



# PGA

Pacific Northwest Section

## PLAYER DEVELOPMENT BEST PRACTICE REPORT

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Facility Name:	The Creek at Qualchan
Location:	301 E. Meadowlane Road Spokane WA 99224
Property Type:	Municipal Golf Course
Name of Program:	<b>Donate to Drive</b>
Type of Program:	<b>Other</b>
Dates of Program:	June 1 2018 – July 31 2018
Details of Program:	<p><i>The driving force behind this program is the idea that if we can reach a small percentage of new or relapsed golfers from the 2nd Harvest Food Bank database it gives us an opportunity to gain and hopefully retain a new customer who will continue to hit balls and play golf at the Creek at Qualchan. This program is also an opportunity for The Creek at Qualchan to foster good will in the Spokane community, while significantly benefiting the hungry in the Spokane Community.</i></p> <p><i>Donate to Drive is a program where the Creek at Qualchan has teamed up with 2nd Harvest Food Bank, where a customer comes to Qualchan and donates 2 cans of food to the 2nd Harvest Food Bank and receives a bucket of balls at no charge.</i></p>
Results of Program:	<p><i>We strived to reach our target audience of new and relapsed golfers by teaming up with the 2<sup>nd</sup> Harvest Food Bank and utilizing their database to reach this clientele. We achieved this by sending out e-blasts from our personal databases and social media services and also by having 2<sup>nd</sup> Harvest Food Bank send out an e-blast about this program and posting on their social media platforms.</i></p> <p><i>We tracked results by the pounds of food donated to 2<sup>nd</sup> Harvest Food Bank which was over 25 pounds of food donated. As well as by the number of buckets handed out during this 2-month period. We handed out over 50 buckets of balls during this time period.</i></p>



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Total Revenue Generated:	<i>This program was never designed to generate more revenue, it was an opportunity to try and improve the community that Qualchan is a part of, as well as get some new faces out to the golf course in an effort to grow the game of golf. Overall I think the program was a success due to the small size of the program. We were able to create a great relationship with a nonprofit organization in Spokane WA which will foster into a Tournament Revenue along with retaining a few new golfers that have since made Qualchan their home practice facility.</i>
Recommendations:	<i>Recommendations I would make to other PGA Professionals attempting to create a similar program is to incorporate a teaching aspect into the program, something along the lines of doing a clinic that your entry is a food donation or monetary donation to the Nonprofit. That way the consumer is seeing added value for his donation, and creates a relationship with that consumer who wants to benefit his/her community and knows that XYZ Facility is an advocate for that.</i>