



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE REPORT

Name:	Chris Johnson
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Facility Name:	Riverside Golf and Country Club
Location:	Portland, Oregon
Property Type:	Private Club
Name of Program:	Junior Golf Program
Type of Program:	Choose an item.
Dates of Program:	6/1/2022-8/21/2022
Details of Program:	<i>Aimed to grow the game through the use of games to introduce golf skills in a fun environment.</i> <i>golfers between the ages of 6-14</i> <i>make golf a fun activity that gets junior golfers wanting to return and play</i> <i>changing the way that parents look at junior golf instruction and turn it into a fun environment where the juniors can grow and learn and want to continue playing for the rest of their lives</i>
Results of Program:	<i>I tracked new junior golfers to the program and also kept track of retention amongst the golfers. I also asked for feedback from the parents to get an understanding of how the junior golfers were reacting to the game focused golf curriculum.</i>
Total Revenue Generated:	<i>This program was extremely successful in getting junior golfers interested in the game of golf and wanting to continue practicing and playing. Many of the parents said that the kids specifically left talking about the games and wanting to come back to continue playing them. Revenue directly generated from this program has been over \$3,500 in lesson revenue as well as member retention</i>



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	<i>and increased sales through junior merchandise and food and beverage of \$1,200</i>
Recommendations:	<i>I highly recommend adding interesting games like the Discovery golf games to your junior program to keep kids interested and wanting to attend future camps. the games make it a fun environment for both the coaches and the juniors and helps keep the energy level high.</i>