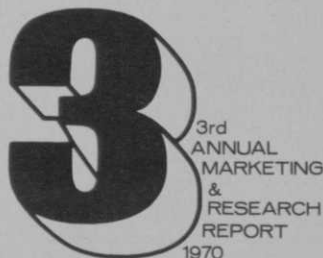


SUPERINTENDENTS

*... cut back on expenditures for turf materials in 1970,
but could not curtail the rising costs of labor*



Golf course superintendents were forced to do some belt tightening in 1970 as a result of budget proposals that had been sharply pared by economy-minded committees. Declining 10.9 per cent, to \$59.6 million, total expenditures in 1970 for turf materials (chemicals, fertilizers and grass seed) rolled back close to 1968 levels. Major course improvements apparently were held off. These expenditures took an 11.3 per cent drop, to \$63.7 million, and from a look at 1971 budget estimates, superintendents are not counting on much more than that this year, according to GOLFDOM's Third Annual Marketing and Research Study. Expenditures for golf course labor (exclusive of superintendents' salaries) defied any sharp cutbacks, declining only 3.9 per cent, to \$226.2 million. In checking out this slight decrease, superintendents appear to have taken on less part-time help in 1970.

Among the product categories under turf materials, expenditures for fungicides took the sharpest drop—down \$6.3 million to \$12.8 million. However, fungicides still account for the second largest share of expenditures for turf materials. In fact, the top three remain fertilizers, fungicides and grass seed, respectively.

Examining the 1970 labor costs by course size, the survey indicated that superintendents at courses 18 holes or larger spent \$39,300 for an average of four full-time employees and six part-time employees. Superintendents at 9-hole courses spent \$8,600 for an average of two full-time employees and two part-time employees. Length of season, in addition to larger staffs, can account for the vast difference in labor expenditures between 9-hole and 18-hole or larger facilities. Some 58.2 per cent of the superintendents at 18-hole or larger facilities said their courses are

open year-round, as compared to 44.4 per cent of those at 9-hole courses.

A comparison of 1969 and 1970 superintendents' salaries revealed some progress in the higher ranges. In 1969, 27.4 per cent of the respondents indicated a salary of from \$10,001 to \$12,000 versus 21.8 per cent in 1970. The decline in this salary category was almost matched by the increase in the \$12,001 to \$15,000 category—from 12.4 per cent in 1969 to 16.5 per cent in 1970. This would indicate an upward move for some superintendents. There was little change in the upper categories, ranging between \$15,001 and \$20,000 plus. The small percentage of superintendents in these categories are generally at private and hotel/resort courses.

GOLFDOM's survey showed that golf course superintendents in the United States now supervise the usage of golf equipment that represents a total investment of \$567.1 million—\$32.2 million more than the 1969 tally. The top three product categories that make up the majority of this investment remain irrigation equipment, 50.6 per cent; mowers, 13.2 per cent and tractors, 11.8 per cent.

Facilities 18 holes or larger have invested more than five times as much as 9-hole courses in irrigation equipment. In addition to considering the difference in course size, the disparity in irrigation investment may also be accounted for by the far greater number of 18-hole facilities with automatic or semi-automatic irrigation systems. Some 50.3 per cent of the superintendents at 18-hole or larger facilities indicated that they had either automatic or semi-automatic systems versus 27.6 per cent of the superintendents at 9-hole courses. □

Superintendents' Tables and Graphs

Turf materials

Average expenditures	46
National expenditures	46
National grand totals 1968, 1969, 1970	47

Golf course improvements

Average and national expenditures	48
National grand totals	48

Golf course labor

Average and national totals	48
National grand totals	48

Equipment investment to date

Average	54
National grand totals 1969, 1970	50,51

Superintendents' salaries

Each course type	50, 51
All course types	50, 51

Irrigation systems

Course size and course type	54
Over-all response	54

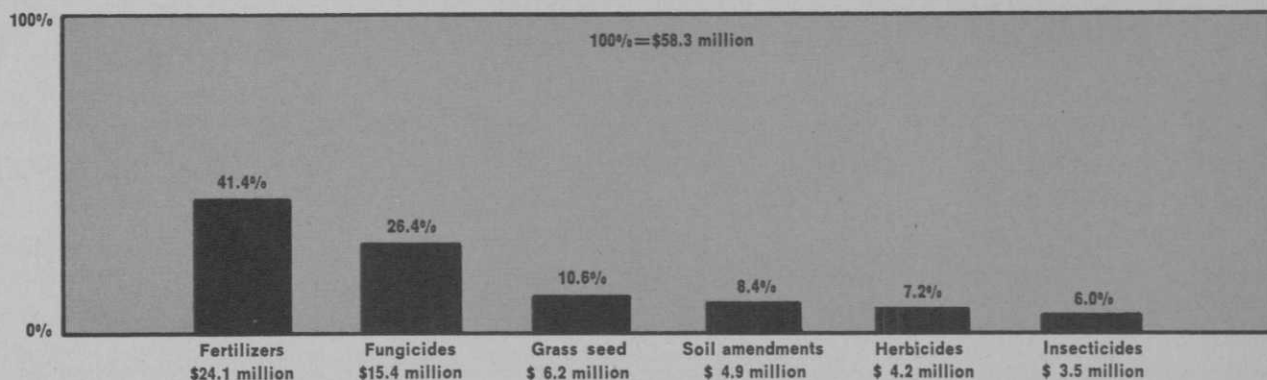
Average Expenditures for Turf Materials

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
1970	\$1,100	\$600	\$280	\$260	\$240	\$150
Budget 1971	\$1,300	\$540	\$330	\$320	\$320	\$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
1970	\$4,200	\$2,100	\$1,300	\$880	\$950	\$550
Budget 1971	\$4,800	\$1,800	\$1,200	\$880	\$1,200	\$570
Non-regulation						
1968	\$1,600	\$480	\$150	\$270	\$410	\$90
1969	\$1,700	\$590	\$140	\$360	\$390	\$80
1970	\$1,200	\$430	\$260	\$360	\$210	\$250
Budget 1971	\$1,800	\$470	\$300	\$680	\$380	\$320

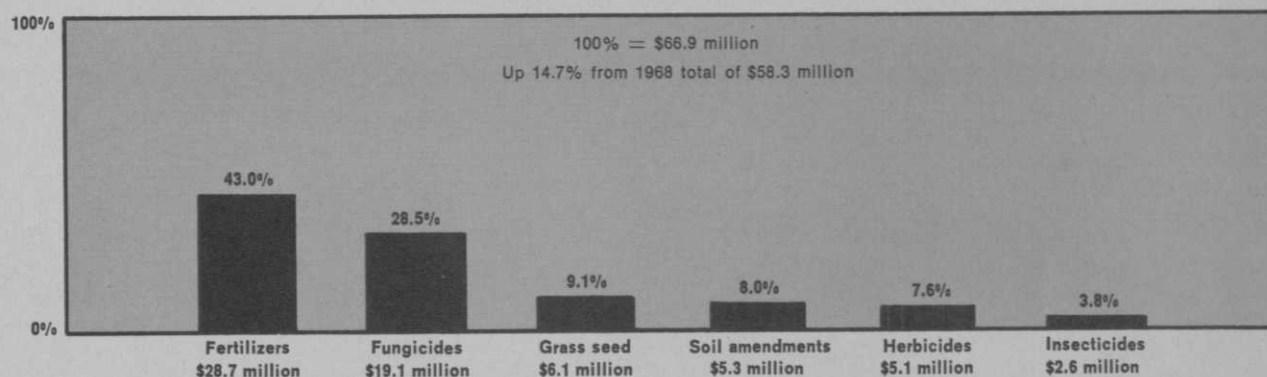
National Expenditures for Turf Materials

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
1970	\$5.2 million	\$2.8 million	\$1.3 million	\$1.2 million	\$1.1 million	\$709,200
Budget 1971	\$6.2 million	\$2.5 million	\$1.5 million	\$1.5 million	\$1.5 million	\$838,900
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
1970	\$18.6 million	\$9.5 million	\$5.8 million	\$3.9 million	\$4.2 million	\$2.5 million
Budget 1971	\$21.2 million	\$8 million	\$5.2 million	\$3.9 million	\$5.2 million	\$2.5 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
1970	\$1.3 million	\$466,300	\$280,000	\$383,000	\$220,800	\$263,900
Budget 1971	\$1.9 million	\$501,900	\$323,100	\$727,000	\$412,500	\$341,400

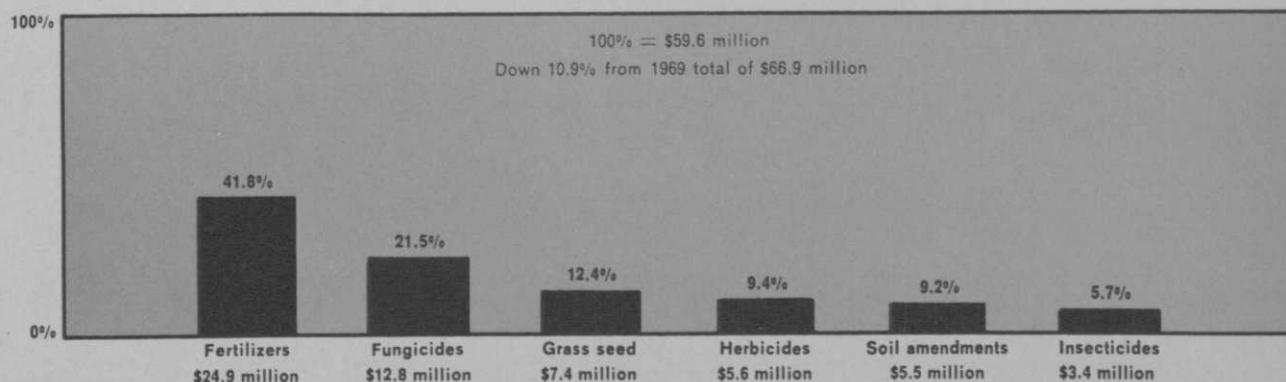
Expenditures for Turf Materials 1968 National Grand Totals



Expenditures for Turf Materials 1969 National Grand Totals



Expenditures for Turf Materials 1970 National Grand Totals



Notes: 1970 national grand totals in this golf course superintendent study are based on the total number of golf facilities in the United States, regulation and non-regulation courses combined. Because 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.) However, in two cases—superintendents' salaries and types of irrigation systems where type of course has primary bearing—figures are given by course classification.

Figures in the millions have been rounded to the nearest hundred thou-

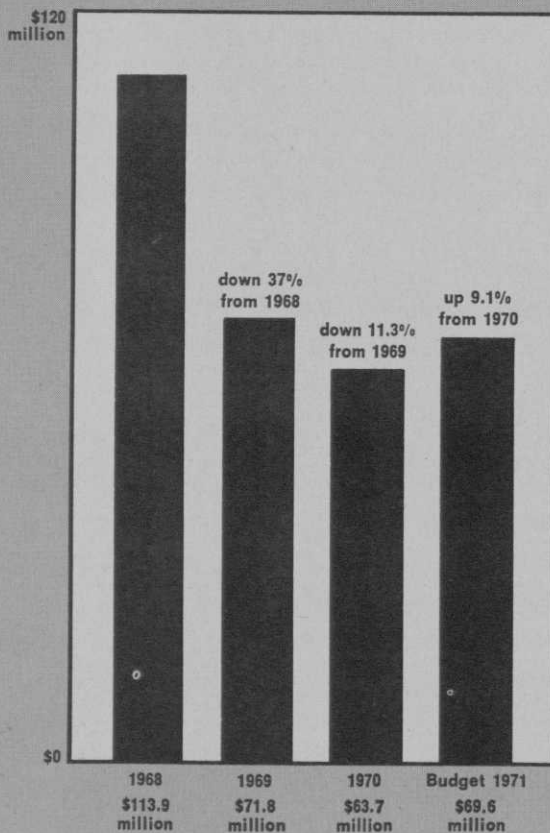
sand dollars; figures in the thousands have been rounded to the nearest hundred dollars, and figures in the hundreds have been rounded to the nearest ten dollars. Therefore, rounded national totals, when added, may not precisely agree with the national grand totals because these are the sums of unrounded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

(Continued)

**Expenditures for Golf Course Improvements
National Grand Totals**

Expenditures for Golf Course Improvements

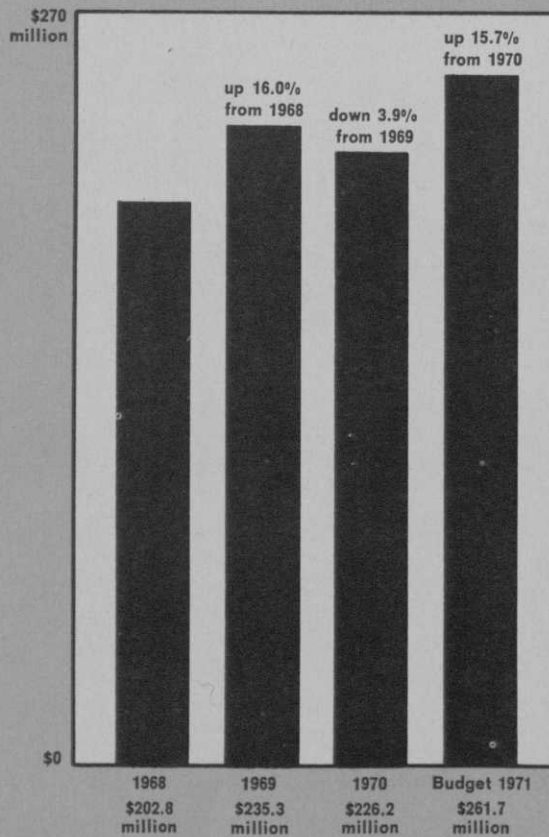
Course size	Average per facility	National totals
9-hole		
1968	\$ 3,200	\$15 million
1969	\$ 3,400	\$15.8 million
1970	\$ 3,900	\$18.3 million
Budget 1971	\$ 3,200	\$14.6 million
18-hole or more		
1968	\$22,800	\$97 million
1969	\$12,600	\$53.8 million
1970	\$ 9,500	\$42.3 million
Budget 1971	\$11,700	\$52.2 million
Non-regulation		
1968	\$ 1,900	\$2 million
1969	\$ 2,200	\$2.2 million
1970	\$ 2,900	\$3.1 million
Budget 1971	\$ 2,500	\$2.7 million



**Expenditures for Golf Course Labor*
National Grand Totals**

Expenditures for Golf Course Labor*

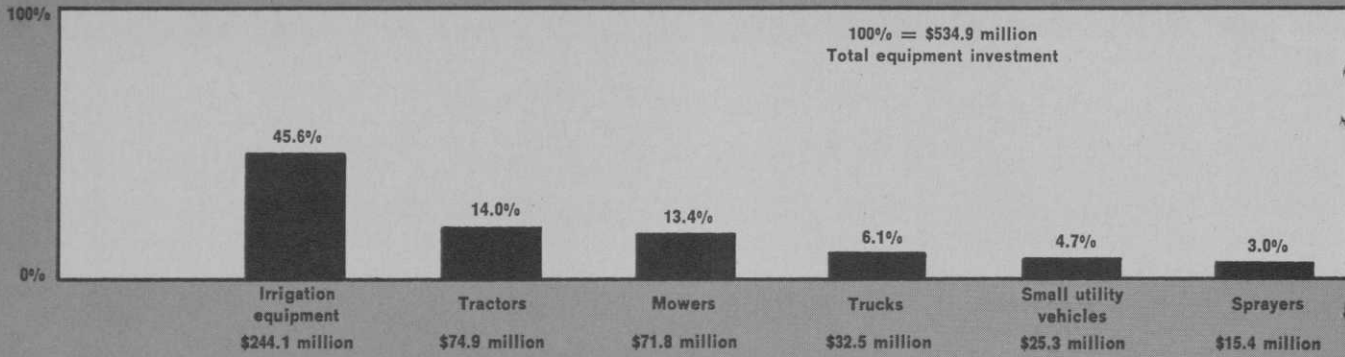
Course size	Average per facility	National totals
9-hole		
1968	\$ 8,500	\$39.2 million
1969	\$10,900	\$50.4 million
1970	\$ 8,600	\$40 million
Budget 1971	\$ 9,700	\$44.8 million
18-hole or more		
1968	\$35,000	\$149 million
1969	\$39,600	\$168.5 million
1970	\$39,300	\$174.6 million
Budget 1971	\$44,700	\$199 million
Non-regulation		
1968	\$14,500	\$14.5 million
1969	\$16,300	\$16.4 million
1970	\$10,800	\$11.6 million
Budget 1971	\$16,700	\$17.9 million



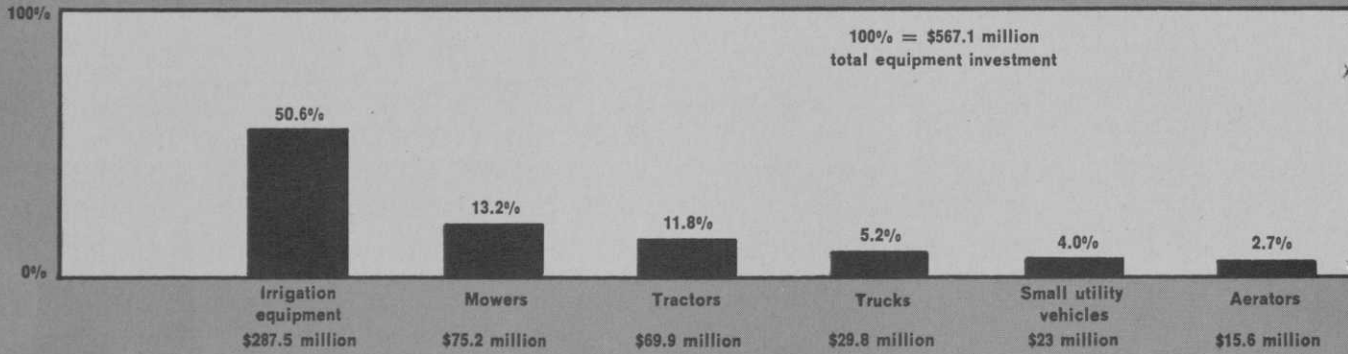
*Exclusive of superintendents' salaries

* Exclusive of superintendents' salaries

Equipment Investment to Year End 1969 National Grand Totals



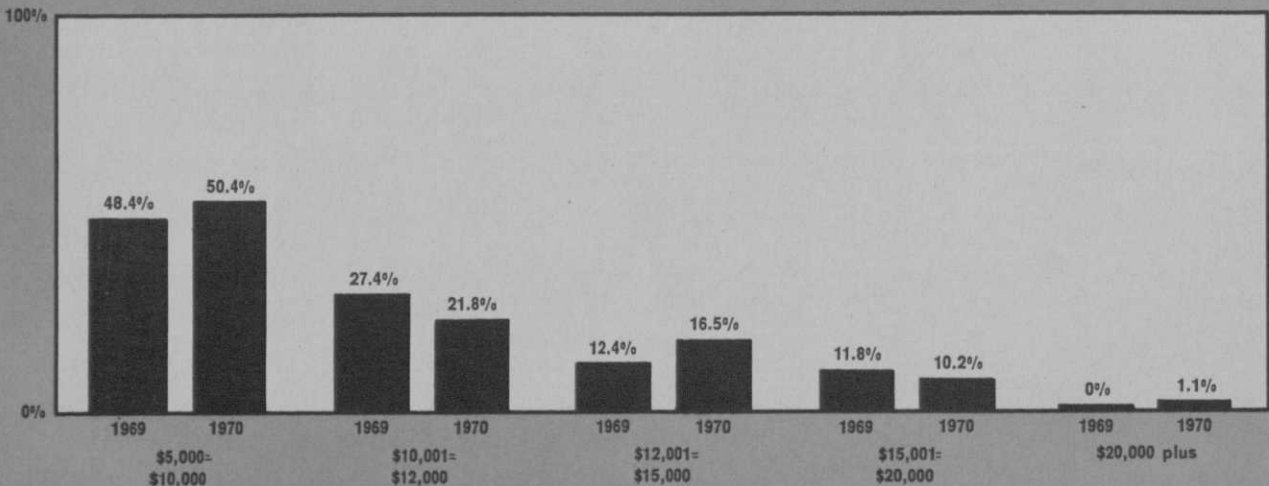
Equipment Investment to Year End 1970 National Grand Totals

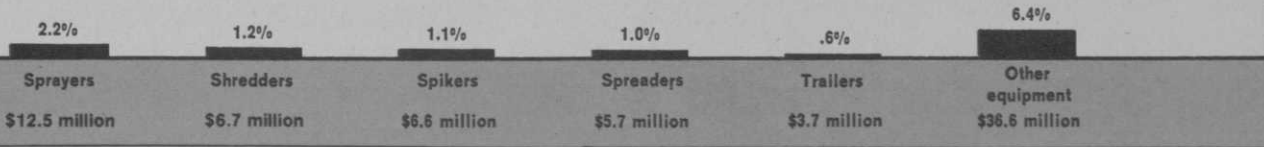
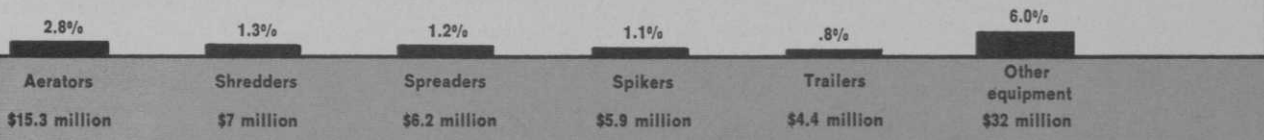


Annual Superintendents' Salaries (Per cent of responses in each course type)

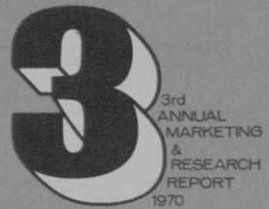
Salary ranges	Private		Semi-private		Hotel/Resort	
	1969	1970	1969	1970	1969	1970
\$5,000-\$7,500	35.2%	20.5%	78.6%	26.4%	50.0%	9.1%
\$7,501-\$10,000		23.2%				
\$10,001-\$12,000	29.6%	18.5%	14.3%	26.4%	33.4%	36.3%
\$12,001-\$15,000	17.0%	21.2%	7.1%	8.3%	8.3%	18.2%
\$15,001-\$17,500	18.2%	13.3%	0%	0%	8.3%	27.3%
\$17,501-\$20,000		2.0%				1.4%
\$20,000 plus	0%	1.3%	0%	1.4%	0%	0%

Superintendents' Salaries (Per Cent of Response, All Course Types Combined)

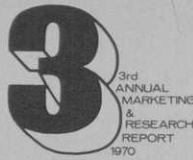




Public		Non-regulation	
1969	1970	1969	1970
68.4%	50.0% 11.5% } 61.5%	33.3%	50.0% 33.3% } 83.3%
21.0%	23.1%	66.7%	16.7%
5.3%	15.4%	0%	0%
5.3%	0% 0% } 0%	0%	0% 0% } 0%
0%	0%	0%	0%



(Continued on page 54)



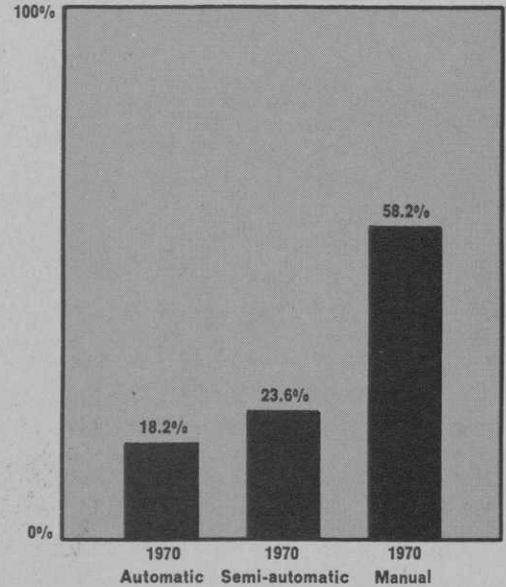
Types of Irrigation Systems Presently Installed

Response by course size			
Course size	Automatic	Semi-automatic	Manual
9-hole	11.4%	16.2%	72.4%
18-hole or more	23.1%	27.2%	49.7%
Non-regulation	—*	50.0%	50.0%

Response by course type			
Course	Automatic	Semi-automatic	Manual
Private	17.2%	20.4%	62.4%
Semi-private	15.4%	26.9%	57.7%
Hotel/Resort	41.7%	33.3%	25.0%
Public	25.9%	22.2%	51.9%

*No response in this category

Over-all Response



Average Investment to Date for Equipment

	9-hole		18-hole or more		Non-regulation	
	1969	1970	1969	1970	1969	1970
Irrigation equipment	\$9,400	\$9,300	\$45,700	\$52,100	\$6,000	\$11,800
Tractors	\$4,300	\$4,200	\$11,200	\$10,400	\$7,400	\$ 3,800
Mowers	\$4,500	\$4,300	\$10,900	\$11,800	\$4,500	\$ 2,600
Trucks	\$2,200	\$1,700	\$ 4,500	\$ 4,600	\$3,000	\$ 1,200
Small utility vehicles	\$1,200	\$1,300	\$ 4,300	\$ 3,500	\$1,200	\$ 1,000
Sprayers	\$ 940	\$ 820	\$ 2,400	\$ 1,800	\$ 780	\$ 590
Aerators	\$ 900	\$ 890	\$ 2,400	\$ 2,200	\$ 580	\$ 1,400
Shredders	\$ 420	\$ 400	\$ 960	\$ 990	\$1,000	\$ 400
Spreaders	\$ 440	\$ 390	\$ 870	\$ 800	\$ 470	\$ 330
Spikers	\$ 500	\$ 530	\$ 700	\$ 850	\$ 590	\$ 350
Trailers	\$ 220	\$ 250	\$ 720	\$ 530	\$ 290	\$ 150
Other equipment	\$1,500	\$2,500	\$ 5,800	\$ 5,500	\$ 500	\$ 500