



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE REPORT

Name:	Bryce Poulin
Phone/Email:	bpoulinpga@gmail.com ; 530-448-0426
Facility Name:	Lost Tracks Golf Club
Location:	Bend, OR
Property Type:	18 Hole Public
Name of Program:	Ladies Get Golf Ready & Co-ed “Play Better Golf”
Type of Program:	Ladies “Get Golf Ready” is a 4-week golf program for new and slightly experienced women. This class covers putting, full swing, chipping and driving. “Play. Better. Golf” is a co-ed program for intermediate and established golfers. The program is 4-weeks and covers short game, full swing, and on-course training.
Dates of Program:	April, May, June, July, & August 2023 (Tuesday’s at 5:00-6:00pm & Tues. at 6:00-7:00pm)
Details of Program:	<p><i>Describe the demographic you aimed to reach and what results you planned to achieve.</i></p> <p>Ladies- Get Golf Ready I strove to bring new, and lapsed golfers into our facility. The program is developed to be social, fun and a warm introduction into the game. This program attracted a large group of new women golfers who loved having a safe, social, and easy learning class. The main result I strove for was bringing in new golfers to start building them as trusting customers of our golf course. This also helps allow for additional woman’s program in 2024, as the pipeline of golfers has been started.</p> <p>Co-Ed “Play. Better. Golf” This is a program designed for established and intermediate golfers, allowing both men and women to join and learn in a small group setting. This program is designed to attract golfers looking to progress their game, but are not usually inclined to take lessons at the private lesson rate. The group class lowers the price allowing this group to take more lessons, or even join their friend, family or spouse.</p>



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	<p><i>Explain the program you developed to achieve those results. Please provide 4-5 bullet points outlining your program.</i></p> <p>Ladies GGR:</p> <ul style="list-style-type: none">● 4 Weeks, 1 Hour Per Week● Clubs included for all classes & print out flyer with club suggestions for golfers interested in purchasing a good set. (Drivers, hybrid were purchased with grant funds to use in this program)● Fun, Social & game-based, group setting 4-7 golfers● Warm environment, music in background and private areas for a comfortable learning area <p>Co-ed: Play Better Golf</p> <ul style="list-style-type: none">● 4 weeks 1 hour per week● Co-ed class to allow co-workers, spouses, and friends to all join the same class (group setting 4-7 golfers)● Clubs included for all class for no barrier to join the program (Drivers, and an iron were purchased with grant funds to use in this program)● On-course components of the program to allow for course learning
<p>Results of Program:</p>	<p><i>Explain how you achieved the goals outlined above.</i></p> <ul style="list-style-type: none">● The grants funds were critical to the success of this program. I purchased multiple used high lofted drivers for use in both programs. These drivers are a wonderful resource for the class, which allowed easier launch of the golf ball for newer golfers. The extra loft on the driver allows beginners to keep the ball position fairly “middle” in their stance, and still get launch on the ball (while still having a larger club face in the driver)● I also started these programs in April of 2023, where our central Oregon weather was still cold and wet. I purchased a small inside putting green to use on cold and wet days, to ensure we could still run all pillars of the program, especially short-game. <p><i>How did you track your results?</i></p> <ul style="list-style-type: none">● I tracked the number of signups and followed to other programs or future private lessons. This was the first year at this facility, which in 2022 did not run any group



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	<p>programs so the main result of showing there is a market for group player development programs was a huge success.</p> <ul style="list-style-type: none">● I tracked any feedback or reviews from the class, as I would send out an email form to have students write about their experience. Based on the submissions, there was a lot of interest for more levels and additional programs, which I will be able to offer in coming seasons.
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> <ul style="list-style-type: none">● Revenue Generated: 50 golfers x 5 months of classes x \$125 = \$6250● Follow-Up Lessons (from program attendees): 50 hours x \$75 = \$3750● Our course does not have the ability to track exact dollars in additional bucket sales, or rounds, but the impact is felt as our course has a notable coaching program with classes offered all year.
Recommendations:	<p><i>What recommendations would you have to other professionals in adopting this program?</i></p> <ul style="list-style-type: none">● The beginning of a large program offering is ensuring you have new and starting golfers at the bottom of the program pyramid. This allows for your to have new clients coming into your program at all times, which helps fuel and grow your intermediate and on-course programs.● Having clubs is very important to host new players who don't have equipment. The grant funds used for the clubs in my programs were critical to having enough quality equipment for the larger group sizes (up to 7 golfers).