

tennis

. . . continues to add new dimensions to club and pro shop profit pictures

Clubs and golf professionals cashed in on the tennis "boom" in 1973. Managers reported incomes from tennis facilities that projected to a national total of \$68.1 million—an astounding 168 per cent increase over 1972. Golf professionals who carry tennis merchandise rang up sales that totaled \$2 million—almost a 67 per cent increase over 1972.

These figures strain credibility, but not when placed in the perspective of other facts. In 1972, the tennis fever was building rapidly, but 1973 will be remembered as the year tennis burst into the realm of mass interest sports—unprecedented gates at matches, tennis pros emerging as international heroes, the fervor over the Riggs-King match, the great number of televised matches, the waiting lines at courts throughout the country. The list of tennis "firsts" seems endless.

At country clubs, tennis courts that had gone to weeds were suddenly being spruced up as quickly as possible, and at clubs without courts, managers were scrambling for tennis court contractors.

In 1972, according to GOLFDOM's Annual Marketing and Research Report, almost 63 per cent of the managers whose clubs had tennis facilities said they planned to improve or expand them, and in 1973 another 60.2 per cent said they have such plans. Of the managers in 1972 who reported having no tennis facilities, more than 52 per cent said they planned to install them in the near future. Almost 45 per cent in 1973 reported they planned installation soon.

The increase in pro shop sales of tennis merchandise is due, in part, to the influx of professionals moving into this area over the past year. Sixty-five per cent in fact said they carry tennis equipment or tennis apparel or both, as compared to 52 per cent in 1972. □

DOES YOUR CLUB COURSE HAVE TENNIS FACILITIES?

Type of course	Yes	No
Private		
1972	52.9%	47.1%
1973	57.8%	42.2%
Semi-private		
1972	13.2%	86.8%
1973	11.6%	88.4%
Hotel/Resort		
1972	84.6%	15.4%
1973	84.6%	15.4%
Public		
1972	9.5%	90.5%
1973	19.4%	80.6%
% of total response		
1972	41.6%	58.4%
1973	45.2%	54.8%

DO YOU PLAN TO IMPROVE OR EXPAND YOUR TENNIS FACILITIES?

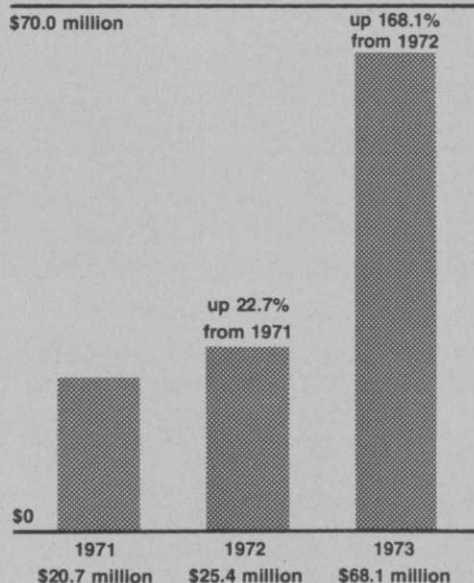
Type of course	Yes	No
Private		
1972	59.5%	40.5%
1973	59.1%	40.9%
Semi-private		
1972	66.7%	33.3%
1973	70.0%	30.0%
Hotel/Resort		
1972	88.9%	11.1%
1973	100%	0%
Public		
1972	100%	0%
1973	0%	100%
% of total response		
1972	62.7%	37.3%
1973	60.2%	39.8%

continued

**IF YOU DO NOT HAVE TENNIS FACILITIES,
DO YOU PLAN TO INSTALL THEM IN THE
NEAR FUTURE?**

Type of Course	Yes	No
Private		
1972	64.9%	35.1%
1973	52.4%	47.6%
Semi-private		
1972	36.6%	63.4%
1973	33.9%	66.1%
Hotel/Resort		
1972	50.0%	50.0%
1973	50.0%	50.0%
Public		
1972	30.8%	69.2%
1973	42.9%	57.1%
% of total response		
1972	52.1%	47.9%
1973	44.6%	55.4%

**INCOME FROM TENNIS FACILITIES
NATIONAL GRAND TOTALS**



INCOME FROM TENNIS FACILITIES

Course type Average per facility National totals

Private

1971	\$ 8,700	\$19.0 million
1972	\$10,700	\$23.4 million
1973	\$24,800	\$60.0 million

Semi-private

1971	\$ 2,400	\$ 1.1 million
1972	\$ 2,600	\$ 1.2 million
1973	—*	—*

Hotel/Resort**

Public

1971	\$ 4,000	\$508,000
1972	\$ 5,800	\$730,300
1973	\$ 3,600	\$889,200

*Insufficient response in this category

**The disparity among resorts' tennis fee plans makes averages and national totals unreliable.

**WHICH DO YOU SELL
IN YOUR PRO SHOP?**

Type of course	Tennis equipment	Tennis apparel	Both	Neither
Private				
1972	22.1%	14.7%	15.8%	47.4%
1973	27.4%	21.9%	15.6%	35.1%
Semi-private				
1972	21.4%	—*	28.6%	50.0%
1973	33.3%	22.2%	—*	44.5%
Hotel/Resort				
1972	30.8%	7.7%	7.7%	53.8%
1973	50.0%	20.0%	—*	30.0%
Public				
1972	28.6%	—*	29.6%	42.8%
1973	50.0%	25.0%	—*	25.0%
% of total response				
1972	23.3%	11.6%	17.0%	48.1%
1973	29.8%	21.9%	13.2%	35.1%

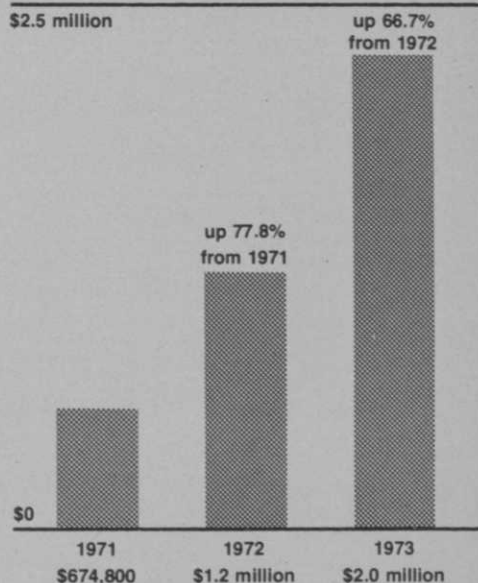
*No responses in this category

**GROSS PRO INCOME
FROM TENNIS MERCHANDISE**

Course type	Average per facility	National totals
Private		
1971	\$ 610	\$604,500
1972	\$ 920	\$908,700
1973	\$1,300	\$1.7 million
Semi-private		
1971	\$ 200	\$ 51,000
1972	\$ 440	\$112,200
1973	\$ 390	\$118,000
Hotel/Resort		
1971	—*	—*
1972	\$ 680	\$ 93,200
1973	\$ 830	\$226,100
Public		
1971	\$ 100	\$ 19,300
1972	\$ 500	\$ 96,500
1973	\$ 200	\$ 26,600

*Insufficient response in this category

**GROSS PRO INCOME
FROM TENNIS MERCHANDISE
NATIONAL GRAND TOTALS**



Editor's Note: In some tables increases will be reflected by higher national totals for 1973, because a greater number of respondents reported having tennis facilities. This is true even when averages for 1973 are only slightly higher or lower than averages in 1971 and 1972.

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CORPORATION

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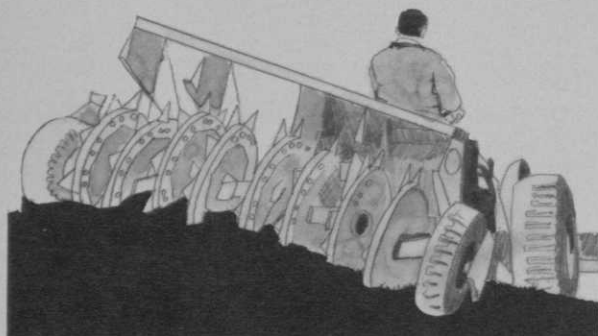
SEND FOR
COMPLETE
DETAILS

U.S. Fiberwood,
CORPORATION 527 Superior Avenue,

Newport Beach, Ca. 92660

superintendents

... are fighting to keep across-the-board cost increases under control



Superintendents suffered sharp cost increases in turf materials, which inflated these 1973 expenditures to \$74.2 million—17.2 per cent over the 1972 figures of \$63.3 million.

The 10.1 per cent jump in costs for maintenance crews for regulation golf courses drove 1973 national labor expenditures to \$300.9 million—\$27.6 million over 1972. This took a large bite from club budgets already smarting from rising fuel costs for maintenance equipment and cost increases in virtually every material purchased in 1973. This, notwithstanding a 17.1 per cent—\$10.7 million—cut in labor expenditures of nine-hole courses.

Superintendents experienced some gains in salary levels. A significant decrease was evinced in the number of superintendents reporting salaries from \$5,000 to \$10,000, as high-end salary levels showed a substantial hike.

The surge of course improvement expenditures experienced in 1972 (\$106.9 million) dropped to \$96.1 million in 1973—10.1 per cent less. The overall value of maintenance equipment jumped 30.8 per cent over last year's figure to \$745.0 million. □

Notes: 1973 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 that he and his staff maintain, figures in this study are broken down by the common size categories: nine 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 a primary bearing—figures are given by course classification.

In some charts averages for 1971 and 1972 and 1972 and 1973 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.

SUPERINTENDENTS' TABLES AND GRAPHS

Turf materials		Value of equipment to date	
Average expenditures	65	Average	70
National expenditures	65	National grand totals	72, 73
National grand totals	67	Superintendents' salaries	
Golf course improvements		All course types	70
Average and national expenditures	69	Each course type	72, 73
National grand totals	69	Irrigation systems	
Golf course labor		Course size and course type	74
Average and national totals	69	Over-all response	74
National grand totals	69		

AVERAGE EXPENDITURES FOR TURF MATERIALS

Size of facility	Fertilizers	Fungicides	Grass seed	Soil amendments	Herbicides	Insecticides
9-hole						
1971	\$1,100	\$530	\$400	\$390	\$460	\$330
1972	\$1,400	\$610	\$310	\$120	\$170	\$180
1973	\$1,200	\$610	\$220	\$240	\$200	\$170
Budget 1974	\$1,300	\$750	\$310	\$230	\$400	\$200
18-hole or more						
1971	\$4,200	\$1,900	\$1,200	\$840	\$860	\$660
1972	\$3,900	\$2,800	\$1,100	\$610	\$660	\$500
1973	\$4,800	\$2,900	\$1,400	\$940	\$1,000	\$810
Budget 1974	\$5,400	\$3,600	\$1,600	\$920	\$1,200	\$920
Non-regulation						
1971	\$1,400	\$430	\$340	\$450	\$660	\$350
1972	\$2,200	\$710	\$270	\$300	\$270	\$180
1973	\$1,400	\$700	\$300	\$430	\$500	\$250
Budget 1974	\$1,600	\$700	\$500	\$130	\$500	\$270

NATIONAL EXPENDITURES FOR TURF MATERIALS

Size of facility	Fertilizers	Fungicides	Grass seed	Soil amendments	Herbicides	Insecticides
9-hole						
1971	\$5.2 million	\$2.5 million	\$1.9 million	\$1.8 million	\$2.2 million	\$1.6 million
1972	\$6.5 million	\$2.9 million	\$1.5 million	\$579,600	\$821,900	\$850,400
1973	\$5.7 million	\$2.9 million	\$1.1 million	\$1.2 million	\$963,000	\$818,600
Budget 1974	\$6.5 million	\$3.6 million	\$1.5 million	\$1.1 million	\$1.9 million	\$943,700
18-hole or more						
1971	\$19.1 million	\$8.8 million	\$5.5 million	\$3.8 million	\$3.9 million	\$3.0 million
1972	\$18.6 million	\$13.5 million	\$5.1 million	\$2.9 million	\$3.1 million	\$2.4 million
1973	\$23.2 million	\$13.8 million	\$6.8 million	\$4.5 million	\$5.0 million	\$3.9 million
Budget 1974	\$26.2 million	\$17.4 million	\$7.7 million	\$4.4 million	\$6.0 million	\$4.5 million
Non-regulation						
1971	\$1.6 million	\$470,800	\$377,400	\$499,500	\$732,600	\$388,500
1972	\$2.6 million	\$843,200	\$315,500	\$360,500	\$316,700	\$207,600
1973	\$1.7 million	\$847,000	\$363,000	\$520,300	\$605,000	\$296,500
Budget 1974	\$1.9 million	\$847,000	\$605,000	\$157,300	\$605,000	\$326,700

continued on page 67

The turf-care professionals.

Professional turf-care managers know the value of owning precision-built turf-care equipment.

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- ⑩ **RENOVAIRE**. Contour design turf aerator. Interchangeable tines for coring, slicing, open spoon aerating.
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- ⑭ **SOD CUTTERS***. Self-propelled heavy-duty and junior models.



Turf Equipment

OMC-Lincoln, A Division of
Outboard Marine Corporation
2102 Cushman Drive, Box 82409
Lincoln, Nebraska 68501

*Self-powered and/or propelled.

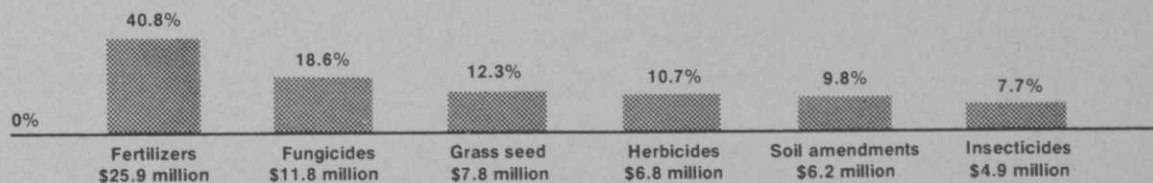


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100%

EXPENDITURES FOR TURF MATERIALS 1971 NATIONAL GRAND TOTALS

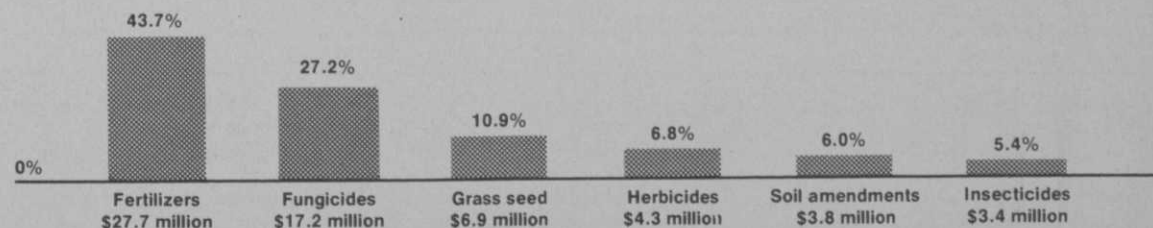
100% = \$63.5 million
Up 6.5% from 1970 total of \$59.6 million



100%

EXPENDITURES FOR TURF MATERIALS 1972 NATIONAL GRAND TOTALS

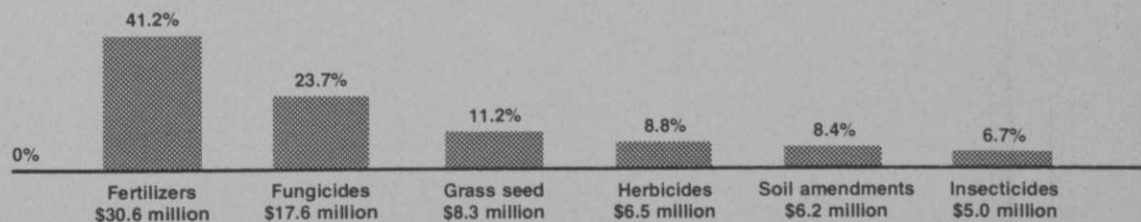
100% = \$63.3 million
Down .31% from 1971 total of \$63.5 million



100%

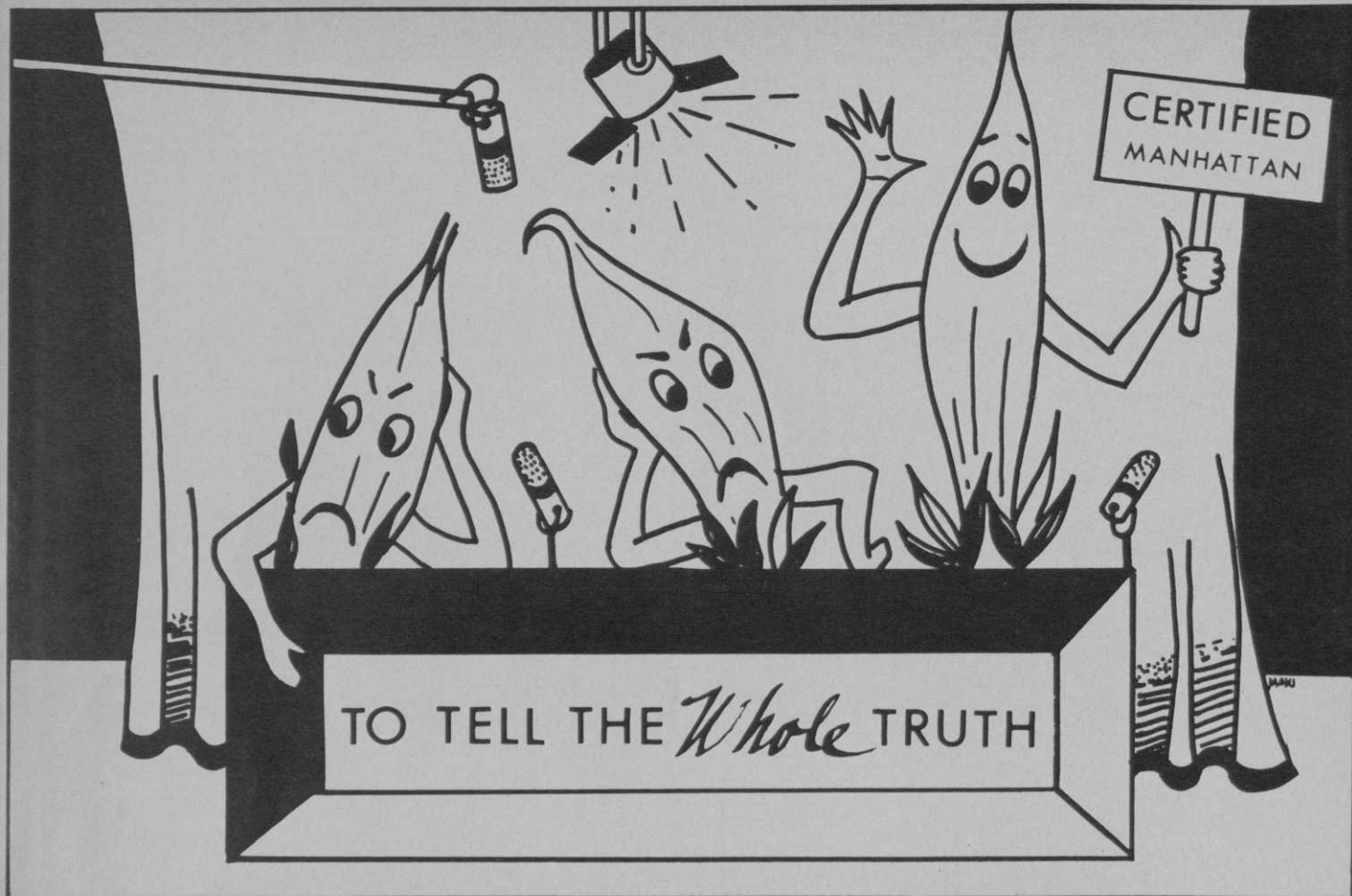
EXPENDITURES FOR TURF MATERIALS 1973 NATIONAL GRAND TOTALS

100% = \$74.2 million
up 17.2% from 1972 total of \$63.3 million



*Note: Figure over each bar indicates the percentage that the item's dollar volume contributed to the national grand total.

continued on page 69



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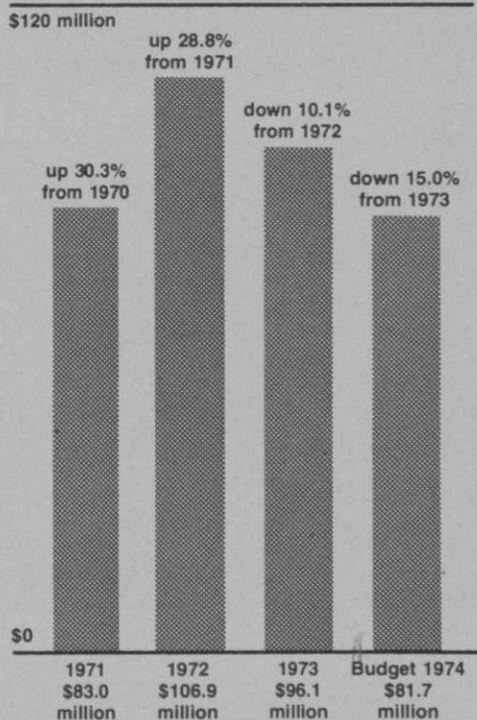
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EXPENDITURES FOR GOLF COURSE IMPROVEMENTS NATIONAL GRAND TOTALS

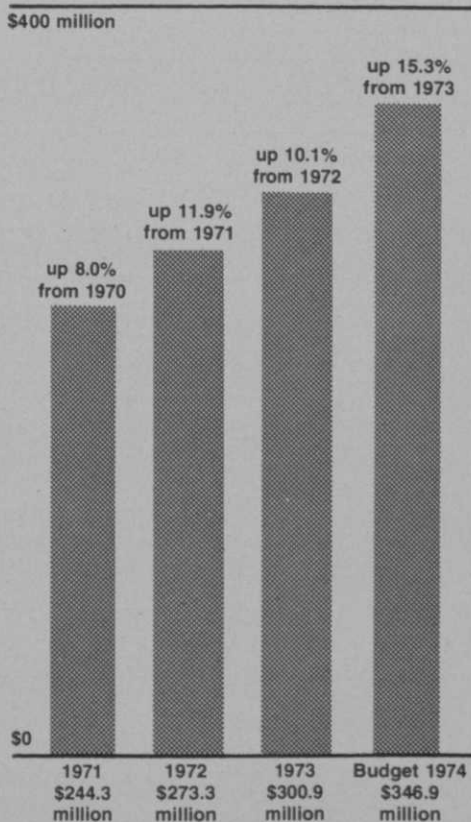


EXPENDITURES FOR GOLF COURSE IMPROVEMENTS

Course size	Average per facility	National totals
9-hole		
1971	\$ 3,300	\$15.5 million
1972	\$ 4,000	\$19.0 million
1973	\$ 2,900	\$13.8 million
Budget 1974	\$ 2,500	\$12.0 million
18-hole or more		
1971	\$14,100	\$64.0 million
1972	\$18,000	\$85.3 million
1973	\$16,700	\$80.8 million
Budget 1974	\$14,300	\$69.1 million
Non-regulation		
1971	\$ 3,100	\$ 3.4 million
1972	\$ 2,200	\$ 2.6 million
1973	—*	—*
Budget 1974	—*	—*

*Insufficient response for valid average and projection

EXPENDITURES FOR GOLF COURSE LABOR* NATIONAL GRAND TOTALS



*Exclusive of superintendents' salaries

EXPENDITURES FOR GOLF COURSE LABOR*

Course size	Average per facility	National totals
9-hole		
1971	\$ 9,500	\$ 44.9 million
1972	\$11,900	\$ 56.6 million
1973	\$ 9,500	\$ 45.9 million
Budget 1974	\$10,300	\$ 49.4 million
18-hole or more		
1971	\$40,500	\$184.3 million
1972	\$42,900	\$203.8 million
1973	\$51,000	\$246.3 million
Budget 1974	\$57,100	\$275.7 million
Non-regulation		
1971	\$13,600	\$ 15.1 million
1972	\$10,900	\$ 12.9 million
1973	—**	—**
Budget 1974	—**	—**

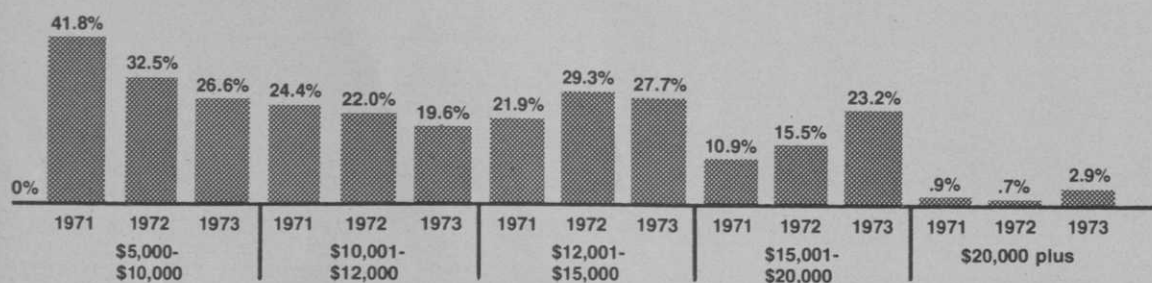
*Exclusive of superintendents' salaries

**Insufficient response for valid average and projection

continued

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

100%



AVERAGE VALUE OF EQUIPMENT TO DATE

	9-hole			18-hole or more			Non-regulation		
	1971	1972	1973	1971	1972	1973	1971	1972	1973
Irrigation equipment	\$7,700	\$9,800	\$8,800	\$41,700	\$41,500	\$65,300	\$13,000	\$5,400	\$6,100
Tractors	\$3,900	\$4,800	\$4,200	\$11,100	\$12,800	\$13,100	\$5,200	\$5,200	\$4,600
Mowers	\$4,900	\$5,100	\$5,800	\$12,900	\$13,200	\$17,300	\$6,100	\$8,100	\$4,400
Trucks	\$1,600	\$1,300	\$1,500	\$4,500	\$5,200	\$5,700	\$6,200	\$1,400	\$2,800
Small utility vehicles	\$1,200	\$830	\$1,500	\$3,800	\$3,700	\$4,600	\$1,900	\$1,600	\$2,200
Sprayers	\$690	\$800	\$860	\$1,900	\$2,000	\$2,400	\$1,100	\$860	\$1,100
Aerators	\$1,100	\$990	\$970	\$2,400	\$2,400	\$2,800	\$1,600	\$980	\$700
Shredders	\$620	\$220	\$300	\$940	\$640	\$940	—*	\$80	\$240
Spreaders	\$450	\$380	\$430	\$930	\$970	\$1,100	\$380	\$360	\$330
Spikers	\$530	\$350	\$390	\$700	\$830	\$760	\$1,000	\$410	\$1,200
Trailers	\$260	\$220	\$230	\$530	\$1,000	\$720	\$350	\$160	—*
Other equipment	\$1,700	\$880	\$1,100	\$6,200	\$3,800	\$7,700	\$700	\$940	—*

*Insufficient response in this category for valid averages

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