



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE REPORT

Name:	Jennifer Parker
Phone/Email:	951-434-9435
Facility Name:	Coquille Valley Elks Golf Club
Location:	Coquille, OR
Property Type:	Private, 9-hole course
Name of Program:	Summer Junior Clinic
Type of Program:	Junior Program
Dates of Program:	August 5-26
Details of Program:	<p><i>Describe the demographic you aimed to reach and what results you planned to achieve.</i></p> <p>Building on the success of last year’s program, we planned to continue to offer the junior program to kids 8-14 but also prepared for younger kids since we had a few attend last year.</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"> *Intro to the golf course *Intro to set up and swing *Putting *Chipping/Pitching *Full swing *Course management
Results of Program:	<p><i>Explain how you achieved the goals outlined above.</i></p> <p>Thankfully, we had several volunteers again this year and we were able to have kids rotate between different stations. Each station had an instructor that taught one of the skills above. Between stations kids were able to run off some energy. The addition of our newly purchased SNAG equipment was a huge success as it really allowed for our younger kids to have more fun with golf.</p> <p><i>How did you track your results?</i></p>



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	<p>The names of the kids and their parents (along with contact info) were collected at each session. Our club does not charge for kids lessons, so there were no financials to track.</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>The club required that the junior clinic be free of charge, so there were no records to track financially for the clinic. The bar & restaurant said they had minimal traffic in there but there was a lot of interest in future individual and group lessons for both juniors and adults. So, while there did not seem to be much financial benefit immediately, there appears to be more demand for these types of programs in the future. We did get more kids in attendance this year than last year (hosting the drive, chip, and putt may have helped with this too). We did also get some people asking about adult lessons and other asking to join our membership and play in our monthly golf tournaments and weekly golf outings.</p>
Recommendations:	<p><i>What recommendations would you have to other professionals in adopting this program?</i></p> <p>Each course/club has their own unique needs and requirements. For us, no matter how much we try to get participants to sign up ahead of time, it never happens. We really needed flexibility in each day's activities because we never knew how many kids were going to show up (or what ages they were). We used all of the supplies purchased from the Grant and the kids all had a great time!</p>