



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE

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Goals of the program:	<p><i>Describe who are you trying to reach and what results were did you plan to achieve.</i></p> <p>We are trying to reach the college students, as well as, families. Our golf course is located just a few blocks from the University of Oregon. The students love Night Golf! We have noticed an increase in families with kids.</p>
Program Design:	<p><i>Explain the program you developed to achieve the goals you described above.</i></p> <p>I have developed very elaborate Glow Golf events. The fairways are lined with glow markers, the 150's and 100 yard markers are glowing, we have flashing glow tee-markers, we have glowing & flashing flagsticks!</p>
Tracking Results:	<p><i>Explain how you tracked results.</i></p> <p>Tracking is very easy because we have never had Glow Ball events before, so any new market will be a plus! I know exactly how many more customers we have aquired because 90% of them have been new faces.</p>
Results:	<p><i>Explain how you achieved the goals outlined above.</i></p> <p>There are other courses who host night events, but not like ours. It is very elaborate. I take out Facebook ads to promote these events and we always fill up. Sometimes we even have a waiting list.</p>
Business Impact:	<p><i>Explain how your program had a positive impact on your business. Such as the revenue generated, additional spend by participants, new memberships, effect on your bottom-line and effect on your personal income.</i></p> <p>Since we have never had these events in the past, any amount of field would impact our bottome line for the positive. Since these grants have paid for most of the start-up costs, everything after that is mostly profit. A 9-hole event at \$25 with a full field of 44 players adds up to \$1,110 at night! We usually make nothing at night. This is a win-win for all involved.</p>
Recommendations:	<p><i>What recommendations would you have to other professionals in adopting this program?</i></p> <p>Please don't buy the Dollar Store glow products. Purchase them from Glow Gear or GT Golf Supplies. They are a much brighter product with better lasting quality, plus you will support a rep from the Pacific Northwest. An elaborate Glow Golf event will produce a full field and have people waiting for the next one.</p>