

# Superintendents

... spent more than ever before in 1969 and are likely to exceed their budgets for 1970

**G**olf course superintendents spent almost \$67 million on turf materials (chemicals, fertilizers and grass seed) in 1969, to keep courses at some 10,000 United States golf facilities in good shape. Expenditures for major course improvements totaled almost \$72 million, and golf course labor, exclusive of superintendents' salaries, was a staggering \$235.3 million.

GOLFDOM's Second Annual Marketing and Research Study found that almost 15 per cent more was spent on turf materials in 1969 than in 1968, and labor expenditures climbed 16 per cent. In view of these increases, superintendents seem to have been

rather conservative in budgeting for these two categories in 1970. Superintendents have slated about \$1.5 million less for turf materials in 1970 than was spent in 1969 and only \$21.7 million more for labor in 1970, representing a decrease of 2.2 per cent and an increase of 9.2 per cent, respectively.

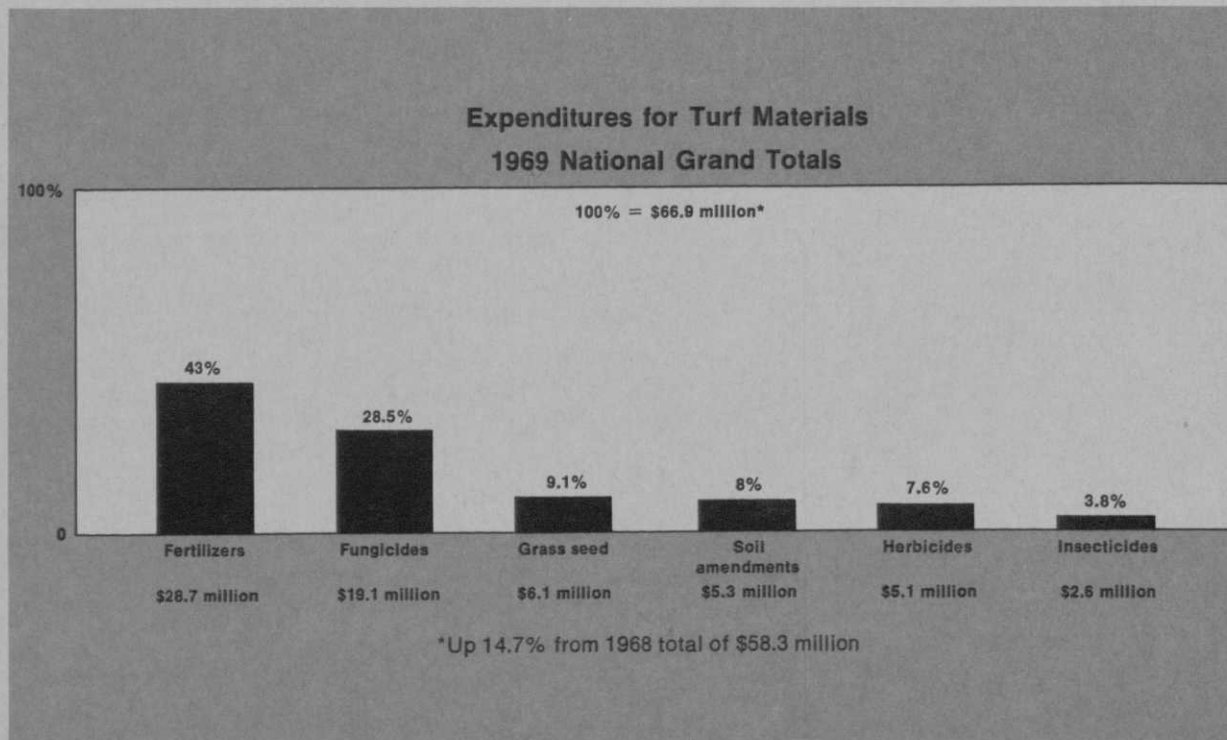
Expenditures for course improvements declined sharply in 1969 and even less is budgeted for 1970. Totals in this category went from almost \$114 million in 1968 to \$71.8 million in 1969, and only \$67 million is slated for 1970. In the breakdown by size of course—9 holes, 18 holes or larger and non-regulation—the 18-hole or larger courses were

primarily responsible for the drop in national grand totals, spending an average per facility of \$22,800 in 1968, \$12,600 in 1969, and budgeting \$10,500 for 1970. Nine-hole and non-regulation courses, on the other hand, indicate slight increases from 1968 to 1970.

Fertilizers account for the largest share of expenditures for turf materials—almost \$28.7 million, or 43 per cent of the national total in 1969. Fungicides take second place, with \$19.1 million, or 28.5 per cent of the total. Grass seed is third, with \$6.1 million, or 9.1 per cent; soil amendments, \$5.3 million, or 8 per cent; herbicides, \$5.1 million, or 7.6 per cent; insecticides, \$2.6 million, or 3.8 per cent.

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See page 46 for explanatory notes on tables and graphs.



### Average Expenditures for Turf Materials

Size of facility	Fertilizers	Fungicides	Grass seed	Soil amendments	Herbicides	Insecticides
9-hole						
1968	\$1,100	\$590	\$370	\$180	\$190	\$160
1969	\$1,300	\$580	\$340	\$240	\$250	\$120
Budget 1970	\$1,500	\$700	\$300	\$210	\$260	\$180
18-hole or more						
1968	\$4,000	\$2,900	\$1,000	\$890	\$680	\$640
1969	\$4,900	\$3,700	\$1,000	\$900	\$830	\$470
Budget 1970	\$5,000	\$2,400	\$1,000	\$1,100	\$1,000	\$560
Non-regulation						
1968	\$1,600	\$480	\$150	\$270	\$410	\$90
1969	\$1,700	\$590	\$140	\$360	\$390	\$80
Budget 1970	\$1,800	\$730	\$130	\$400	—*	\$110

\* Insufficient response precludes deriving a valid average.

### National Expenditures for Turf Materials

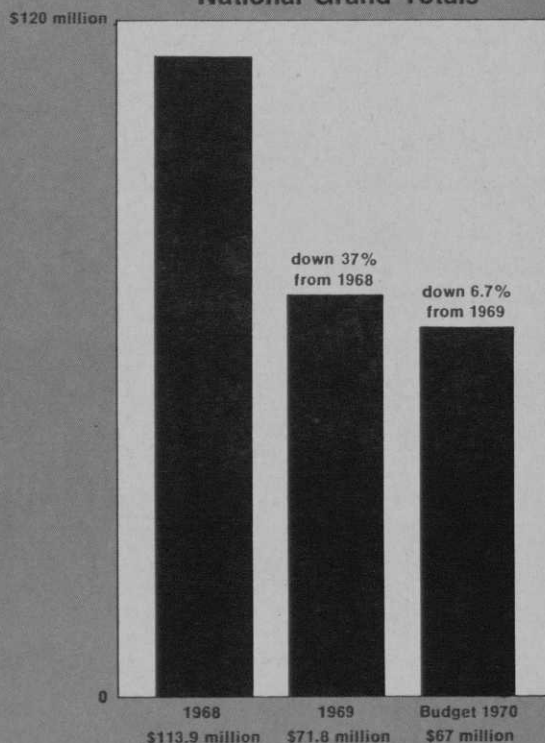
Size of facility	Fertilizers	Fungicides	Grass seed	Soil amendments	Herbicides	Insecticides
9-hole						
1968	\$5.3 million	\$2.7 million	\$1.7 million	\$840,000	\$899,000	\$732,000
1969	\$6.1 million	\$2.7 million	\$1.6 million	\$1.1 million	\$1.2 million	\$547,000
Budget 1970	\$7.1 million	\$3.3 million	\$1.4 million	\$992,000	\$1.2 million	\$816,000
18-hole or more						
1968	\$17.2 million	\$12.2 million	\$4.3 million	\$3.8 million	\$2.9 million	\$2.7 million
1969	\$20.8 million	\$15.8 million	\$4.4 million	\$3.8 million	\$3.5 million	\$2 million
Budget 1970	\$21 million	\$10.3 million	\$4.4 million	\$4.6 million	\$4.3 million	\$2.4 million
Non-regulation						
1968	\$1.6 million	\$482,000	\$149,000	\$272,000	\$415,000	\$ 92,000
1969	\$1.7 million	\$588,000	\$142,000	\$363,000	\$388,000	\$ 84,000
Budget 1970	\$1.8 million	\$734,000	\$126,000	\$402,000	————*	\$105,000

\* Insufficient response precludes deriving a valid total expenditure

Expenditures for Golf Course Improvements

Course size	Average per facility	National totals
9-hole		
1968	\$3,200	\$15 million
1969	\$3,400	\$15.8 million
Budget 1970	\$4,000	\$18.7 million
18-hole or more		
1968	\$22,800	\$97 million
1969	\$12,600	\$53.8 million
Budget 1970	\$10,500	\$44.9 million
Non-regulation		
1968	\$1,900	\$2 million
1969	\$2,200	\$2.2 million
Budget 1970	\$3,400	\$3.4 million

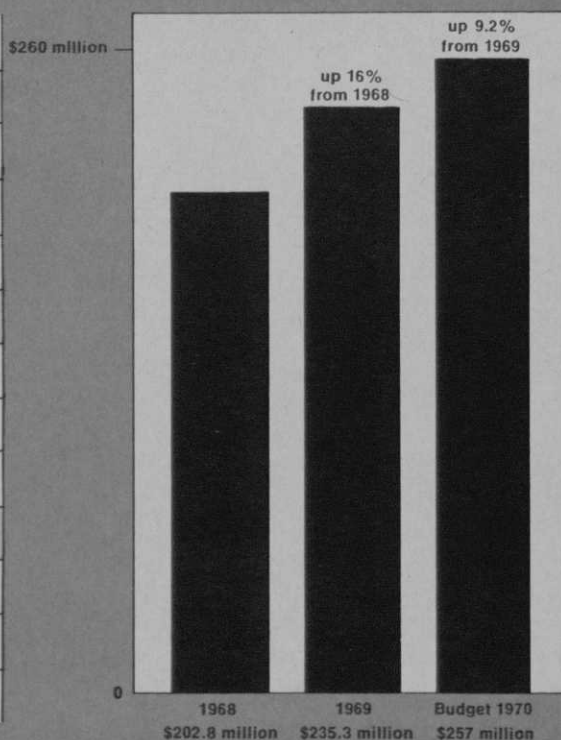
Expenditures for Golf Course Improvements  
National Grand Totals



Expenditures for Golf Course Labor\*

Course size	Average per facility	National totals
9-hole		
1968	\$8,500	\$39.2 million
1969	\$10,900	\$50.4 million
Budget 1970	\$11,100	\$51.5 million
18-hole or more		
1968	\$35,000	\$149 million
1969	\$39,600	\$168.5 million
Budget 1970	\$43,300	\$184.3 million
Non-regulation		
1968	\$14,500	\$14.5 million
1969	\$16,300	\$16.4 million
Budget 1970	\$21,100	\$21.2 million

Expenditures for Golf Course Labor\*  
National Grand Totals



\* Exclusive of superintendents' salaries

**Annual Superintendents' Salaries**  
(Per cent of responses in each course type)

Course type	\$5,000-\$10,000	\$10,001-\$12,000	\$12,001-\$15,000	\$15,001-\$20,000
Private	35.2%	29.6%	17%	18.2%
Semi-private	78.6%	14.3%	7.1%	0%
Hotel/Resort	50%	33.4%	8.3%	8.3%
Public	68.4%	21%	5.3%	5.3%
Non-regulation	33.3%	66.7%	0%	0%

## SUPERINTENDENTS

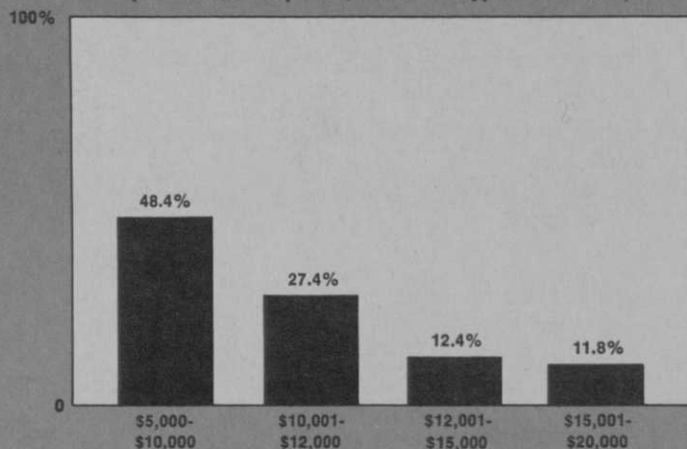
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per cent; herbicides, \$5.1 million or 7.6 per cent; and insecticides, \$2.6 million, or 3.8 per cent. In all categories it was found that courses 18 holes or larger, per facility, spent at least triple the amount spent by 9-hole courses.

Examining the labor costs by course size, the survey indicated that superintendents at courses 18 holes or larger have an average of five full-time and six part-time employees on their staffs, and spent \$39,600 for labor in 1969. Superintendents at 9-hole courses have an average of two full-time and three part-time employees and spent an average of \$10,900 for labor in 1969. Non-regulation courses maintain an average of three full-time and two part-time employees and spent \$16,300 per facility for labor in 1969. In addition to the larger staffs employed by the courses of 18 holes or more, another factor which could account, in part, for the disparity in labor expenditures between 18-hole or larger facilities and the 9-hole courses are the seasons of play. Only 43 per cent of the superintendents at 9-hole courses indicated that their facilities were open for play the year-round, whereas almost 60 per cent of the superintendents at courses 18 holes or larger reported that their facilities were open year-round.

## Superintendents' Salaries

(Per cent of response, all course types combined)



GOLFDOM's study also indicated that superintendents at private clubs are generally better paid than those at the four other types of facilities—semi-private, hotel/resort, public and non-regulation. Some 17 per cent of the responses from private club superintendents were in the \$12,001 to \$15,000 salary range, and 18.2 per cent fell into the \$15,001 to \$20,000 range. No superintendents indicated salaries over \$20,000 per year. Responses for superintendent salaries, combining all types of facilities, broke down this way: \$5,000 to \$10,000, 48.4 per cent; \$10,001 to \$12,000, 27.4 per cent; \$12,001 to \$15,000, 12.4 per cent; \$15,001 to \$20,000, 11.8 per cent.

In terms of total investment to date, United States golf course superintendents supervise the usage of golf course equipment

that represents a total national investment of almost \$535 million. Of this total, irrigation equipment accounted for almost 45.6 per cent of the national total investment to date in equipment. Tractors represented the second highest investment, with a national figure of more than \$74.9 million, or 14 per cent of the total. Mowers were a close third, with more than \$71.8 million, or 13.4 per cent of the total.

With only one exception, the course of 18 holes or larger has invested at least twice as much in various equipment categories as the 9-hole course (see chart for breakdown on averages). And in irrigation equipment, 18-hole or larger facilities have invested almost five times more per facility than the 9-hole courses.

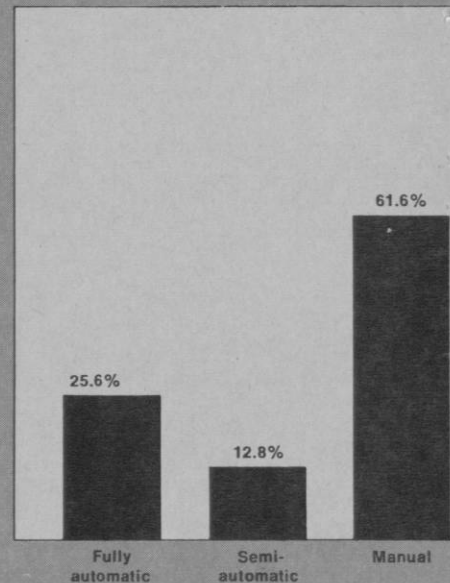
Installations of fully automatic

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Types of Irrigation Systems Presently Installed

Response by course size			
Course size	Automatic	Semi-automatic	Manual
9-hole	20%	11.7%	68.3%
18-hole or more	29.2%	13.2%	57.6%
Non-regulation	16.7%	16.7%	66.6%
Response by course type			
Course type	Automatic	Semi-automatic	Manual
Private	25.4%	13.2%	61.4%
Semi-private	23.6%	14.6%	61.8%
Hotel /Resort	40%	13.3%	46.7%
Public	23.8%	4.8%	71.4%

Overall Response



**SUPERINTENDENTS**

*continued*

and semi-automatic irrigation systems apparently are making strong headway. Nearly 39 per cent of the superintendents responding indicated that their facilities already have either fully automatic or semi-automatic systems. Of those who said they have such irrigation systems, more than 68 per cent were superintendents at 18-hole courses.

Superintendents who said they did not have fully automatic or semi-automatic systems were

asked if they plan to convert to either of the two irrigation systems. More than 38 per cent of the respondents to this question replied that they did have such plans. The overwhelming majority of these, 70 per cent, were superintendents at private facilities with 9 and 18 holes or more.

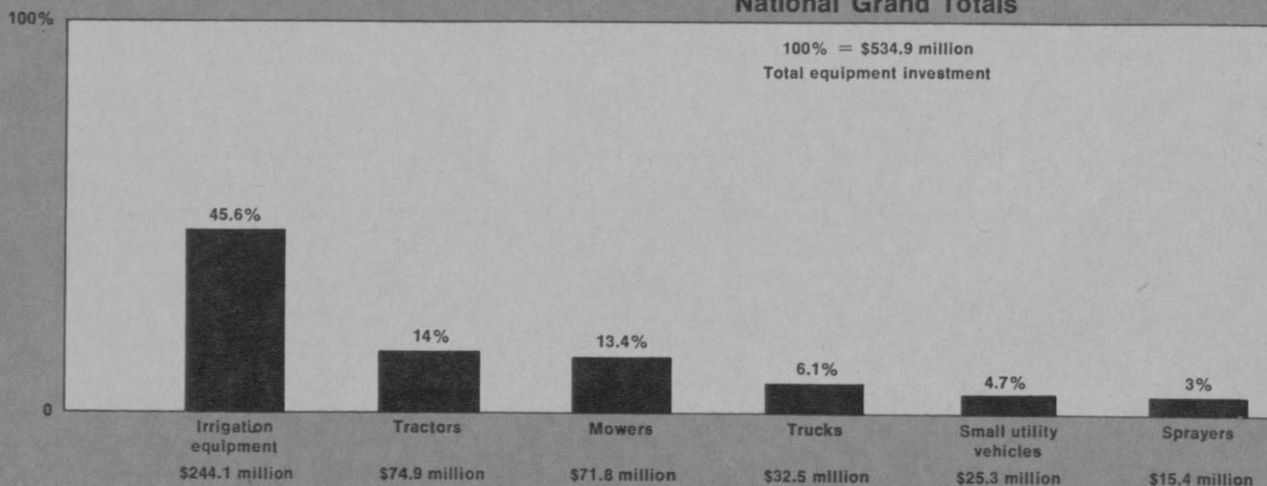
Those who said they plan to convert to either fully automatic or semi-automatic irrigation systems were asked to estimate when the new systems would be installed. Almost 63 per cent of the respondents indicated various dates from this year to 1971. □

*Notes: National grand totals in this golf course superintendent study are based on the total 9,894 golf facilities in the United States, regulation and non-regulation courses combined. Since the amount of materials and equipment needed by a superintendent is primarily influenced by the size of the course which he and his staff maintain, figures in this study are broken down by the common size categories: 9 holes, 18 holes or more and non-regulation (par-three, executive, etc.).*

*For purposes of also giving national totals by size of facility,*

Equipment Investment to Date

National Grand Totals



the following figures were used to project our averages: 9-hole facilities, 4,636; facilities of 18 holes or more, 4,254; non-regulation facilities, 1,004.

However, in two cases—superintendents' salaries and types of irrigation systems—figures are given by five course classifications: private, semi-private, ho-

tel/resort, public and non-regulation. For purposes of national totals the following breakdown on number of facilities was used: private, 3,738; semi-private, 3,581; hotel resort, 400; public, 1,171; non-regulation, 1,004.

Figures in the millions have been rounded to the nearest hundred thousand dollars; figures

in the thousands have been rounded to the nearest hundred dollars, and figures in the hundreds have been rounded to the nearest ten dollars. Therefore, rounded national totals, when added, may not precisely agree with the national grand totals, since these are the sums of unrounded figures.

**Average Total Investment to Date for Equipment**

	9-hole	18-hole or more	Non-regulation
Irrigation equipment	\$9,400	\$45,700	\$6,000
Tractors	\$4,300	\$11,200	\$7,400
Mowers	\$4,500	\$10,900	\$4,500
Trucks	\$2,200	\$4,500	\$3,000
Small utility vehicles	\$1,200	\$4,300	\$1,200
Sprayers	\$940	\$2,400	\$780
Aerators	\$900	\$2,400	\$580
Shredders	\$420	\$960	\$1,000
Spreaders	\$440	\$870	\$470
Spikers	\$500	\$700	\$590
Trailers	\$220	\$720	\$290
Other equipment	\$1,500	\$ 5,800	\$500

