



# PGA

Pacific Northwest Section

## PLAYER DEVELOPMENT BEST PRACTICE REPORT

Program Contact:	Tyler Wong
Contact Phone/Email:	2069142059
Facility Name:	Northwest Golf Academy
Location:	Clackamas Oregon
Property Type:	Golf Academy
Name of Program:	<b>Junior Golf Discovery</b>
Type of Program:	<b>Junior Program</b>
Dates of Program:	Multiple Date in Spring (April through May)
Details of Program:	<p><i>Describe the demographic you aimed to reach and what results you planned to achieve.</i></p> <p><i>Junior golfers that have little or no previous golf experience.</i></p> <p><i>Explain the program you developed to achieve those results.</i></p> <p>We invited kids, through the North Clackamas School District Sports Mailer to attend a low cost series of instructional events and on-course experiences.</p>
Results of Program:	<p><i>Explain how you achieved the goals outlined above.</i></p> <p><i>We paid the North Clackamas School District to add us to their sports mailer.</i></p> <p><i>How did you track your results?</i></p> <p><i>We tracked participation and revenue through our online sign up service.</i></p>
Total Revenue Generated:	<p><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></p> <p>We generated about \$3000 in revenue from players that did not play golf before. This in turn will generate interest in golf from a non golfing population that includes juniors and adults.</p>



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Recommendations:

*What recommendations would you have to other professionals in adopting this program?*

This was a great program! We made a small sacrifice with tee time blocking (Sunday afternoons) and allowed kids to “discover” the golf course. No rules, no expectations, didn’t have to start on the tee box or putt out. Basically a golf free-for-all!