



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE

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Goals of the program: *The main goal for us was to provide a unique and fun atmosphere at the club through family, adult, and fun experiences. We also want to help make the game of golf more enjoyable and fun for all.*

Program Design: *We had a series of family golf days over the course of the summer coupled with family game nights at the club. Our club manager, Amy Foster was instrumental in pulling off all of these activities.*

Tracking Results: *The only results we tracked were the numbers we received coming to the series of events at the club.*

Results: *We were able to provide a fun learning and interactive environment with every event we put together relating to the program. They weren't all well attended but many of them were. The most fun I had was the family whiffle ball game we had that was talked about for months after the event. We did not pay any of the staff or instructors for their time in the events, instead, we took the remaining money and applied it toward new club and putter benders for the club and had a free bending event for all members to get a free fitting and adjustment if needed.*

Business Impact: *Since the event, we have shifted our focus to new members joining the club and having golf be a fun acceptable way to spend your time as well as the club having a fun and easy environment to be a part of more often.*



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Recommendations:

Think outside the box for ways to attract new members to the club. Make sure the women and children of the families are happy and the men will benefit from that as well. The club should be a welcoming place where people want to come and hang out year-around.