



# PGA

Pacific Northwest Section  
Junior Golf Fund

## PLAYER DEVELOPMENT BEST PRACTICE REPORT

Program Contact:	Debby King
Contact Phone/Email:	541-743-3482/Kingtnt23@gmail.com
Facility Name:	The Kingdom of Golf
Location:	Eugene, Oregon
Property Type:	Golf School
Name of Program:	<b>LPGA*USGA Girls Golf/PGA Junior League</b>
Type of Program:	<b>Junior Program</b>
Dates of Program:	June 6, 2019 – August 17, 2019
Details of Program:	<p><i>Describe the demographic you aimed to reach and what results you planned to achieve.</i></p> <p><i>This LPGA*USGA Girls Golf program was for girls ages 7-17. We wanted a group of girls that would enjoy each other's company and be able to take them on the golf course. The PGA Junior League was aimed at all juniors 7-13.</i></p> <p><i>Explain the program you developed to achieve those results.</i></p> <p><i>We have been site-directors for the LPGA program since 2012, but it had declined in numbers when we moved locations. This year was a different story. We doubled our participation from last year to this year. We also <b>built pull carts that hold 4 junior golf bags</b> which an adult would pull for them while they played golf! Some people said "we should patent that"!</i></p>
Results of Program:	<p><i>Explain how you achieved the goals outlined above.</i></p> <p><i>We hired a marketing consultant in January which brought our presence on Google to more people. Also, word-of-mouth still exists! We believe the word is spreading about our junior programs. We have kids from all over the valley in our program. Even though we have to pay reduced green fees, we play different golf courses around town which is an attractive feature to most kids and their parents. We believe this, in part, is why we have grown.</i></p> <p><i>How did you track your results?</i></p> <p><i>We have kept an excel file of our participants for years. Our website also has a software program that tracks our revenue from year to year.</i></p>



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Total Revenue Generated:	<i>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. We charge only \$99 per child for a 10-week program or \$149 with a set of used clubs included! With the program doubling in size this year, revenue increased based on volume. We were also able to provide clubs, from an aging inventory, to kids that didn't have them. After it was over, many parents enquired about more classes. We even had girls coming to our program that are members at the country clubs because parents said their girls like our program better! We have now started a fall program for girls golf which we've never had before, and are starting a separate program for older girls ages 13 – 17.</i>
Recommendations:	<i>What recommendations would you have to other professionals in adopting this program? This program helps grow the game of golf for little girls. Many girls are social and prefer fellowship over competition. We teach in a way that provides fun, as well as, instruction. On hot days we use water balloons for golf balls, we decorate golf balls, we design snacks in a unique way, we even brought in Golfzilla and were able to combine programs for this event.</i>



Fruit & Vegetable Bugs



Pull Cart before



Pull Cart after



Golfzilla!



PGA Junior League



LPGA\*USGA Girls Golf