

## What's going on in country clubs?

*At the CMAA Conference recently held in Detroit, nearly 200 club managers took time to develop these interesting figures.*

One of the most valuable meetings at the Club Managers Association of America's conference was the Country Club Data Mart. Nearly 200 managers from every type of golf club sat down to develop the statistics that follow.



Using the map above as a guide, is your club located in the:

East — 26.6%  
Mid West — 40.6%  
South — 12.0%  
Far West — 14.6%  
Outside U. S. — 6.2%

How many present are employed in:

A bona fide club (C.M.A.A. Definition) — 95.1%  
An individually privately owned club — .5%  
A Club owned by a small group of stockholders (Semi-commercial operation for profit) — 1.6%  
A mutual club (wherein any gains or losses are shared among the entire membership) — .5%  
A Club that is partially or totally subsidized by a company or a parent firm — 1.6%  
Military — .5%

How many have annual gross revenues (dues and assessments & food sales & beverage sales & other revenue) of:

Less than \$250,000 — 13.3%  
\$250,000 to \$500,000 — 41.8%  
\$500,000 to \$750,000 — 29.1%

Topics covered included gross revenue, dues structure, assessments, minimum house accounts, automatic machine accounting, the golf car concession and the effect of the recent demise of Excise Taxes. Here are the figures:

\$750,000 to \$1,000,000 — 10.7%  
\$1,000,000 or over — 5.1%

How many clubs present experienced in 1965:

An increase in membership — 49.7%  
A decrease in membership — 11.1%  
No change — 39.2%

How many clubs present:

Retained their past dues structure during 1965 — 46.6%  
Increased their dues structure during 1965 — 12.4%  
Plan an increase in dues in the near future — 41.1%

How many clubs present:

Have, in fact, never assessed the members for additional funds to cover operating expenses — 36.8%  
Made an assessment this past year to obtain funds of this type — 10.2%  
Plan an assessment in the near future to obtain funds of this type — 4%  
Have, in fact, never assessed members for capital improvements (major purchases, building or remodeling) — 11.6%  
Made or continued an assessment this past year to obtain funds of this type — 26.3%  
Plan an assessment in the near future to obtain funds of this type — 10.2%

From those of you who increased dues this year:

How many increased them 1% to 5% — 18.6%  
How many increased them 5% to 10% — 30.2%  
How many increased them 10% to 15% — 18.6%  
How many increased them 15% to 20% — 23.3%  
Over 20% — 9.3%

How many clubs represented here today have a

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## COUNTRY CLUBS

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minimum house account system in effect at present — **65.0%**

How many clubs have instituted a minimum house account system during this past year — **17.5%**

How many clubs who had a minimum house account system have given it up last year — **10.0%**

How many clubs operate under the "Congressional Country Club" system — **7.5%**

From those of you who now have a house minimum:

How many have a minimum house account of less than \$10.00 per month — **17.6%**

How many have a minimum house account between \$10-\$20 per month — **32%**

How many have a minimum house account between \$20-\$30 per month — **11%**

How many have a minimum house account of over \$30 per month — **2.9%**

How many plan to review their policy in light of the elimination of the excise tax on dues — **35.3%**

From those of you who do not have house minimum:

How many plan to put one in effect in 1966 — **31.7%**

Plan to review their policy in light of the elimination of the excise tax on these — **68.3%**

How many clubs have adopted in whole or part:

The automatic machine accounting systems similar to IBM wherein the system operates on punched cards — **9.4%**

Considering going to IBM on lease basis or other — **16.0%**

How many clubs operate with the more standard commonly used accounting machinery like Burroughs, National Cash Register, and Remington Rand wherein the machines utilize preset bars for specific duties such as accounts receivable, accounts payable and payroll — **47.2%**

How many clubs still operate by means of hand written bookkeeping procedures — **27.4%**

Regardless of who owns the golf car concession, how many:

Lease their golf cars from manufacturer — **31.4%**

Own their golf cars — **68.8%**

What storage charges are made for member owned cars left on club grounds:

By the season — **39.0%**

By the month — **46.3%**

By the round — **14.6%**

What rent charges are made for golf car usage:

9 holes

Under \$2.50 — **0%**

\$2.50 to \$2.99 — **4.7%**

\$3.00 to \$3.49 — **21.5%**

\$3.50 to \$3.99 — **40.9%**

Over \$4.00 — **32.9%**

18 holes

Under \$5.00 — **0%**

\$5.00 to \$5.49 — **1.9%**

\$5.50 to \$5.99 — **.6%**

\$6.00 to \$6.49 — **26.1%**

Over \$6.50 — **71.4%**

Has your club decided to raise dues to cover:

All of the excise tax reduction — **82.3%**

More than the excise tax reduction — **10.8%**

A portion of the excise tax reduction — **7.0%**

Of those that have raised dues — How has this money been projected in your next year's budget:

Employee Pension Plans — **2.8%**

Hospitalization Plans — **2.4%**

Medical Coverage — **2.8%**

Insurance Plans — **2.4%**

Raises in rate of pay — **19.9%**

Other — **21.1%**

Expansion or remodel — **44.6%**

No specific allocations — **4.0%**

How many of the clubs represented here:

Are presently engaged in a major building program — **46.5%**

Will start a major building program in 1966 — **38.6%**

Will start a major building program in 1967 — **9.4%**

Will start a major building program in 1968 or later — **5.5%**

## Frank Johnston golf plant opening in California

Formation of the Frank Johnston Golf Company, headquartering in its new plant in Riverside, Calif., and scheduled to manufacture a complete line of quality woods, irons and putters, was announced by veteran golf pro and club designer Frank Johnson.

Johnston, who heads the new company as president, formerly headed the putter manufacturing division of Golfcraft, and designed all clubs in this category for the past eleven years. He resigned late last year from the Escondido company to establish his own organization.

The new Johnston Company plant, just getting under way with a production line, encompasses 5,000 sq. ft. of space, with all departments under one roof.