



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE

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Goals of the program: *To grow family memberships and participation at Semiahmoo*

Program Design: *Mom, Pop and Putts is a program for families to come out each month to the putting green and enjoy a family evening together. Once a month in season we set out various putting games, training aids and stations for families to rotate thru testing their putting skills. A PGA professional will be on hand to give advice and encouragement.*

Tracking Results: *Each time the event is hosted we track names of the families that partipants and send them information on the family memberships that are offered. Most of our membership make up is single golfing membership, so to get them to convert their membership benefits out bottom line.*

Results: *In the 2019 we did not convert any memberships, but participation grew each week. We are hoping that going into next season after a large construction project on the golf course programs like this will convert more memberships.*

Business Impact: *These events are huge for our member relations with the golf club and see an uptick in food and beverage during the events. Again, we are hoping that events like this will expand more memberships and grow the bottom line.*



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Recommendations:

Promote and engage. The more the professional on site is during the event the more success we had. Secondly, keep the stations simple and interactive between the families along with close together so everyone engages with one another.