has a minimum house account.