

## INTEREST IN MUNICIPAL, PUBLIC GOLF COURSES CONTINUES TO BUILD AS MORE PLAY GAME

Golf course construction costs vary greatly, but most communities or developers can count on spending at least \$1,250,000, not including the cost of land, for a modern regulation-length golf course, according to Roger Rulewich, president of the American Society of Golf Course Architects.

Rulewich noted, however, that most municipal and public golf courses are showing healthy profits as more women and seniors play the game. He noted that some golf courses in the southeast and western regions that are open year-round are seeing annual net profits in excess of \$300,000.

"As more communities recognize the value of a golf course as a recreational facility for its residents, an attractive green belt, and as a magnet for tourists, golf

course development will continue to boom," Rulewich predicted.

The ASGCA president said that a typical golf course construction budget, which will be affected by location and condition of land, might look like this:

*Construction of 18-hole course -	
	\$1,000,000 to \$3,000,000
Maintenance Equip.	150,000 to 300,000
Maintenance Bldg..	100,000 to 250,000
<b>TOTAL</b>	<b>\$1,250,000 to \$3,550,000</b>

\*Includes basic golf course construction (clearing, grading, construction of tees, greens and bunkers, seeding, etc.), irrigation system, shelters, bridges, cart pathways and service roads.

Rulewich emphasized that these cost figures are intended only as rough guidelines and do not include the cost of the land, clubhouse, other facilities, or architect's fee. In addition, maintenance costs usually run between \$100,000 and \$250,000 annually.

Costs will vary, Rulewich added, by section of the country due to different terrain, climate and number of playable days.

The ASGCA president stated that ordinarily about 150 acres of land are needed to build a regulation length golf course. Only 75 to 100 are needed for an executive course, while only 50 to 80 acres are needed for an 18-hole par three course.

Many new municipal and public courses are being built on landfills, flood plains, and other "undesirable" sites. Rulewich pointed out that an experienced golf course architect should be brought in early in the planning process so that the proper golf course site is preserved in the master plan.

"Studies show that the 45 percent of U.S. golfers who normally play on municipal courses are confined to just 15 percent of the nation's golf courses," Rulewich noted. "With these figures in mind, it's not difficult to see why so many municipalities and private developers are working to build more daily fee golf courses."

Those planning to build a municipal or public course can obtain additional information by writing the American Society of Golf Course Architects, 221 N. LaSalle St., Chicago, IL 60601.

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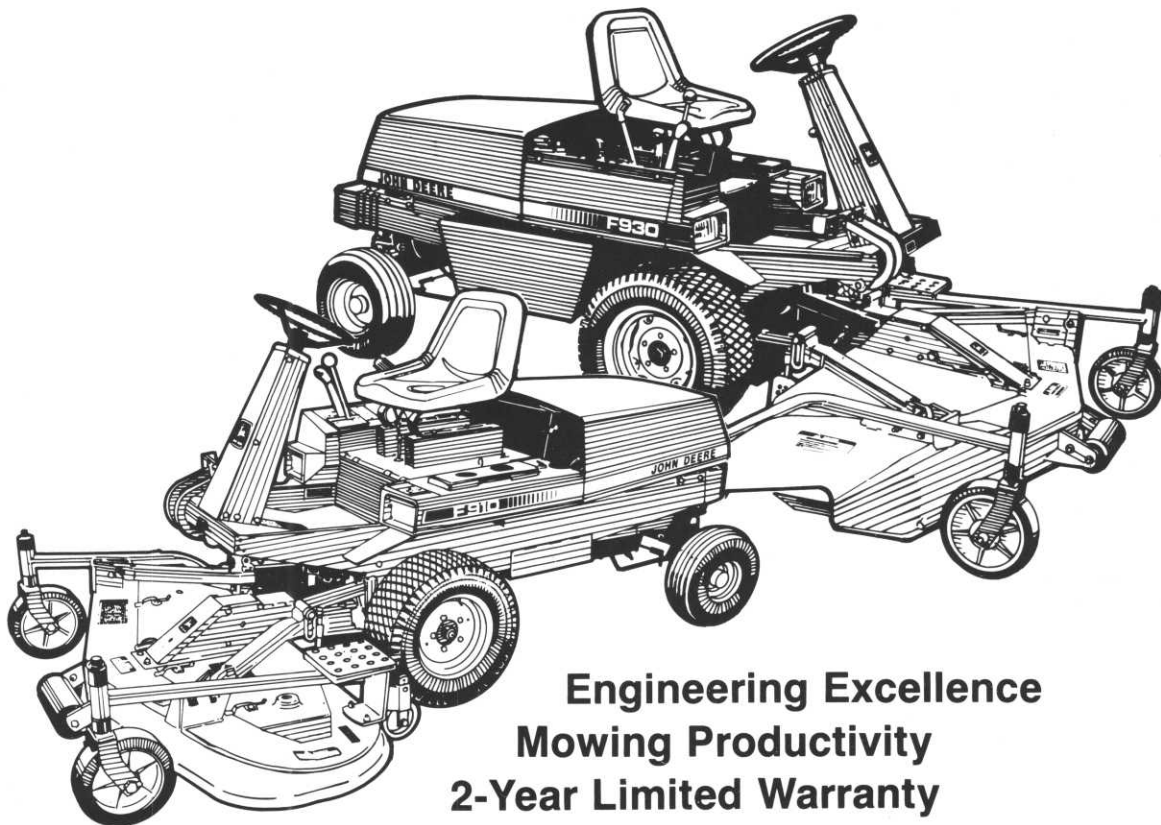
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**NEW GOLF TOURNAMENT**

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## SHORT COURSE IN HUMAN RELATIONS

The best short course in human relations we've heard about is this one published by columnist Norton Mockridge:

\*The six most important words in our language are, I admit I made a mistake.

\*The five most important words are, You did a good job.

\*The four most important words are, What is your opinion?

\*The three most important words are, If you please.

\*The two most important words are, Thank you.

\*The single most important word, We.

\*And the least most important word, I.  
(Bits and Pieces)

\*To motivate employees, don't tell them what they're doing wrong; tell them what they're doing right. Don't measure absenteeism; measure attendance. Don't measure errors; measure accuracy. Keep the focus where it belongs: on good results and good performance.

\*Increase your overall level of decisiveness by making immediate decisions on matters of little consequence or plans which can be revised easily. (You may be surprised how many decisions fall into these categories.) Save your caution for matters of major consequence or plans which will be difficult to modify if circumstances change.

## "EARLY BIRDS" FLOCK FOR '88 SHOW

"Early Bird" registration forms are streaming into GCSAA headquarters at a record pace, according to Bonnie Stephenson, meetings coordinator.

More than 7,000 packets were mailed to the membership July 17 promoting the 59th GCSAA International Golf Course Conference and Show to be presented Feb. 1-8, 1988 in Houston.

The postman delivered the first registration form to GCSAA headquarters the following Monday morning from Blue Hills Country Club superintendent Dave Fearis, Kansas City.

"There is already a great amount of excitement about next year's conference among both members and exhibitors," said Tuula Wright, GCSAA sales and marketing manager. "It will be the largest conference and show in GCSAA's history."

"Early Bird" registration offers GCSAA members a substantial savings. Fees for registration, seminars, the spouse program, luncheons and the banquet are at a special rate until September 15. Early registration also gives members first chance to enroll in seminars, make hotel reservations and choose banquet seating.

For further information, contact Bob Still, Media Relations Manager, GCSAA, 913/841-2240.

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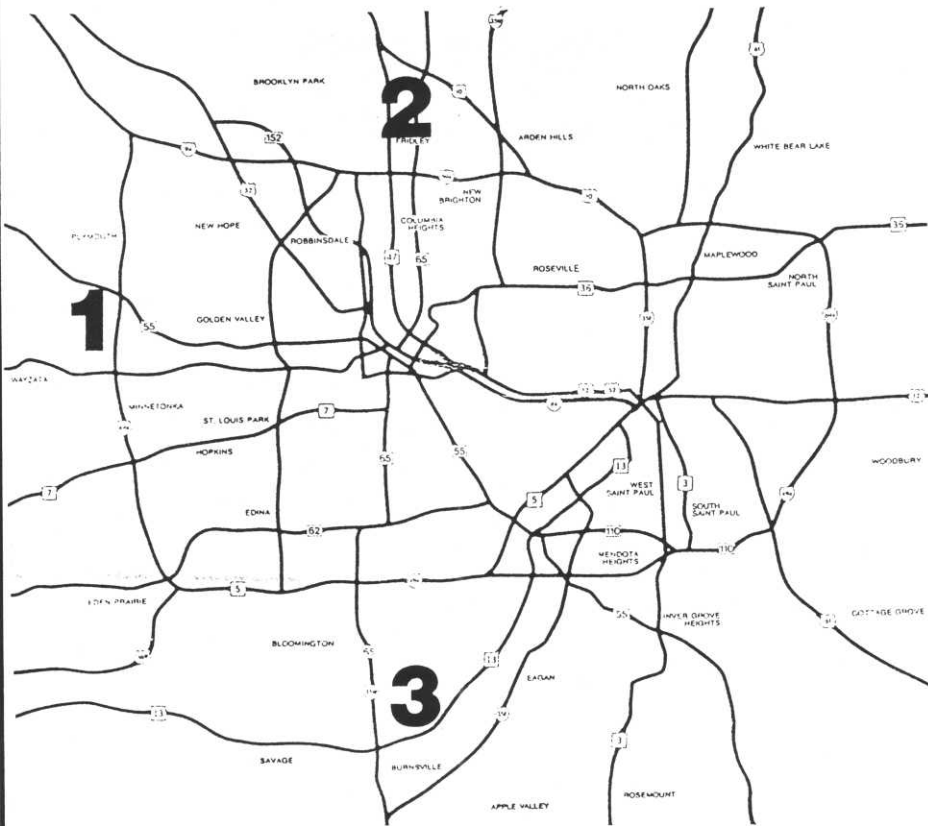
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