



# PGA

Pacific Northwest Section

## PLAYER DEVELOPMENT BEST PRACTICE REPORT

Name:	Justin Roberts
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Facility Name:	Beaverhead Golf Course
Location:	Dillon, Montana
Property Type:	Public Golf Course
Name of Program:	<b>Dillon Junior Golf</b>
Type of Program:	<b>Junior Program</b>
Dates of Program:	June 3 – August 1, 2024
Details of Program:	<p><i>Describe the demographic you aimed to reach and what results you planned to achieve.</i></p> <p>Introduce the participants (boys and girls ages 7-17) of the program to the fundamentals of golf and teach them an understanding of golf's rules and etiquette. With this program we hope to grow the High School Golf team and future memberships to the Beaverhead Golf Course.</p> <p><i>Explain the program you developed to achieve those results. Please provide 4-5 bullet points outlining your program.</i></p> <p>The Dillon Junior Golf Program has 5 levels:</p> <ul style="list-style-type: none"><li>• Little Starz (ages 7-8)</li><li>• Tee Level (for beginners)</li><li>• Green Level (for those who have completed the Tee Level)</li><li>• Challenge Golf League-Team Format (for those who have completed the Green Level)</li><li>• Challenge Golf League-Individual Format (for the top golfers in the program)</li></ul>
Results of Program:	<p><i>Explain how you achieved the goals outlined above.</i></p> <p>The participation numbers and interest in the program continues to increase each year. In 2024, there were 160 participants in the 5 levels of Dillon Junior Golf.</p> <p><i>How did you track your results?</i></p>



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	<p>The participants had to pass certain skill levels to move to the next program. The majority of the kids continue to participate every year in the program.</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>Because of the program, we increased family traffic on the course. This included green fees and cart fees. We saw an increase in Family memberships with 7 new memberships that increased membership revenue by \$7000. The golf course had increased revenues due to families having lunch and other food and beverage at the golf course while their kids were participating in the junior golf programs. The High School team increased from 24 to 30 kids and we anticipate to see that increase again in 2024, due to the Dillon Junior Golf Programs.</p>
Recommendations:	<p><i>What recommendations would you have to other professionals in adopting this program?</i></p> <p>Allow the junior golf participants the opportunity to practice on the range and play golf for free during the remainder of the summer if accompanied by an adult. Also, providing golf clubs really boosts interest in the game. Golf is an expensive game, so by starting the kids out with proper fitting equipment really gets them going on the right track.</p>