



PGA

Pacific Northwest Section

Youth PLAYER DEVELOPMENT BEST PRACTICE

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Goals of the program:	<p><i>Describe who are you trying to reach and what results were did you plan to achieve.</i></p> <p>The goal of our junior golf program at Avondale is to get as many kids golfing as we can. Once we attract the kids our main goal is to keep them engaged at the facility. Our long-term plan is to continuously grow the junior golf program each calendar year. Over the last 3 years we have grown by 500%.</p>
Program Design:	<p><i>Explain the program you developed to achieve the goals you described above.</i></p> <p>Over the last 4 seasons we have focused on PGA Junior League at Avondale. Juniors meet twice a week, once for practice and once for a team match. We encourage the kids to come out at least one (hopefully two) additional time(s) throughout the week. This year at the end of the year we hosted a <i>family night</i>. We played a 9-hole scramble tournament followed by dinner and awards.</p>
Tracking Results:	<p><i>Explain how you tracked results.</i></p> <p>Every week we kept track of how many junior golfers took advantage of our facility. We also tracked revenue from practice nights and hosted match nights. At the end of the year family night we tracked results by going around talking to families to see who was interested in joining the club. We also kept track of revenue generated from the event.</p>
Results:	<p><i>Explain how you achieved the goals outlined above.</i></p> <p>At the end of the year family night we had 96 players attend our</p>



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	<p>event. We also were able to add at least 4 family memberships primarily because of our junior golf program. I believe we were able to achieve our goals because we were organized and dedicated.</p>
Business Impact:	<p><i>Explain how your program had a positive impact on your business. Such as the revenue generated, additional spend by participants, new memberships, effect on your bottom-line and effect on your personal income.</i></p> <p>For the end of the year family night we charged \$10.00 for a member and \$20.00 for a non-member. This generated \$490.00 in greens fees, \$925.00 in F&B, \$180.00 in cart rentals and \$490.00 into the merchandise payout. We also had numerous people taking advantage of the restaurant by ordering drinks and appetizers. At the conclusion of the event we had several families interested in joining the golf club. We found that a lot of people were asking about private lessons and information about future junior golf programs.</p>
Recommendations:	<p><i>What recommendations would you have to other professionals in adopting this program?</i></p> <p>I would recommend that every professional host a family night. After running this one event we have decided to do it once a month in 2019. Keeping families engaged at the facility is huge and really does improve the club atmosphere.</p>