



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. This year's grant allowed Mission Valley Junior Golf Association to continue our many programs throughout the Mission Valley to include 6 PGAJLG teams, Golf in Schools Mission & Polson, as well as our free junior camp. One of the results that we wanted to see as an organization was remove some of the expense of buying clubs and to rent out US Kids clubs for kids participating in PGAJLG.</i>
Program Design:	<i>Explain the program you developed to achieve the goals you described above. Like I mentioned above the grant really supplemented programs already in place. But the goal of the grant was to allow us to remove one of the hurdles of participating in any of the programs which would be equipment.</i>
Tracking Results:	<i>Explain how you tracked results. The way I tracked results was through how many families took advantage of the season long rental program. We rented out 8 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.</i>
Results:	<i>Explain how you achieved the goals outlined above. 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.</i>
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. 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 8 more kids in Junior League correlates to more teaching revenue for me.</i>



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Recommendations:	<p><i>What recommendations would you have to other professionals in adopting this program?</i> 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.</p>