



# PGA

Pacific Northwest Section

## PLAYER DEVELOPMENT BEST PRACTICE REPORT

Name:	Ga Ryung Park
Phone/Email:	408-892-2550/parkgrace.golf@gmail.com
Facility Name:	Echo Falls Golf Club
Location:	Snohomish, Washington
Property Type:	Public
Name of Program:	<b>2024 Junior Golf Camp</b>
Type of Program:	Junior Program
Dates of Program:	July 8-11, July 23-26, August 5-8, August 26-29
Details of Program:	<p><i>Describe the demographic you aimed to reach and what results you planned to achieve.</i></p> <p>The participants are aged 5-12 both boys and girls. This program is to help juniors to learn the fundamentals of golf and enjoy playing the game. My goal was for the juniors to be able to engage better with fun training tools. With the help of the grant, this summer I was able to create little stations with the different training aids to help them learn different aspects of the game like putting, chipping, and full swing.</p> <p><i>Explain the program you developed to achieve those results. Please provide 4-5 bullet points outlining your program.</i></p> <ul style="list-style-type: none"> <li>● Learning the foundations through fun games made possible from training aids like chipping hurdle, tic-tac-toe board, and alignment sticks</li> <li>● Able to bring in more students through the interest of better equipment and tools incorporated</li> <li>● Students are able to better enjoy the camps through the new tools that make camp even more fun</li> <li>● Students have a better focus level and understanding of the fundamentals through the tools</li> </ul>
Results of Program:	<p><i>Explain how you achieved the goals outlined above.</i></p> <p>The parents have emailed about how their junior had really enjoyed golf camp this past summer and want to join again the</p>



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	<p>following summer. Most students talk about the different games we played during camp and how they want to continue playing those games with their family as well.</p> <p><i>How did you track your results?</i> I tracked my results through the reviews I receive from parents and the waitlist of students I have for my next summer camp.</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>Even with the increase in rates for my junior camp this past summer, I still had a full roster, and students have expressed wanting to return for next year's summer camp.</p>
Recommendations:	<p><i>What recommendations would you have to other professionals in adopting this program?</i></p> <p>Good training aids help in securing students as it provides an extra way to enjoy their experience at camp.</p>