



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE

PGA Professional:	Cameron Milton, PGA
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Goals of the program:	<i>Describe who are you trying to reach and what results were did you plan to achieve.</i> The goal of this grant was to provide equipment to youth golfers at a much discounted price. The PGAJLG rental program was an overwhelming success again this year with over 13 sets being rented out which in turn allowed kids who may otherwise not have been able to participate in the program. The \$500 received was used specifically to purchase more US Kids sets.
Program Design:	<i>Explain the program you developed to achieve the goals you described above.</i> The program design was a US Kids rental program so that kids who could not afford properly fitted clubs would have access for a nominal fee. The revenue generated from the rental sets went back into Mission Valley Junior Golf Association.
Tracking Results:	<i>Explain how you tracked results.</i> The way I tracked results was through how many families took advantage of the season long rental program. We rented out 13 sets for the year @ \$20 a set payable to MVJGA 501 ©3. Depending on size a new set of US Kids can cost anywhere from \$129 to \$199.
Results:	<i>Explain how you achieved the goals outlined above.</i> We achieved our goal of removing a barrier to participation by giving families a less expensive option for equipment. Many of our youth have brothers and sisters in the program so the rental program made it possible that parents don't have to purchase three new sets.
Business Impact:	<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> The view at Polson Bay is basically any youth related activity gets more bodies through the door and to the facility. From a personal standpoint 13 more kids in Junior League correlates to more teaching revenue for me.



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Recommendations:

What recommendations would you have to other professionals in adopting this program? My recommendation would be to do exactly what we did and try to purchase some clubs and then rent them out on yearly basis to youth. This will keep kids involved in the program and similar to skiing and other youth sports once they are fully committed they will end up purchasing their own equipment. A short term expense can turn into a long term gain.