

# Chicago 'blows away' its golf/landscape competition

by JERRY ROCHE/Editor-in-Chief

If you want to get serious about turf maintenance for a living, start your career—or build upon it—in Chicago.

According to a survey by LANDSCAPE MANAGEMENT magazine, the Windy City is the top golf and landscape maintenance market in the continental United States.

We graded U.S. cities in seven categories, and Chicago was the only city to earn "stars" in all seven. Closest competitors were Dallas/Ft. Worth, Texas and Minneapolis, Minn., each with five stars.

Here's how we graded the

cities:

► If a city had a comparatively high number of Yellow Pages ads dedicated to the "Lawn Care" category, it received a star. Likewise for the "Landscape Maintenance" category. Generally speaking, two pages or more of lawn care ads qualified a city for a star, and three pages or more of landscape maintenance ads qualified.

We also factored membership rosters of the Professional Lawn Care Association of America and the Associated Landscape Contractors of America to see where the largest concen-

tration of these types of businesses was.

► U.S. Census figures for "income per household" and "new home construction" were also tallied. We rationalized that cities high in average household income would generally have more disposable income to spend for professional lawn care or landscaping and golfing. Likewise, new home construction would mean more opportunities for lawn and landscape installation. Cities that ranked in the top 15 for 1994 were given stars.

► Golf course availability—that is, communities with one golf hole for 1,750 residents or fewer—were given a star.

Communities with more than 1,000 total golf holes were also awarded stars. Figures were obtained from a survey conducted by the National Golf Foundation in 1993.

► Finally, the cities with the largest municipal parks were given additional stars. Since official statistics were not readily available in this category, LM had to be somewhat more subjective, though the most recent issue of the "Places Rated Almanac" was consulted. In some isolated cases, an additional consideration was presence of a well-maintained regional, state or national park within or contiguous to the metropolitan area.

► On the following page is the list of LANDSCAPE MANAGEMENT's Top Golf/Landscape cities:

## OSHA: Occupational Injury & Illness Incidence Rates per 100 Full-Time Workers, 1973-94

**NOTES:**

1. The incidence rates represent the number of injuries and illnesses per 100 full-time workers and were calculated as:  $(N/EH) \times 200,000$ , where

n = number of injuries and illnesses

EH = total hours worked by all employees during the calendar year

200,000 = base for 100 equivalent full-time workers

(working 40 hours per week, 50 weeks per year).

2. Data for 1973-1975 are based on the Standard Industrial Classification Manual, 1967 Edition; data for 1976-1987 are based on the Standard Industrial Classification Manual, 1972 Edition; and data for 1988-93 are based on the Standard Industrial Classification Manual, 1987 Edition.
3. Total lost workday cases includes cases involving restricted work activity only in addition to days-away-from-work cases with or without restricted work activity.
4. To maintain historical comparability with the rest of the series, data for small non-farm employers in low-risk industries who were not surveyed were inputted and included in the survey estimates for 1978, 1979, 1983 and 1984.
5. Data for 1992-93 exclude fatal work-related injuries and illnesses.
6. Because of rounding, components may not add to the totals. Data for 1976-93 exclude farms with fewer than 11 employees.

Year	Total Cases	Lost Workday Cases	Year	Total Cases	Lost Workday Cases
1973	11.0	3.4	1984	8.0	3.7
1974	10.4	3.5	1985	7.9	3.6
1975	9.1	3.5	1986	7.9	3.6
1976	9.2	3.5	1987	8.3	3.8
1977	9.3	3.8	1988	8.6	4.0
1978	9.4	4.1	1989	8.6	4.0
1979	9.5	4.3	1990	8.8	4.1
1980	8.7	4.0	1991	8.4	3.9
1981	8.3	3.8	1992	8.9	3.9
1982	7.7	3.5	1993	8.5	3.8
1983	7.6	3.4	1994	8.4	3.8

SOURCE: OSHA

# LM'S TOP GOLF/LANDSCAPE MAINTENANCE MARKETS

	Lawn care	Landscaping	Income/house	New homes	Golf avail.	Golf courses	Park acreage
<b>SEVEN STARS</b>							
Chicago, Ill.	★	★	★	★	★	★	★
<b>FIVE STARS*</b>							
Dallas/Ft. Worth, Tex.		★	★	★		★	★
Minneapolis, Minn.	★	★			★	★	★
<b>FOUR STARS*</b>							
Atlanta, Ga.	★	★	★			★	
Charlotte/Gastonia/Rock Hill, N.C.		★	★	★		★	
Columbus, Ohio	★	★		★		★	
Denver, Colo.	★	★	★			★	
Detroit, Mich.		★		★		★	★
Los Angeles, Calif.			★	★		★	★
Milwaukee, Wisc.	★	★				★	★
Orlando, Fla.		★		★	★	★	
Phoenix, Ariz.		★	★	★		★	
Riverside/San Bernadino, Calif.		★	★			★	★
San Diego, Calif.		★	★	★		★	
<b>THREE STARS*</b>							
Cincinnati, Ohio	★	★				★	
Cleveland, Ohio					★	★	★
Houston, Tex.		★		★		★	
Las Vegas, Nev.		★	★	★			
Newark/Paterson, N.J.	★		★				★
New York, N.Y.			★			★	★
Raleigh, N.C.		★	★	★			
Rochester, N.Y.					★	★	★
Syracuse, N.Y.		★			★	★	
Washington, D.C.		★	★			★	
<b>TWO STARS*</b>							
Boston, Mass.						★	★
Erie, Pa.					★		★
Grand Rapids, Mich.					★	★	
Greensboro/High Point/Winston-Salem, N.C.				★	★		
Indianapolis, Ind.	★					★	
Kansas City, Mo.	★					★	
Miami, Fla.		★		★			
Myrtle Beach, S.C.					★	★	
New Haven/Danbury, Conn.			★			★	
Pittsburgh, Pa.						★	★
Portland, Ore.		★					★
St. Louis, Mo.		★				★	
San Francisco, Calif.		★	★				
San Jose, Calif.		★	★				
Sarasota/Bradenton, Fla.					★	★	
Seattle, Wash.				★		★	
Tacoma, Wash.				★			★
Tampa/St. Petersburg, Fla.				★		★	

\* Cities appear in alphabetical order

**Lawn care**=Total lawn care companies in metro Yellow Pages; **Landscaping**=Total landscape contractors in metro Yellow Pages; **Income/house**=National leader in household income average, 1994 census; **New homes**=National leader in new home construction, 1994 census; **Golf availability**=Communities with one golf hole for 1,750 people or fewer, NGF, 1993; **Golf courses**=Communities with more than 1,000 total golf holes, NGF, 1993; **Park acreage**=High total metropolitan park acreage, *Places Rated Almanac*, 1994