



# 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:	5/1/2020 - Present
Details of Program:	<p>Operation 36 is a program based on creating new golfers. It starts golfers off at a beginner level of only 25 yards from the green, and as they shoot 36 or better, they move back to the next division.</p> <p>This is catered to students who have never played the games, before. Let alone own their own clubs. With receiving weekly lessons and playing time, they are able to expediate the process to becoming full time golfers.</p> <ul style="list-style-type: none"> <li>• Bring in a affordable Program</li> <li>• Program that is group based to create new playing partners</li> <li>• Have all equipment and tools needed for brand new golfers</li> <li>• Have students practice as well as play weekly.</li> <li>• Create a sustainable program that would help sell itself</li> </ul>
Results of Program:	<p>The program comes with built in software, and an app for your phone. Allowing you to track your practices and playng 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:	This brought out a whole new level of junior golfers for us. Brand new golfers with a program that increased the lesson portfolio by



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	60%. We did an average of 30 more lessons per month. Increased our 9 hole play by 22%. Increased range revenue by 15%.
Recommendations:	I would highly recommend 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.