



Junior Club Lease Program | Washington Youth Golf Academy | August 2017

The assistance provided from the PNW PGA Player Development Grant (Junior) allowed Camas Meadows Golf Course, and the Washington Youth Golf Academy (WYGA) to launch their first “Junior Club Lease Program”.

The mission of the program is: To provide a quality and affordable club option to juniors and their families in our community, and to promote additional participation in the game of a lifetime.

The grant funds provided the financial foundation to purchase the initial equipment needed to facilitate a lease/rental program. We used the funds (in addition the PD Funds contributed from the PNW PGA) to purchase 12 functional golf sets from US Kids Golf Foundation. The rental sets were all Right-Handed (planning to expand to LH in 2018) and were in the sizes of: 63”, 60”, 57” (2), 54” (2), 51” (2), 48”, 45”, 42”, and 39”. All sets included a Driver, 7i, PW, Putter, and Carry Bag. Customers rent the sets for 3 months (with an option to continue after the initial 3 months, or return) for \$45. Leasing customers filled out an electronic lease agreement to document liability in case of equipment misuse. Complimentary fitting is included in the lease process to ensure proper sizing for customers. Promotional strategies for sharing the WYGA Lease Program included: facebook, instagram, WYGA email newsletter, flyer posting, and verbal promotion in programs to targeted families.

The preliminary phase for the program lasted approximately 1 month and included: the execution of our purchase strategy, organization of lease sets, establishment of policies and procedures (Lease Agreement, Pro Shop logistics, etc.), and initial advertisement. We began offering the WYGA Lease Program on June 1st, 2017 and have leased 11 of the 12 sets to date, generating a total revenue of \$540.00 (as of August 22, 2017). We anticipate being able to use each set for 2-4+ years (based on wear and tear) to generate revenue before selling off to raise funds for new sets.

The main customer value the program delivers is the availability of proper sized clubs, without the high overhead cost of purchasing a new set at each new height of a junior’s development. In addition, new families have appreciated the ability to see if their junior wants to really play the game before investing in a long term equipment purchase. Lastly, given our restricted prime season, customers have the option to return clubs when they do not have their child in golf season or during the winter months.

In 2018, we plan on expanding the WYGA Lease Program to offer more sets to the most popular size segments. Through our testing in 2017, we have determined the sizes of 54-63”, and into Teenager/Early Adult sets as the most demanded sets. We anticipate expanding our leasing inventory to continue to allow new juniors to rent clubs when they desire, as well as provide flexibility for juniors who are “swapping” (returning sets, and renting the new corrected size) sets. Attached to this Best-Practice are actual examples of our marketing initiatives, and bag tags currently being used in the WYGA Lease Program. Thank you to the PNW PGA for their support in this initiative, and for providing the funds to make this program a success in 2017 and in the foreseeable future. Any questions on the WYGA Lease Program can be sent to Bryce.Poulin@CamasMeadows.com.

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