

Feedback

Good advice for all

Congratulations on the excellent content in the April issue, particularly the article by Herman Zaccarelli, foodservice editor, on "What makes a Good Club Manager." I would recommend this article as *must* reading for all club management personnel.

Wouldn't it be appropriate in the "Profile" description to substitute the title "Superintendent" or "Golf Pro" in place of the Club Manager? In this way, Mr. Zaccarelli would also be describing the superintendent or golf pro who is "on his way up" or "on his way down."

Oscar L. Miles, C.G.C.S.
Superintendent
Broadmoor Country Club
Indianapolis, Ind.

● Mr. Zaccarelli has keen perception of "What Makes a Good Club Manager." I recently enjoyed his article in the April issue of GOLF BUSINESS. The profiles he suggested are good daily self-tests to determine "Where am I going?"

I look forward to his future articles.

G. Mead Grady
General manager
Milwaukee Country Club
Milwaukee, Wis.

A × B doesn't = C

I have been an avid reader of your publication for several years, and find this the first opportunity to write you. Some figures in your April, 1977 issue are somewhat puzzling and perhaps you can solve my problem.

The article on page 21 states that the average course has annual green fees of \$73,746, annual rounds total 25,818, and average green fees for nine holes are just over \$8.00.

If we take 25,818 annual rounds at \$8.00 each, the total would be \$206,544 per year. If we divide annual revenues of \$73,746 by the number of rounds, 25,818, the result is an average charge per round of \$2.89. Perhaps you could clarify this for me.

The article on municipal golf in San Francisco (Page 9) states that a raise of 50¢ per round is being considered, and the present

fee is 50¢ per round. At a green fee of only 50¢ per round, it is no wonder they are having financial problems. Possibly the present fee of 50¢ per round is a typographical error.

Glisan Street Recreation, Inc. is a new corporation formed for the express purpose of managing an existing 36-hole municipal golf course. We hope to be underway within the next few months.

Bruce Bork
General Manager
Glisan Street Recreation, Inc.

Mr. Bork's inquiry was neither the first nor the last we received about the averages for green fees published in the "Profile of the Industry" report in the April GOLF BUSINESS. He is right, of course, that the arithmetic doesn't work out as published. There are two reasons:

1. Not all of the courses answered all of the questions we asked them. Out of 548 respondents, 389 told us what their gross revenue from green fees had been in 1976. Only 365 told us what their fees for nine holes were, but 437 told us what their 18-hole fees. Furthermore, the 365 courses who gave the 9-hole figure were not all included among the 389 and 437 who answered the other questions. That's the statistical reason.

2. The other reason is simple human error. The research department made a mistake in tabulating the answers for that question.

For comparison, look at the average green fees reported by different types of facilities. Resort golf operations charge the most: \$5.80 for nine holes and \$7.21 for 18 (these are odd figures because they are averages). Private clubs are next expensive (\$4.35/\$7.07), followed by daily fee (\$3.09/\$7.50) and municipal (\$2.74/\$4.08).

The 50¢ figure for San Francisco municipal golf is correct as published.

— Ed.

Do you have a gripe with the industry? Or praise for some facet of it? Voice it in *Feedback*: a forum for your ideas on topics we have or haven't covered in GOLF BUSINESS. Readers interested in expressing their views can write to Feedback, GOLF BUSINESS, 9800 Detroit Ave., Cleveland, OH 44102.

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