

ATHLETIC FIELD MANAGERS SAY BUDGETS ARE TOO LOW

Nearly two thirds of athletic field managers polled by Weeds Trees & Turf think their budgets for maintaining turf on athletic fields are inadequate.

Furthermore, inconsistent management structures of athletic fields and a lack of industry organization make pinpointing general characteristics difficult. Consequently, manufacturers may find it difficult to locate the person with purchasing responsibility and to better meet the needs of athletic field managers.

Pinpointing the person responsible is also a problem for trade journals trying to serve athletic field managers. This was a factor in the survey which received only a nine percent return out of 1,000 individuals polled. The 90 persons responding had 35 different titles.

According to the "Statistical Abstract of the United States", published in 1977, there are 2,700 commercial sports establishments, roughly 110,000 educational facilities with fields, and at least 19,000 municipal and county parks with fields. There should be at least 131,700 managers of athletic fields in the U.S. Using the median annual field management budget of \$10,000, the market has a conceivable value of \$1.3 billion annually!

More than 70 percent of the respondents manage park (42 percent) or university (31 percent) fields. Fifteen percent manage high school fields, 11 percent municipal stadiums, eight percent middle and elementary schools, and only two percent private stadiums.

The respondents manage from 12 to 3,750 acres, with a median figure of 173 acres. Athletic fields are one part of the total acreage managed.

The managers have an average annual budget, not including labor, of \$14,081. Figures ranged from \$275 to \$90,000. Sixty-three percent said their budgets were too small to maintain fields at a desired level. Thirty-seven percent said their budgets were adequate. Those responding negatively said they needed an average budget increase of 54 per-

Months Supplies Are Purchased.

Month	% Buying Chemicals	% Buying Equipment
January	7	8
February	12	9
March	21	16
April	18	14
May	9	9
June	5	8
July	4	8
August	7	8
September	7	5
October	5	6
November	3	4
December	3	5

Where Purchases Are Made

Item	Percent	Local Dealer	Manufacturer	Nursery
fertilizer	92%	71%	27%	2%
herbicide	82%	75%	25%	0%
seed	85%	76%	20%	4%
soil amendments	58%	76%	20%	4%

Equipment Owned by Respondents

Type	Percent	Mean	Leading Brands
Aerator	63%	2.0	Ryan, West Point, Jacobsen
backhoe	36%	1.1	Ford, John Deere, Case
broadcast applicator	77%	1.6	Lely, Cyclone, Scotts
line sprayers	38%	1.8	Hudson
mower	93%	4.5	Jacobsen, Toro, National
sprayer	60%	1.4	Meyers, Bean, Hudson, Broyhill
thatchers	26%	1.0	Ryan, Jacobsen
tractors	91%	2.2	Ford, John Deere, International Massey-Ferguson

cent to obtain desired results. One individual said he needed a 300 percent increase.

Most purchasing takes place from February through May (see table). Fall buying does not appear as common as in other Green industries. Three fourths of chemical and seed buying is done with local dealers. Five percent said bids are required.

Despite dominance of spring and

late winter buying, applications of fertilizer, herbicides, amendments and seed follow typical timing with spring and fall applications. Only six persons said they apply fungicides to athletic fields. Post-emergent herbicides are used to a far greater extent than pre-emergents.

The average amount of granular fertilizer purchased is about six tons per year. Liquid fertilizer is used in

Satoh Distributors:

Alabama

Darrell Harp Enterprises, Inc.
P.O. Drawer B, Red Bay, AL 35582
(205) 356-4462

California

Allied Farm Equipment, Inc.
Drawer P1111 North Union St., Stockton, CA 95201
(209) 466-0647

Colorado

CPS Distributors, Inc.
560 South Lipan Street, Denver, CO 80223
(303) 744-6371

Florida

Florida Tractor Corporation
2575 W. Fifth Street, Jacksonville, FL 32203
(904) 388-6581

Georgia

Southeast Tractor Corporation
2935 E. Ponce de Leon Ave., Decatur, GA 30031
(404) 373-5796

Iowa

P.W. Stanke Company
108 E. Jefferson St., Wheatland, IA 52777
(319) 374-2311

Minnesota

Allied Farm Equipment, Inc.
1771 Yankee Doodle Road, Eagan, MN 55121
(612) 452-1670

Missouri

Dick Proctor Imports, Inc.
5320 Lemay Ferry Road, St. Louis, MO 63129
(314) 487-2085

Montana

Midland Implement Co., Inc.
402 Daniels Street, NP Industrial Site
Billings, MT 59107
(406) 248-7771

North Carolina

E.J. Smith & Sons Co.
4250 Golf Acres Drive, Charlotte, NC 28201
(704) 394-3361

Ohio

Hayward Distributing Company
460 Neilston Street, Columbus, OH 43215
(614) 221-5323

Oregon

R.M. Wade & Company
10025 S.W. Allen Blvd., Beaverton, OR 97005
(503) 641-1865

Pennsylvania

Stull Company
701 Fourth Avenue, Coraopolis, PA 15108
(412) 262-1405

Tennessee

The Bill Voorhees Company
700 8th Avenue South, Nashville, TN 37319
(615) 242-4483

Texas

The Stewart Company
11000 North Central Expressway, Dallas, TX 75231
(214) 691-5555

Virginia

Universal Tractor-Equipment Corp.
928 N. Meadow Street, Richmond, VA 23220
(804) 353-7806

by less than five percent of the respondents. Managers purchase an average of only 525 lbs. or 80 gal. of herbicides.

Managers purchase an average of 900 lbs. of seed per year, with a median of 300 lbs. The same amount of amendments are purchased as fertilizer.

Forty percent said they resod their athletic fields with 20 percent resodding annually. The average expenditure for sod was \$1,200. Three persons cut their own sod.

The primary grass seed used is bluegrass (63 percent), with rye (58 percent) and fescue (51 percent) close behind. Twenty percent use bermuda, which corresponds with the percentage of managers in southern states responding to the survey. Five percent indicated use of synthetic turf.

The dominant types of equipment used to maintain athletic fields are tractors, mowers, sprayers, and broadcast applicators (see list).

Sixty-three percent also have aerators.

Quick coupling systems were the most common type (64 percent) of irrigation system used by respondents. Automatic systems are used by 36 percent. Seventeen percent indicated they had no irrigation system, although three persons said they used portable tanks for watering fields. Five percent use effluent water for irrigation.

The average size of staff under the manager is six persons, with a median of five.

Baseball fields are the most common type of field maintained. Football and soccer fields are the next most common types of fields maintained. Nearly three times as many baseball fields are maintained as soccer or football fields. A third indicated they managed stadium fields. More than 40 percent manage fields with bleachers and the same percentage manage practice fields. **WTT**

One example of the materials applied to football, soccer, and practice fields in the cool season turf area:

FOOTBALL FIELD: 2½ acres

- April—1st week—Aerify four (4) times
- April—1st week—Overseed with Victa/Baron Blend—25# per acre
- April—1st week—Starter fertilizer w/Pre-Emergence—485# per year
- May—3rd week—Dry fertilizer plus dicot weed control 330# per year
- May—3rd week—Weedgrass preventer 370# per year
- June—2nd week—Aerify four (4) times
- June—2nd week—Dry fertilizer plus insecticide 450# per application
- August—2nd week—Dry fertilizer plus insecticide 450# per application
- September—2nd week—High density fertilizer 330# per application
- October—2nd week—High density fertilizer 330# per application
- November—2nd week—Overseed with Victa/Baron blend 25# per acre
- November—2nd week Aerify four (4) times

TOTAL COST\$1,403.00

PRACTICE FIELDS—9 acres

- April—2nd week—High density fertilizer 1188# per application
- June—2nd week—High density fertilizer 1188# per application
- August—2nd week—High density fertilizer 1188# per application
- November—2nd week—Athletic Blend 30# per acre
- November—2nd week—Starter fertilizer 1584# per year

TOTAL COST\$1399.00

SOCCER FIELD — 2½ acres

- April—2nd week—Fertilizer with weedgrass preventer 370# per year
- May—2nd week—Fertilizer plus Dicot weed control 330# per year
- June—2nd week—High density fertilizer 330# per application
- August—2nd week—Fertilizer plus insecticide 450# per year
- September—3rd week—High density fertilizer 330# per application

TOTAL COST\$695.00

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