



MID-ATLANTIC News Letter



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NEXT MEETING

The next meeting of the MAGCSA will be held on September 15 (note the date change) at the Maryland Golf and Country in Bel Aire, Md. It will be our annual meeting with the Philadelphia group and should be well attended. Our host is Ron Hall who has been at the club 2 years.

DIRECTIONS TO THE CLUB

Take Route 95 to the north side of Baltimore to Maryland Route 24. Turn north on 24 and go to Wheel Road. Turn right on Wheel Rd. and go north about 2¼ miles to McPhail Rd. Turn left on McPhail and go 1 mile. The Club is on the right.

MEETING PLACES

September 15 Maryland Golf and Country Club.
Host Ron Hall

October 13 Turf Valley C.C. Host George Riddle

November 10 Tantallon C.C. Host Jim Estep

December 8 Open

SURVEY

The survey is now complete! The results and a few choice editorial comments and explanations will be published in length in next month's newsletter, so brace yourself and your Greens Chairman 'cause we're gonna lay it out face up for the whole world to see. Some of the results are good, many are bad and some are just plain ridiculous! But be that as it may, the results have been tabulated and they will be released next month, so watch out!!!

IT'S HAPPENING IN GOLF

News and Trends in Golf Course
Development and Operation
by Harry C. Eckhoff

Facility Development Consultant Nat'l Golf Foundation

Golf, marching upward at a steady pace ever since the end of World War II, took off like a rocket during the last decade when the once exclusive game of the very rich became one enjoyed by all the people.

Daily fee courses experienced a meteoric rise of 85% during the 10 year period ending January 1, 1970; municipal operations increased 42% and private clubs 38%.

New golf course openings during the same period averaged 354 a year. Of the 9926 courses in operation on January 1, 1970, approximately 13% were municipal; 42% were daily fee and 45% were private membership clubs.

Golfers in the nation during the decade in question increased 110% going from 4,400,000 to over 9,500,000. NGF studies as to where golfers play indicate that 45% use municipal courses, 39% play at daily fee facilities and 16% are members of private country clubs.

An acceptable yardstick for daily fee and municipal courses is one 18 hole operation for 20,000 to 25,000 persons. When 300 or more golfers in a given area are willing to share the responsibility for building a country club complex and its operational costs through a realistic dues structure, the time is right for the development of a private equity type member-owned facility.

Operating costs at private country clubs have increased 65% during the past 15 years. Findings of a recent nationwide survey of 75 representative country clubs reveal that in 1969 the operating revenue per country club member averaged \$676 with \$320 representing food purchases, \$167 beverages, \$83 sports activities and \$106 all other purchases. In addition, annual dues averaged \$581 per regular member.

Golf course maintenance costs for 1969 at the aforementioned 75 country clubs averaged \$4,577 per hole of which \$2,824 was for salaries and wages and \$1,753 for all other expenses. Maintenance costs have increased 85% during the past 15 years.

Despite high costs, many country clubs are thriving. Cherokee Town and Country Club at Atlanta opened in 1956 with a \$500 initiation fee now charges \$3,000 and still reports a long waiting list. The Country Club of Virginia, a 45-hole complex at Richmond, reports a golfing membership of 850 (total membership of 5,600) and a sizeable waiting list. In Denver, Cherry