



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE REPORT

Program Contact: Joey Esh, PGA Executive Director
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Facility Name:	Canyon River Golf Course
Location:	Missoula, Montana
Property Type:	Public
Name of Program:	Western Montana Golf in Schools
Type of Program:	Junior Program
Dates of Program:	2018-2019 school year
Details of Program:	<p><i>Our objective was to start a sustainable Golf in Schools program targeting grades 2nd-5th</i></p> <p><i>We applied for and were granted 501 c-3 status. We have a Board of local community leaders who are also members of local golf facilities.</i></p>
Results of Program:	<p><i>To date we have been in 6 Elementary schools and introduced golf to over 1,000 juniors in the Missoula School district. We started at the low income schools to give those kids the opportunity to be introduced to a lifetime sport</i></p> <p><i>We tracked results by having a PE Teacher send a email with comments and # of kids introduced at the conclusion of program.</i></p>
Total Revenue Generated:	<i>No revenue was generated out of this program. All golf courses will receive benefit long term with new players being introduced to game.</i>
Recommendations:	<i>I would recommend this program for all communities. This is my 3rd golf in schools program I have created. Great feedback from the kids and great community support. This program hits the Fringe golfer. We have enough programs for the Core golfer</i>