



PGA

Pacific Northwest Section

**PLAYER DEVELOPMENT
BEST PRACTICE**

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Goals of the program:	The program that utilized the scholarship was the Downriver Junior Golf Academy, and our goal was to grow the program as much as possible. It is for kids ages 7-18 year old, beginner to advanced junior golfers. In 2016, we had 12 junior golfers on our 3 month long PGA Junior League team. For 2017, utilizing the Operation36 format, we wanted to develop a year round junior golf Academy with significant growth compared to our 2016 number of participant (our goal was to go from 12 to 60).
Program Design:	We developed the Downriver Junior Golf Academy which utilizes the Operation36 curriculum and is a year round program divided into 4 semesters that are 12 weeks long. Academy participants can participate between 1 and 4 days per week. Included are Academy classes, Supervised Practices, and Operation36 9 hole matches. All program operations were supervised by David Fern using the Operation36 curriculum.
Tracking Results:	<p>We tracked results several ways... from tracking Academy participants, to total strokes saved, family members' increased interest, and revenue generated.</p> <ul style="list-style-type: none"> • Academy participants-There were 55 junior golf participants in the 2017 Downriver Junior Golf Academy. Minimum commitment was for a semester of 12 weeks. That is a growth of over 450% in 1 year! Their visits to Downriver GC ranged from 1-4 days per week, throughout the Downriver GC golf season ranging from March-October. • Strokes saved- we kept track of their 1st week's Op36 match scores, and if they improved from their first week's score at a specific tee length, we count those as strokes saved! 100's of strokes were saved in 2017! • Family Members increased interest- Parents and family were encouraged to watch the Op36 9 hole matches and we saw an increased level of interest from mostly mothers who are already inquiring about a 2018 Ladies Academy. • Revenue generated- we tracked revenue generated. Junior golf lesson revenue rose over 10 times the revenue from any



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	<p>previous years, and the golf course revenue, while not tracked, saw a notable (but not tracked) rise in junior golf rounds played, pro shop merchandise sales, and range ball sales.</p>
Results:	<p>For 2018, I thought we could get to 60 junior golf Academy participants, and we sure came close. 55 was a lot of growth compared to 12 the year before.</p> <p>Some keys to growing the program were- hosting and nailing Parent Orientation evenings, conducting 1 on 1 sit downs to explain the Academy to current or prospective parents, getting the kids on the course and tracking their progress via the Operation36 curriculum, the Skill Point Store (kids love the prizes), and encouraging parents to share with other parents if they like our programs.</p>
Business Impact:	<p><i>See "tracking results" question above. Answers are explained there.</i></p>
Recommendations:	<p>Develop a year round junior golf program. It may cost time and energy, and even a small amount of money up front, but don't let that concern you, the revenue generated will be much greater than any expenses.</p> <p>The scholarship money was used to buy the Academy junior golfers some prizes in the Skill Point Store. At the end of every semester, we open up the Skill Point Store which includes hats, shirts, golf accessories, toys, games, candy and much more. Kids acquire poker chips (Skill Point Chips) throughout the Semester for winning contests, completing assignments, showing improvement, playing more golf, and passing rules/etiquette tests. Check out the attached pictures...they sure love the Skill Point Store!</p>



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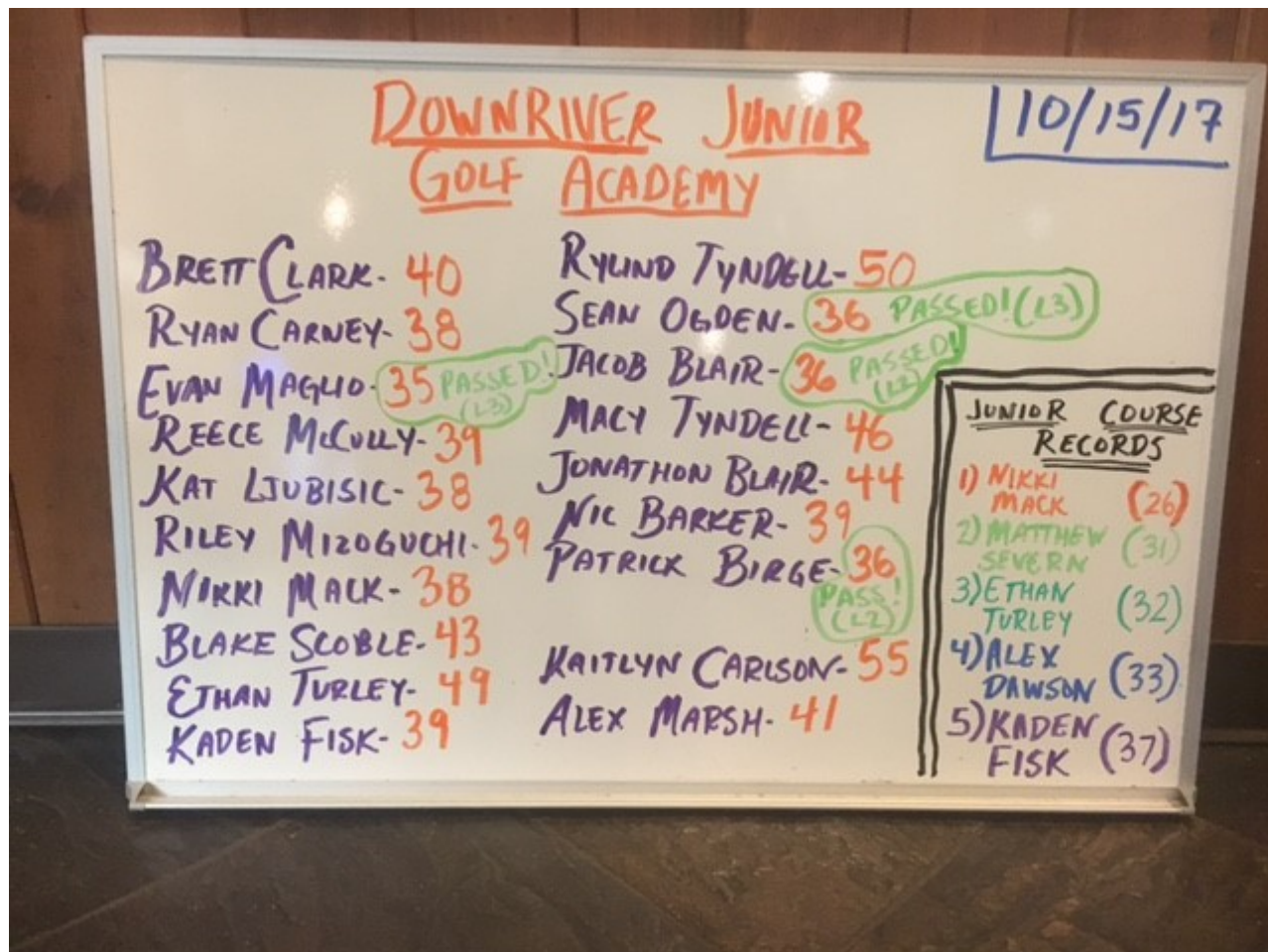




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