



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE REPORT

Program Contact:	David Fern, PGA
Contact Phone/Email:	(509) 993-4571, dmfern82@yahoo.com
Facility Name:	Downriver Golf Course
Location:	Spokane, WA
Property Type:	Municipal Public Golf Course
Name of Program:	Downriver Junior Golf Academy
Type of Program:	Junior Program
Dates of Program:	Year Round
Details of Program:	<p><u>Describe the demographic you aimed to reach and what results you planned to achieve.</u></p> <p><i>We aimed to register 100 kids in 2018, ages 6-18 years old for our Academy and looked to increase spending by \$20,000 or more at Downriver by Academy kids/families alone.</i></p> <p><i>The goal of our program is to teach kids how to shoot par or better for 9 holes. We start at short holes and, as they improve, the holes get longer. We used the Yamaha Grant Money to purchase items for prizes in our prize store (Skill Point Store). The store open 4 times per year at the end of each Semester.</i></p> <p><u>Explain the program you developed to achieve those results.</u></p> <p>We have 4 Semesters, all lasting either 8 or 12 weeks (Spring, Summer, Fall, Winter). Kids register for group coaching with similar age and skill level kids for anywhere between 1 and 3 days per week. We use the Operation36 curriculum and have one full time and one part time coach.</p>
Results of Program:	<p><u>Explain how you achieved the goals outlined above.</u></p> <p><i>We are in constant contact with parents. Weekly emails, phone calls, social media advertising, website updates, and constant communication about what is next. Plus kids have fun, and we get them on the course. We plan 8-12 months in advance for our programs.</i></p>



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	<p><u>How did you track your results?</u> <i>By counting the number of registered students and estimating spending to be an average of \$5 per facility visit by Academy members or parents.</i></p>
<p>Total Revenue Generated:</p>	<p><u>Explain how your program had a positive impact on your business such as: revenue generated, additional spend by participants, new memberships and the effect on your bottom-line.</u></p> <p><i>Massive impact. 2,800 facility visits to Downriver by Academy juniors, and 1,500 by parents (total 4,300). If average spend is \$5 per visit (estimated), then Academy kids/families spent \$21,500 in 2018.</i></p> <p><i>Also noteworthy: 8 Season Passes sold, 2 new indoor bays developed at Downriver for Winter Semester, 1,450 rounds played by Academy Juniors, and development of Academy Assistant position for PGA Apprentice.</i></p>
<p>Recommendations:</p>	<p><u>What recommendations would you have to other professionals in adopting this program?</u></p> <p>Do Operation36. Don't worry about the startup costs, it will pay itself off in the first month.</p>