

## Grant Expenditure & Junior Camp Program Report

Longview Country Club

Location:\*\* Longview, WA

Property Type:\*\* Private Club

Type of Program:\*\* Junior Camps

Dates of Program:\*\* June 14th - August 30th, 2024

### Overview & Use of Grant Funds

Dear Yamaha and PNWPGA,

On behalf of Longview Country Club, I would like to express my gratitude for the generous grant support. The funding allowed us to successfully launch and enhance our Junior Golf Program over the course of the season, aimed at increasing participation, developing young golfers, and establishing Longview Country Club as a leading junior golf destination in Cowlitz County.

The grant funds were allocated towards:

- Junior Golf Equipment & Training Aids, hoola hoops, pool noodles, tape and Battle Golf.
  - Multiple training aids to help teach fundamentals in a fun and engaging way.
  - Big Face Irons to introduce face awareness and improve ball striking.
  - 4 junior club sets purchased through US Kids Golf and Golf Galaxy.
  - Alignment sticks to teach setup fundamentals and swing path control.
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- Engagement & Fun-Based Learning
  - Pool Noodles for creative obstacle courses and fun skill challenges.
  - Golf balls used as prizes for skill competitions and achievement rewards.
  - Loudspeaker & microphone for clear announcements, instructions, and maintaining group engagement.
  - Event Support & Incentives
  - Prizes to recognize accomplishments and encourage continued participation.
  - Healthy food & snacks to provide proper nutrition for young golfers.

### Details of the Program

We structured our Junior Camp using the Operation 36 (Op 36) program, a proven development model designed to make learning fun, structured, and goal-driven. Our focus was not only on skill development but also on creating an exciting and interactive experience for juniors.

### Program Structure & Key Features:

- Weekly Instructional Sessions covering swing fundamentals, short game, course management, and etiquette.
- Four Weekend 9-Hole Events to track progress and apply skills on the course.
- Engaging Learning Methods including Q&A segments, golf history lessons, and hands-on drills.
- Fun & Interactive Drills such as pool noodle obstacle courses and team-based challenges.
- Celebrations & Rewards with small prizes and recognition of accomplishments.
- Inclusivity for All Ages with structured programs for both beginners (ages 5-6) and older juniors (7-18).

### Results of the Program

Starting from zero participation, the program quickly gained traction:

- Total Participation: 32 juniors
- Future 36ers (Ages 5-6): 11 full-time participants
- Junior Class (Ages 7-18): 19 regular participants, with additional drop-ins
- 9-Hole Events: Strong attendance and noticeable skill improvement

Despite strong engagement and retention, no new family memberships were acquired, but the program received overwhelmingly positive feedback.

### Financial Summary & Impact on Club Activity

- Total Revenue: Approximately \$9,000
- Additional Food & Beverage Revenue:
  - Every Friday night, the program generated \$200-\$400 in food & drink sales.
  - Over eight active weeks, this resulted in \$1,200-\$2,400 in additional F&B revenue.
- Increased Club Activity on Friday Nights, providing more traffic on non bingo and other events to drive f&b on slow days.

### Recommendations & Future Plans

I highly recommend that any club looking to grow junior participation start a junior camp. Our first year created excitement in the community, and we are eager to expand and improve in 2025.

Key takeaways for next year:

- Earlier Marketing & Outreach to maximize participation.

- Stronger Parent Engagement to increase retention and family involvement.
- Expanded Event Schedule with more 9-hole events and competitions.
- Better Membership Integration\*\* to transition junior participation into family memberships.
- Sponsorship & Funding Growth to expand accessibility and resources.

We are excited for the future and confident that with continued support, we can build an even stronger junior golf community at Longview Country Club. Thank you again for making this program possible!

Sincerely,

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