



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE REPORT

Program Contact:	Robyn Lorain
Contact Phone/Email:	503-266-2102

Facility Name:	Willamette Valley Country Club
Location:	Canby, OR
Property Type:	Private
Name of Program:	Growing Youth on Course
Type of Program:	Junior Program
Dates of Program:	Throughout the year, 2018
Details of Program:	<p><i>Describe the demographic you aimed to reach and what results you planned to achieve.</i></p> <p>Our target market was the Canby HS Boys and Girls Golf Teams (non-members). Our goal was to provide a complimentary Oregon Junior Golf Membership and Youth on Course Membership so these young individuals would have additional access to golf for \$5 green fees outside of the high school season and to keep / increase skill levels for the following season. In addition, they would be exposed to the Oregon Junior Golf program and additional playing opportunities throughout the year.</p> <p><i>Explain the program you developed to achieve those results.</i></p> <p>We promoted the opportunity to coaches and players and created forms to gather information necessary to register for membership.</p>
Results of Program:	<p><i>Explain how you achieved the goals outlined above.</i></p> <p>Working with the golf coaches and the OGA, we offered this program (at no cost) to the Canby HS Golf Coach and teams.</p> <p><i>How did you track your results?</i></p> <p>We entered the data and applied online for each membership issued.</p>
Total Revenue Generated:	<i>Explain how your program had a positive impact on your business such as: revenue generated, additional spend by participants, new memberships and the effect on your bottom-line.</i>



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	<p>The benefits of this program were seen at other facilities, as the players had an opportunity to play facilities for \$5 green fees at hundreds of other courses through the Youth on Course program. Youth on Course gets juniors and parents/friends to a facility and encourages additional spend of add-on items such as food and beverage, range balls, or merchandise. We have seen the Youth-on-Course program make a positive impact across our area as kids come out to play golf with other kids, bring a parent (paying green fees), and as a result, juniors are more engaged overall.</p>
Recommendations:	<p><i>What recommendations would you have to other professionals in adopting this program?</i></p> <p>Our recommendation is to gather information from the coaches and sign up the players instead of making it optional. Next, physically hand the membership information to the player perhaps at the end of the season banquet. Have all membership information shipped to the facility/coach. New in 2019, the OGA has combined OJG/YOC Membership without requiring the additional online curriculum (this will make it easier going forward to do the initial transactions for the students).</p>