



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE

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| PGA Professional: | Evan Johnsen |
| Facility Name: | The First Tee of Greater Seattle |
| Phone: | (425) 503-4851 |
| Email: | evan@thefirstteeseattle.org |

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| Goals of the program: | <p>Our goal is to provide PGA-level instruction for parents of the youth in our program. By doing so, we support their business as well. Through this program, we were able to offer PGA education for 40 parents of youth in our program over the course of 2 days, and at 2 facilities. When youth become regular members in our program, parents develop a desire to learn and play as well, so this opened the door for them to learn from a qualified instructor.</p> |
| Program Design: | <p>Background:</p> <ul style="list-style-type: none"> • Our season “Week 9” championship for youth members takes place over the course of two days, with each member selecting one division and committing to a 2.5 hour time period. • More than 300 youth participate at two locations: Crossroads Par-3 (Bellevue) and Jefferson Park GC (Seattle). • Our mission is to serve youth, but many of their parents have asked about instruction for themselves, and either are not aware of instructional opportunities, or prefer to be introduced through The First Tee program. • We are not structured to provide instructional opportunities directly for parents, based on qualifications and resources. <p>Program:</p> <ul style="list-style-type: none"> • We arranged for a series of clinics to be held on each day of the “Week 9 Championship” and during each division of the tournament, so that parents could check their son or daughter in for the event, attend their own “Get Golf Ready” clinic, and then return to watch their child finish and the awards ceremony. • At Jefferson Park, the tournament is played on the Par-3 and Regulation courses, and the clinics were held on the driving range. • In Bellevue, the tournament is played at the Crossroads Par-3 Golf Course and clinics were held at the driving range at Bellevue GC, which is 3.5 mi away. |



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| | <ul style="list-style-type: none">• Each clinic was 1 hour in duration, and based on the tournament schedule, 3 were held on each day at Jefferson Park and 2 on each day at Bellevue GC, each 3 hours apart.• Jefferson Park: 8:30-9:30, 11:30-12:30, 2:30-3:30• Bellevue GC: 10:30-11:30, 1:30-2:30• Average attendance was 4 adults per clinic. |
| Tracking Results: | <i>Explain how you tracked results.</i> |
| Results: | \$600 in lesson revenue for Jefferson Park, and \$400 for Bellevue GC in one weekend. Estimated \$200 in associated F&B sales (combined). Additional potential in equipment sales, driving range usage, and continued private instruction. |
| Business Impact: | <p>\$600 in lesson revenue for Jefferson Park, and \$400 for Bellevue GC in one weekend. Estimated \$200 in associated F&B sales (combined). Additional potential in equipment sales, driving range usage, and continued private instruction.</p> <p>Finances:</p> <ul style="list-style-type: none">• The First Tee is a nonprofit organization with many families on full or partial financial aid, so we wanted to provide this opportunity at a reduced cost for some families.• The First Tee was provided a <i>Player Development</i> grant by Yamaha for 2016 in the amount of \$1,000. Approximately \$500 was used for the first round of clinics in June.• Cost per adult, per clinic, was set at \$20. This was collected by The First Tee, and amounted to approximately \$500, with 15 parents taking advantage of the financial aid option.• Instructional fees were set at \$100 per clinic to the facility, for a total of \$1,000 (\$600 to Jefferson Park, \$400 to Bellevue).• In this scenario:<ul style="list-style-type: none">○ The First Tee breaks even, with a net loss on clinics of \$500, which is offset by the <i>Player Development</i> grant.○ Jefferson Park GC revenue: \$600 (6 clinics)○ Bellevue GC revenue: \$400 (4 clinics) |



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| Recommendations: | <ul style="list-style-type: none">• Fill clinics to 6-8 adults per hour, if possible.• Without the grant, The First Tee would need to have netted \$500 more to break even, so we would have to: double the fee, double the enrollment, or 50% more of each. <p>Since we were at an average of 4 adults at \$20 each, 6 adults at \$30 would break even overall and be a very reasonable model.</p> |