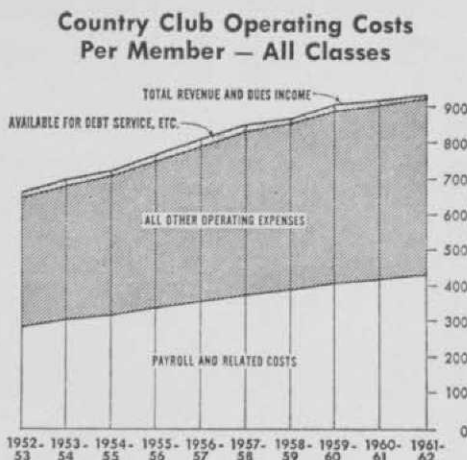


**Country Club Income
Per Member - All Classes**



Country Club Operating Costs Up 43 Per Cent in Past Decade

**Big Rise in Payroll Expense Increases Dues By 50 Per Cent,
Other Expenditures by 37 Per Cent, Says Accounting Firm**

The impact of inflation and its resultant decrease in the purchasing power of the dollar has been the major contributing factor in increasing the costs of operating a country club by 43 per cent during the past decade. City club costs have increased by 29 per cent. Naturally, the cost of belonging to a club has also been on the rise.

The city club member has found that his annual dues are about 36 per cent higher today than they were 10 years ago, and that he is spending about 23 per cent more for his food, drink, occasional lodging and other incidentals at the club. The country club member's expenditures have increased by about 50 per cent for his dues and 37 per cent for his various purchases.

The greatest increase in expense has been for payroll and related costs. They are up by 40 per cent in city clubs and 54 per cent in country clubs. All other operating costs have advanced by 20 per cent in city clubs and 34 per cent in country clubs.

These conclusions were developed by a recent national survey of the operating

results of 50 representative city clubs and 50 country clubs with golf courses. The survey, entitled "Clubs in Town and Country — 1961-62," was conducted by the accounting firm of Harris, Kerr, Forster & Company, and includes data from clubs with fiscal years ending from June, 1961 through May, 1962.

Revenue per Member \$607

The operating revenue per country club member averaged \$607 during 1961-62 with \$273 representing food purchases, \$178 beverages, \$58 sports activities, and \$98 all other purchases. In addition, annual dues averaged \$390 per regular member and \$167 for all other membership classifications.

The current year's total gross revenue and dues income of 26 million dollars for the country club group exceeded last year by \$513,000. This gain, though, was more than absorbed by an increase of \$662,000 in total operating costs and expenses. As a result, this year's balance of \$260,000, available for debt service, capital improvements and other financial

(Continued on page 129)

dwelling places was started late this summer. It also is planned to build a three-story, 60-unit lodge at the club in addition to 40 cottages for non-resident members and golfing guests. Altogether, CC of Miami has 2,300 acres which, it is hoped, eventually will be developed.

Greens on the two courses already completed average close to 10,000 square feet and the tees generally are about 80 yards long. The club's practice range, presided over by Roger Steimle, an apprentice pro, is said to be the largest in the South. It is so long, in fact, that Arnold Palmer himself hasn't yet been able to bat a ball beyond its length. It has two traps, four target greens and a seeming endless expanse of tee area. Located nearby is a huge practice green.

If a person occasionally becomes weary of golf (something this publication doesn't recognize) he will have a huge pool in which to cavort in the future. Besides this, tennis and handball courts, a skeet shooting range and riding stables also will be available to keep him diverted.

Club Costs Up 43 Per Cent

(Continued from page 58)

charges, was \$149,000, or 36.4 per cent lower than last year. Ninety-nine cents of each dollar of total revenue and the dues had to be set aside during the current year to meet payroll and other operating costs and expenses of country clubs.

The 1961-62 course maintenance cost is placed at \$3,307 per hole, up \$125 over that for the preceding year. During the past 10 years there has been an uninterrupted increase in course maintenance costs. The 1961-62 average of \$3,307 per hole exceeded the 1952-53 cost of \$2,278 by 45 per cent.

Based on the sampling of the 50 city clubs, the accounting firm computed the average spending (excluding dues) per member at \$392 during 1961-62. Of this, \$195 was for food, \$99 for beverages, \$45 for room rentals, and \$53 for incidentals. Annual dues in city clubs averaged \$200 for regular members.

Revenue and dues income for the 50 city clubs totaled \$52.1 million during the year just ended. This proved to be \$177,000 less than last year's total. Operating costs and expenses of 50.3 million dollars were \$259,000 higher and the balance of 1.8 million dollars available for interest, depreciation and amortization, was down by \$436,000, or 19.2 per cent.



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