UCR’s Turfgrass Research Advisory Committee, established in 1996 as an industry-wide partnership between the University and southern California turf industry partners, enhances the collaborative efforts of researchers, educators and practitioners to identify and solve challenges facing the turfgrass industries, which collectively have an annual economic impact in the range of $13 to $14 billion on California’s economy.

**UCRTRAC MEMBERS**

- California Golf Course Superintendents Association
- California Sod Producers Association
- Golf Course Superintendents Association of Southern California
- Hi-Lo Desert Golf Course Superintendents Association
- San Diego Golf Course Superintendents Association
- Southern California Golf Association
- Southern California Section Professional Golfers’ Association of America
- Southern California Turfgrass Council
- Southern California Turfgrass Foundation
- University of California, Riverside
- United States Golf Association

UCRTRAC focuses on environmental stewardship and provides a central clearinghouse for factual, forward-thinking turfgrass research and policy-making decisions. The organization is active in identifying and providing funding support to achieve mutually agreed upon goals.

**Every $1 donated to UCRTRAC generates $2.6 in turf research grants**

**Goals**

1. Maintain a leadership role in influencing turfgrass research in southern California.

2. Continue strengthening communication between UCR and turfgrass organizations by identifying researchable issues, implementing focused research on current and emerging issues, and widely disseminating results and information.


4. Expand turfgrass research funding by acting as an “umbrella” group that fosters cooperation, coordination and broader participation among turfgrass interests.
Since 91 percent of Californians live in urban and suburban areas, the successful collaboration between UC Riverside and its turf industry partners provides essential research critical to water conservation and land use decisions affecting the development and use of safer playing surfaces for athletic fields, recreational uses in urban parks, and lower utility costs for residential and commercial landscaping.

**A 1996 Study Published in HortScience, Vol. 35(6) October 2000 found:**

- California had 679,426 acres or 1,061 square miles of residential lawns.
- 8.8 million households maintained gardens and other planted areas.
- Household spending on water for yard plants was $361 million per year and total spending on yards was $3.6 billion.
- Agencies managing California’s public parks spent an estimated $600 million on horticulture in FY 94-95.
- Public universities and all K-12 schools in California spend over $312 million annually to manage horticultural landscapes.

**California’s Golf Industry at a Glance**

Growth of golf facilities has intensified the competition between the industry, other urban interests and commercial agricultural producers for scarce land and water increasing the importance for reliable information about economic impacts of golf course facilities when assessing land-use or regulatory changes, comparing natural resource-using industries, and establishing priorities for golf course management.

- In 2000, people spent $4.35 billion at facilities with golf courses in California resulting in the following impacts on the state’s economy: Total sales of $7.872 billion; Income of $4.546 billion; Tax impacts of $1.370 billion directly supporting 62,173 jobs and indirectly supporting another 37,609 jobs.
- California ranks number one for both the number of golfers and the number of rounds played per year.
- Golf course facilities in California annually generate over $68.5 million for local charities.
- California ranks among the top four most popular travel destinations for golfers.