

SUPERINTENDENTS

... spent only what was necessary to maintain their courses

Golf course superintendents held the line on turf materials purchases in 1971, according to GOLF-DOM's Fourth Annual Marketing and Research Study. Total 1971 expenditures for chemicals, fertilizers and grass seed climbed only 6.5 per cent from \$59.6 million in 1970 to \$63.5 million. However, golf clubs and courses were unable to hold off any longer on major course improvements, as they did in 1970. Expenditures for major improvements leaped more than 30 per cent to \$83 million, but budget estimates for 1972 show that this increase is not likely to develop into a trend. Apparently, those major improvements made in 1971 were considered essential and do not represent a burst of optimism, because plans next year call for \$56.2 million to be spent on improvements—a drop of more than 32 per cent.

Despite the wage-price freeze in the latter part of the year, expenditures for golf course labor again defied cutback plans and rose 8 per cent to more than \$244 million, and superintendents expect these costs to rise at a similar rate in 1972.

The rise in labor costs cannot be attributed to any buildup in the size of maintenance crews. Therefore, courses apparently were subject to larger wage demands. Superintendents at courses 18 holes or larger spent \$40,500 for an average of five full-time and five part-time employees, and those at nine-hole courses spent \$9,500 for two full-time and two part-time crew members. In addition to larger maintenance staffs, the great disparity between

labor costs for nine-hole courses and those for 18 holes or larger can be attributed to the longer seasons reported by the courses in the latter category.

In the area of superintendents' salaries, there was some upward mobility nationally. More superintendents moved out of the \$5,000 to \$10,000 range and into the \$10,001 to \$12,000 and \$12,001 to \$15,000 brackets. However, the two top ranges (\$15,001 to \$20,000 and \$20,000 or more) continued to elude all but a few superintendents. The percentage of respondents who indicated salaries in the two upper ranges was similar to that in 1970. And these respondents again were primarily at private and hotel/resort courses.

Nationally the value of maintenance equipment at clubs and courses changed little from 1970 to 1971. Apparently most budgets did not permit any buildup of equipment. Purchases primarily were made to replace existing pieces of equipment, and from the slight drop in the 1971 total, even some replacement purchases were not economically possible.

Even the value of irrigation equipment at courses, which had registered a significant increase from 1969 to 1970, rolled back close to the 1969 level. Although a larger percentage of superintendents indicated in 1971 that their courses had automatic irrigation systems, some of this change may be attributed to the difference in the group of superintendents responding from year to year. In general, there was no indication of any great move to upgrade irrigation systems in 1971. □

SUPERINTENDENTS' TABLES AND GRAPHS

Turf materials

Average expenditures	45
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AVERAGE EXPENDITURES FOR TURF MATERIALS

Size of facility	Fertilizers	Fungicides	Grass seed	Soil amendments	Herbicides	Insecticides
9-hole						
1969	\$1,300	\$580	\$340	\$240	\$250	\$120
1970	\$1,100	\$600	\$280	\$260	\$240	\$150
1971	\$1,100	\$530	\$400	\$390	\$460	\$330
Budget 1972	\$1,200	\$610	\$360	\$390	\$500	\$340
18-hole or more						
1969	\$4,900	\$3,700	\$1,000	\$900	\$830	\$470
1970	\$4,200	\$2,100	\$1,300	\$880	\$950	\$550
1971	\$4,200	\$1,900	\$1,200	\$840	\$860	\$660
Budget 1972	\$4,400	\$2,700	\$1,400	\$950	\$1,100	\$740
Non-regulation						
1969	\$1,700	\$590	\$140	\$360	\$390	\$80
1970	\$1,200	\$430	\$260	\$360	\$210	\$250
1971	\$1,400	\$430	\$340	\$450	\$660	\$350
Budget 1972	\$1,600	\$430	\$340	\$530	\$660	\$500

NATIONAL EXPENDITURES FOR TURF MATERIALS

Size of facility	Fertilizers	Fungicides	Grass seed	Soil amendments	Herbicides	Insecticides
9-hole						
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
1971	\$5.2 million	\$2.5 million	\$1.9 million	\$1.8 million	\$2.2 million	\$1.6 million
Budget 1972	\$5.8 million	\$2.9 million	\$1.7 million	\$1.9 million	\$2.4 million	\$1.6 million
18-hole or more						
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
1971	\$19.1 million	\$8.8 million	\$5.5 million	\$3.8 million	\$3.9 million	\$3 million
Budget 1972	\$19.9 million	\$12.3 million	\$6.2 million	\$4.3 million	\$4.6 million	\$3.4 million
Non-regulation						
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
1971	\$1.6 million	\$470,800	\$377,400	\$499,500	\$732,600	\$388,500
Budget 1972	\$1.7 million	\$470,800	\$377,400	\$591,600	\$732,600	\$550,000

Notes: 1971 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 materi-

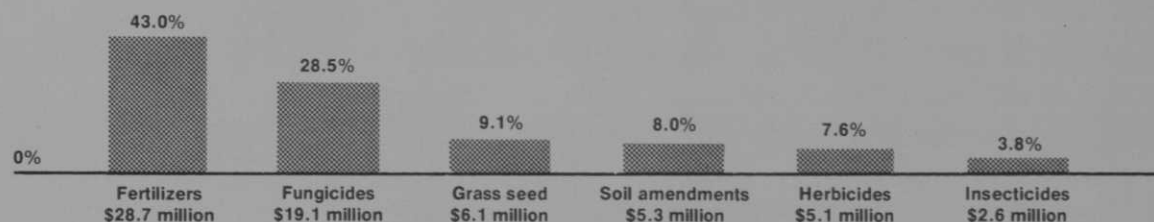
als and equipment needed by a superintendent is primarily influenced by the size of the course which he and his staff maintain, figures in this study are broken down by the common size categories: 9 holes, 18 holes or more

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 (Continued on page 47)

100%

EXPENDITURES FOR TURF MATERIALS 1969 NATIONAL GRAND TOTALS

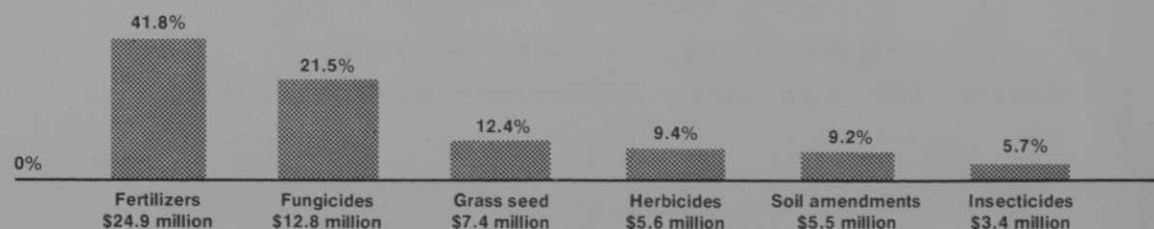
100% = \$66.9 million
Up 14.7% from 1968 total of \$58.3 million



100%

EXPENDITURES FOR TURF MATERIALS 1970 NATIONAL GRAND TOTALS

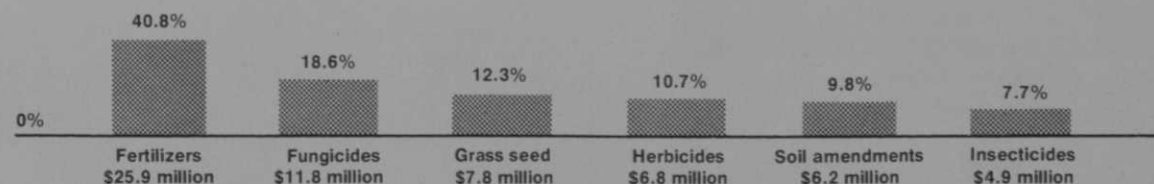
100% = \$59.6 million
Down 10.9% from 1969 total of \$66.9 million



100%

EXPENDITURES FOR TURF MATERIALS 1971 NATIONAL GRAND TOTALS

100% = \$63.5 million
Up 6.5% from 1970 total of \$59.6 million



en by course classification.

In some cases averages for 1970 and 1971 are the same, but national projections are different. This is indicative of the growth in the number of golf facilities.

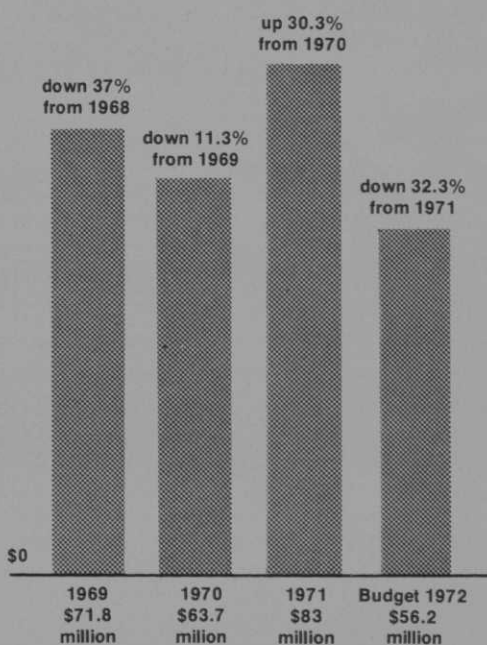
Figures in the millions have been rounded to the nearest hundred thousand dollars; figures in the thousands have been rounded to the nearest hundred dollars, and figures in the hundreds have been rounded to the

nearest ten dollars. Therefore, rounded national totals, when added, may not precisely agree with national grand totals because they are the sums of unrounded figures.

(Continued on page 49)

EXPENDITURES FOR GOLF COURSE IMPROVEMENTS NATIONAL GRAND TOTALS

\$100 million



EXPENDITURES FOR GOLF COURSE IMPROVEMENTS

Course size Average per facility National totals

9-hole

1969	\$ 3,400	\$15.8 million
1970	\$ 3,900	\$18.3 million
1971	\$ 3,300	\$15.5 million
Budget 1972	\$ 2,800	\$13.5 million

18-hole or more

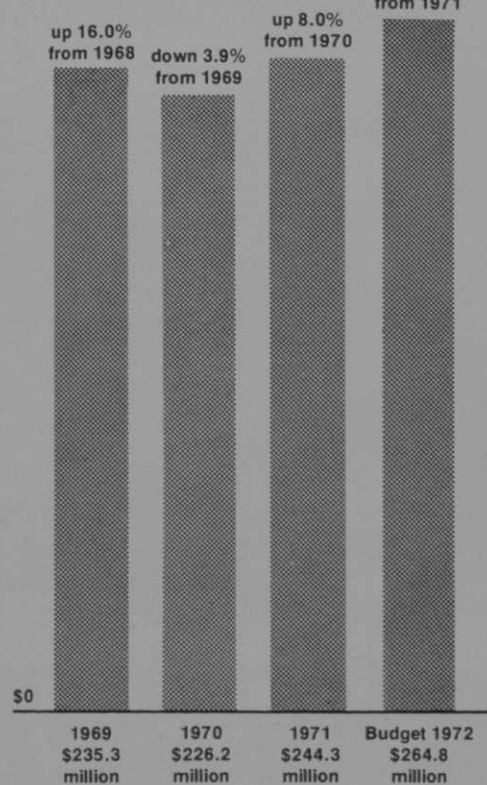
1969	\$12,600	\$53.8 million
1970	\$ 9,500	\$42.3 million
1971	\$14,100	\$64.0 million
Budget 1972	\$ 8,900	\$40.4 million

Non-regulation

1969	\$ 2,200	\$ 2.2 million
1970	\$ 2,900	\$ 3.1 million
1971	\$ 3,100	\$ 3.4 million
Budget 1972	\$ 2,000	\$ 2.2 million

EXPENDITURES FOR GOLF COURSE LABOR* NATIONAL GRAND TOTALS

\$270 million



*Exclusive of superintendents' salaries

EXPENDITURES FOR GOLF COURSE LABOR*

Course size Average per facility National totals

9-hole

1969	\$10,900	\$ 50.4 million
1970	\$ 8,600	\$ 40 million
1971	\$ 9,500	\$ 44.9 million
Budget 1972	\$10,000	\$ 47.5 million

18-hole or more

1969	\$39,600	\$168.5 million
1970	\$39,300	\$174.6 million
1971	\$40,500	\$184.3 million
Budget 1972	\$44,500	\$202.5 million

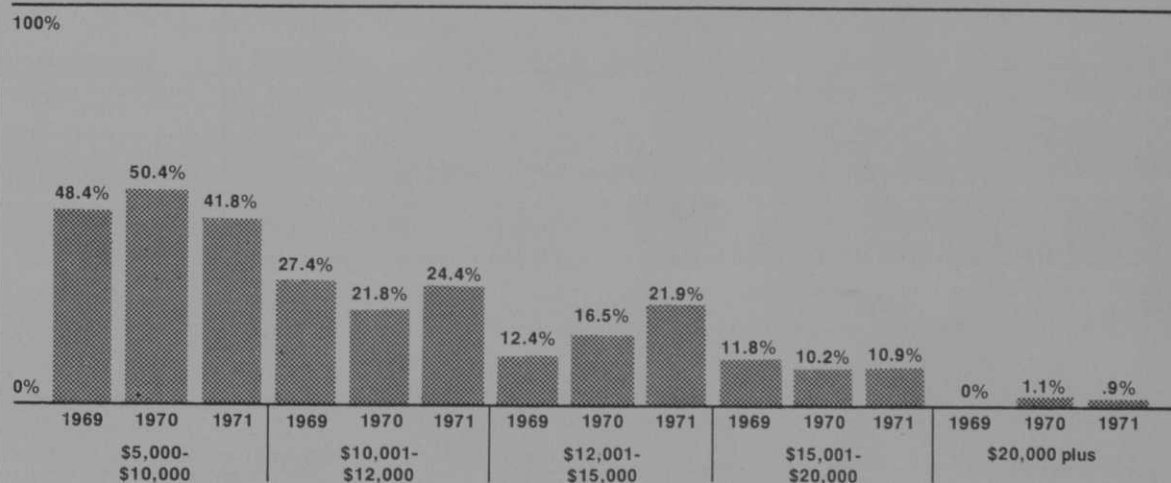
Non-regulation

1969	\$16,300	\$ 16.4 million
1970	\$10,800	\$ 11.6 million
1971	\$13,600	\$ 15.1 million
Budget 1972	\$13,300	\$ 14.8 million

* Exclusive of superintendents' salaries

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SUPERINTENDENTS' SALARIES (per cent of response, all course types combined)



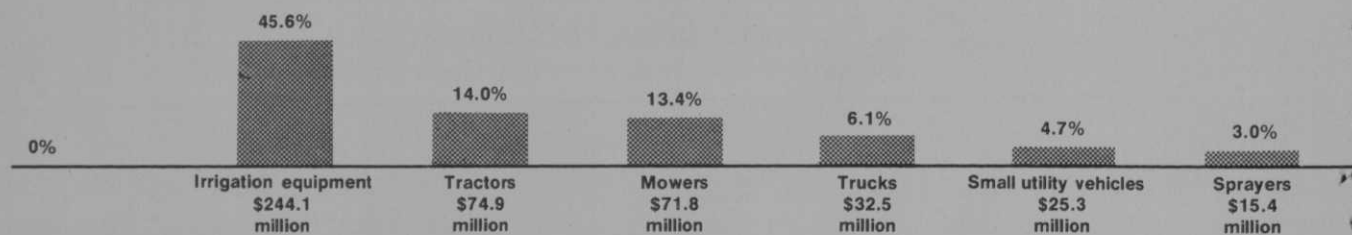
AVERAGE VALUE OF EQUIPMENT TO DATE

	9-hole			18-hole or more			Non-regulation		
	1969	1970	1971	1969	1970	1971	1969	1970	1971
Irrigation equipment	\$9,400	\$9,300	\$7,700	\$45,700	\$52,100	\$41,700	\$6,000	\$11,800	\$13,000
Tractors	\$4,300	\$4,200	\$3,900	\$11,200	\$10,400	\$11,100	\$7,400	\$3,800	\$5,200
Mowers	\$4,500	\$4,300	\$4,900	\$10,900	\$11,800	\$12,900	\$4,500	\$2,600	\$6,100
Trucks	\$2,200	\$1,700	\$1,600	\$4,500	\$4,600	\$4,500	\$3,000	\$1,200	\$6,200
Small utility vehicles	\$1,200	\$1,300	\$1,200	\$4,300	\$3,500	\$3,800	\$1,200	\$1,000	\$1,900
Sprayers	\$940	\$820	\$690	\$2,400	\$1,800	\$1,900	\$780	\$590	\$1,000
Aerators	\$900	\$890	\$1,100	\$2,400	\$2,200	\$2,400	\$580	\$1,400	\$1,600
Shredders	\$420	\$400	\$620	\$960	\$990	\$940	\$1,000	\$400	—*
Spreaders	\$440	\$390	\$450	\$870	\$800	\$930	\$470	\$330	\$380
Spikers	\$500	\$530	\$530	\$700	\$850	\$700	\$590	\$350	\$1,000
Trailers	\$220	\$250	\$260	\$720	\$530	\$530	\$290	\$150	\$350
Other equipment	\$1,500	\$2,500	\$1,700	\$5,800	\$5,500	\$6,200	\$500	\$500	\$700

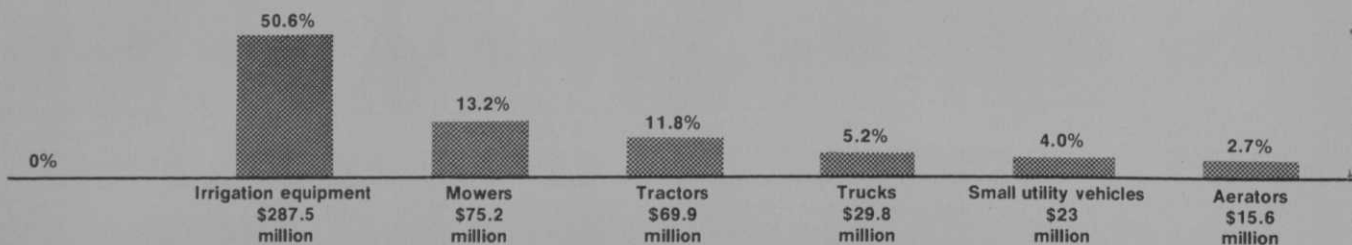
* No response in this category

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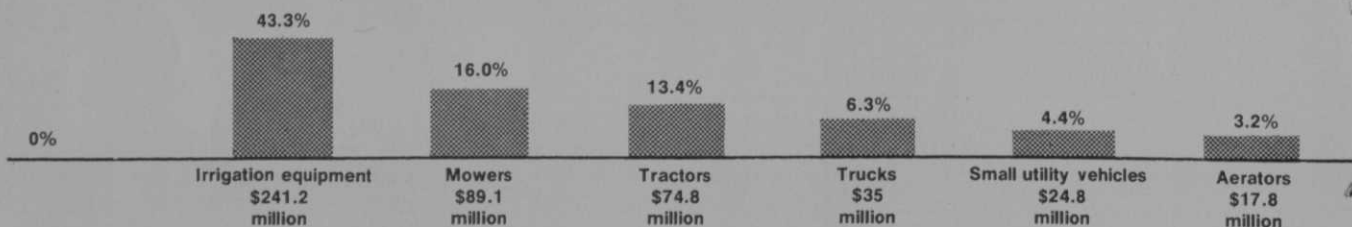
100%

VALUE OF EQUIPMENT TO YEAR END 1969 NATIONAL GRAND TOTALS

100%

VALUE OF EQUIPMENT TO YEAR END 1970 NATIONAL GRAND TOTALS

100%

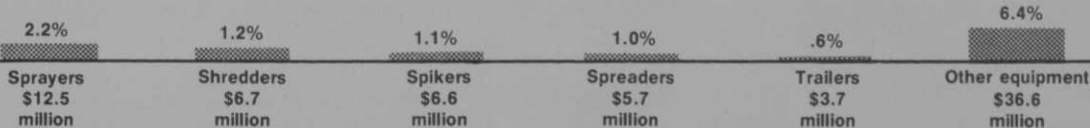
VALUE OF EQUIPMENT TO YEAR END 1971 NATIONAL GRAND TOTALS**ANNUAL SUPERINTENDENTS' SALARIES (per cent of responses in each course type)**

Salary ranges	Private			Semi-private			Hotel/Resort	
	1969	1970	1971	1969	1970	1971	1969	1970
\$5,000-\$7,500	35.2%	20.5%	14.6%	78.6%	26.4%	20.6%	50.0%	9.1%
\$7,501-\$10,000		23.2%	14.0%		36.1%	42.2%		9.1%
\$10,001-\$12,000	29.6%	18.5%	25.6%	14.3%	26.4%	22.5%	33.4%	
\$12,001-\$15,000	17.0%	21.2%	26.8%	7.1%	8.3%	12.7%	8.3%	
\$15,001-\$17,500	18.2%	13.3%	15.2%	0%	0%	0%	8.3%	27.3%
\$17,501-\$20,000		2.0%	3.0%		1.4%	1.0%		0%
\$20,000 plus	0%	1.3%	.6%	0%	1.4%	1.0%	0%	

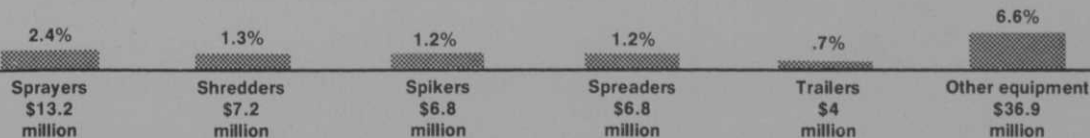
100% = \$534.9 million



100% = \$567.1 million
up 6.0% from 1969



100% = \$557.6 million
down 1.7% from 1970



		Public			Non-regulation		
	1971	1969	1970	1971	1969	1970	1971
18.2%	14.8% 18.5% } 33.3%	68.4%	50.0% 11.5% } 61.5%	37.0% 14.8% } 51.8%	33.3%	50.0% 33.3% } 83.3%	0% 33.3% } 33.3%
36.3%	18.5%	21.0%	23.1%	29.6%	66.7%	16.7%	66.7%
18.2%	29.6%	5.3%	15.4%	18.5%	0%	0%	0%
27.3%	11.1% 3.7% } 14.8%	5.3%	0% 0% } 0%	0% 0% } 0%	0%	0% 0% } 0%	0% 0% } 0%
0%	3.7%	0%	0%	0%	0%	0%	0%

(Continued on page 55)

TYPES OF IRRIGATION SYSTEMS PRESENTLY INSTALLED

Response by course size

Course size	Automatic		Semi-automatic		Manual	
	1970	1971	1970	1971	1970	1971
9-hole	11.4%	10.3%	16.2%	25.8%	72.4%	63.9%
18-hole or more	23.1%	27.6%	27.2%	19.0%	49.7%	53.4%
Non-regulation	— *	20.0%	50.0%	20.0%	50.0%	60.0%

Response by course type

Course type	Automatic		Semi-automatic		Manual	
	1970	1971	1970	1971	1970	1971
Private	17.2%	25.3%	20.4%	17.8%	62.4%	57.0%
Semi-private	15.4%	14.9%	26.9%	25.4%	57.7%	59.6%
Hotel/Resort	41.7%	40.6%	33.3%	12.5%	25.0%	46.9%
Public	25.9%	21.9%	22.2%	25.0%	51.9%	53.1%

* No response in this category

OVER-ALL RESPONSE

100%

