



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT
BEST PRACTICE REPORT

Name:	Derrick Campbell
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Facility Name:	Fairways Golf Course
Location:	Cheney, WA
Property Type:	Privately Owned Public Course
Name of Program:	Operation 36
Type of Program:	
Dates of Program:	5/1/20-Present
Details of Program:	<p>We planned to build up our Adult Lesson Plan from the ground up by bringing in brand new or beginner golfers. With a goal to make them feel comfortable and efficient enough to go out and play on their own.</p> <ul style="list-style-type: none"> • Bring in an affordable Program • Program that is group based to create new playing partners • Have all equipment and tools needed for brand new golfers • Have students practice as well as play weekly. • Create a sustainable program that would help sell itself • Increase membership into the Men's and Ladies Leagues.
Results of Program:	<p>OP36 is catered to students who have never played the game, before. Let alone own their own clubs. With receiving weekly lessons and playing time, they are able to expedite the process to becoming full time golfers.</p> <p>The program comes with built in software, and an app for your phone. Allowing you to track your practices and playing time. Along with letting you know when you have accomplished a goal, or a score limit.</p> <p>The program alerts me when a student passes a goal. And allows me to unlock it in their profile. The clubs and practice equipment I purchased, allowed the program to be more affordable and open to players.</p>
Total Revenue Generated:	Starting with an almost non-existent teaching program, we set out to bring in new golfers in our area. We wanted to bring in new



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	<p>golfers and students. Adult Lessons increased 33% from last year. With a monthly adult lesson average up 15% per month. New golfer students increase of 65% due to the program, or word of mouth from the program. This lead to increase in carts rentals, range balls sold, and 9 hole rounds generated.</p>
Recommendations:	<p>I would highly reccomend any course that is looking for a way to increase their new player base, lessons revenue, and 9 hole plays to get this program. It will make marketing and selling lessons a lot easier.</p>