



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE REPORT

Program Contact:	Clint Ables
Contact Phone/Email:	509-783-6014 Clint@ZintelCreek.com
Facility Name:	Zintel Creek Golf Club
Location:	Kennewick Washington
Property Type:	Golf Club
Name of Program:	CWCPGA Family Golf Day
Type of Program:	Adult Beginner
Dates of Program:	Sunday, May 13th
Details of Program:	<i>Our Family Golf Day was a program to introduce new golfers to the game of golf. We targeted people young and old. We had a 7 hole putting contest, Golfzilla, and the opportunity to play 3 holes. Anyone that was a first time golfer that completed the Putting Contest and or the Golfzilla Challenge received a brand new putter or wedge. Our goals was to expose more people to Golf and show how fun it is.</i>
Results of Program:	<i>The putting contest was set up so that it is fun and not overly challenging for more enjoyment. Golfzilla was simply fun for everyone, who doesn't like hitting golf balls at a dinosaur? I believe we achieved our goal of first just exposing people to the game but with the putting contest and Golfzilla we kept it intriguing and fun.</i> <i>The way we were able to track how many people we reached was simply by the number of clubs we gave out.</i>
Total Revenue Generated:	<i>Our facility generated a small amount from the Greens Fees and Cart rentals by which the CWC paid for (\$239). We also sold a few hot dogs throughout the event. Overall, the best value for our Club was the exposure to families.</i>



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Recommendations:

I would recommend most all facilities to try and event like this because our game has become more and more family based. The entire family may not use our facility equally, but people will join clubs if we can show a value to the entire family. Also by not just targeting juniors OR adults our audience is much bigger. A lot of the time they bring their child, so give the adult an excuse to come.