

## A View of the Landscape Industry

HORT 2241

## Landscape Management

- ◆ The art, science and skill employed by professionals who maintain all or any part of the exterior environment
- ◆ Landscape managers are not one who just installs and maintains plants but one who also manages **people, time, money** and **equipment**

## Landscape Managers of the Past

- ◆ Slaves
- ◆ Estate gardeners (passed from father to son) - Changed after:
  - Depression (stock market crash of 1929)
  - Establishment of inheritance and federal income taxes (1913 – 16<sup>th</sup> amendment)
- ◆ Nurseries began offering landscaping services

## Major Growth of Landscape Industry began in the 60's

- ◆ Residential homes – suburbs
- ◆ Multi-family units – apts., condo's, etc.
- ◆ Shopping centers, malls
- ◆ Private clubs
- ◆ Recreational facilities – zoos, parks, etc.
- ◆ Environmental movement of the 70's

## Development of equipment, pesticides and fertilizers changed the industry

- ◆ Equipment
  - Development gas-powered small engines
  - 2-cycle engines
  - Hydraulics
- ◆ Pesticides
  - New pesticides for target pests
  - Formulations for ease of application
  - Environmental friendly pesticides
- ◆ Fertilizers
  - Dry granular formulations for ease of application
  - Soil testing available for landscape
  - Various percent formulations to meet plant nutritional needs

## Landscape Management Diversity

- ◆ Site Work
  - Preservation or Environmental Analysis
  - Surveying
  - Clearing
  - Utility trenching
  - Grading
  - Drainage

## Landscape Management Diversity

- ◆ Hard Construction
  - Paving –drives, walks, parking lots
  - Retaining walls
  - Fences, decks, docks, etc.
  - Stone and brickwork
  - Irrigation
  - Amenities – water features, outdoor lighting, children play areas, outdoor furniture, etc.

## Landscape Management Diversity

- ◆ Plantings
  - Design
  - Sod
  - Trees, shrubs and groundcovers
  - Mulch
  - Seasonal Color
  - Aquascaping

## Landscape Management Diversity

- ◆ Maintenance
  - Turf
  - Trees and shrubs (fertilization, pruning, etc.)
  - Seasonal color
  - Pesticide application
  - Irrigation
  - Aquascape
  - Hardscapes (pressure washing, painting, etc.)

## Building the Landscape Business

- ◆ Type of landscape firm
  - Corporation
  - Partnership
  - Sole proprietorship
- ◆ Quickest return on investment (5 years)
- ◆ Bank references
- ◆ References from Clients
- ◆ Trade Affiliations (see appendix)
- ◆ Certificate of insurance

## Building the Landscape Business

- Bonded
  - Required by some jobs
    - Name of bonding company
    - Bonding capacity
  - Cost based on total project cost
  - Types
    - Bid Bond – form of bid security – guarantee to complete the job to specifications
    - Completion Bond or Construction Bond
    - Labor and Material Payment Bond
    - Performance Bond
    - Surety Bond

## Building the Landscape Business

- ◆ Licenses (Varies as to area – do research)
  - Sales Tax License – to purchase wholesale materials
  - Business License - Must have a business license for every municipality in which you do business
  - Nursery Dealer's License – distribution of plant materials, whether you sell it or not
  - Nursery Growers License – if you grow plant material for sale or distribution

## Building the Landscape Business

- ◆ License (con't)
  - Commercial Pesticide License (applying pesticides – herbicides, fungicides, insecticides, PGR – to lands of another for hire or directs the applications of them by subordinates)
  - Pesticide Contractor's License
    - required of a person or firm which engages in contracting for pesticide application
    - Must employ at least one licensed Commercial Pesticide Applicator

## Building the Landscape Business

- ◆ License (con't)
  - Irrigation Contractor's License (varies from state to state)
  - Water Use Permit License (in some areas)
  - Contractor's License or Building Permit
  - Soil and Erosion Control Certification
    - Licensed person on site

## Building the Landscape Business

- ◆ Legal information assistance
- ◆ CPA assistance
- ◆ Keep records
  - IRS
    - Pesticide
    - GDA
  - Get MSDS
- ◆ Train your employees; document training
  - OSHA
  - Right-to-know – employees and community

## The Future of Landscape Industry

- ◆ Changes in chemical, use and handling
  - Granular products, tree injections, total organic, IPHM
- ◆ Changes in people management
  - Laws and regulations affecting employment, health care, workers rights, immigration
  - Labor source

## The Future of Landscape Industry

- ◆ Changes in water use
- ◆ Changes in "types" of landscape managers – more professionalism
- ◆ Changes in landscape firms