



# PGA

Pacific Northwest Section

## PLAYER DEVELOPMENT BEST PRACTICE REPORT

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Facility Name:	Coquille Valley Elks Golf Club
Location:	Coquille, OR
Property Type:	Private, 9-hole course
Name of Program:	<b>Summer Junior Clinic</b>
Type of Program:	<b>Junior Program</b>
Dates of Program:	July 10 - August 14
Details of Program:	<p><i>Describe the demographic you aimed to reach and what results you planned to achieve.</i></p> <p><i>We originally intended to reach junior golfers in the age range of 8-14 and introduce them to the game. We wanted to get more juniors involved in the game, as we found a need for it in our area, and the club's current membership is mostly older and retired.</i></p> <p><i>Explain the program you developed to achieve those results. Please provide 4-5 bullet points outlining your program.</i></p> <ul style="list-style-type: none"><li><i>*Intro to the golf course</i></li><li><i>*Intro to set up and swing</i></li><li><i>*Putting</i></li><li><i>*Chipping/Pitching</i></li><li><i>*Full swing</i></li><li><i>*Course management</i></li></ul>
Results of Program:	<p><i>Explain how you achieved the goals outlined above.</i></p> <p><i>With the help of a few volunteers, we were able to have different stations where kids rotated through. This worked well because it held the kids' attention, allowed them to run off some energy between stations, and offered them input from various instructors.</i></p> <p><i>How did you track your results?</i></p>



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	<i>The club required that the junior clinic be free of charge, so there were no records to track financially for the clinic. The bar &amp; restaurant said they had minimal traffic in there but there was a lot of interest in future individual and group lessons for both juniors and adults. So, while there did not seem to be much financial benefit immediately, there appears to be more demand for these types of programs in the future.</i>
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.</i>  <i>While I am not privy to most of this information, I know we gained several new members, have many more still interested in becoming a member, and several would like to participate in our future golf tournaments.</i>
Recommendations:	<i>What recommendations would you have to other professionals in adopting this program?</i>  Each course/club has their own unique needs and requirements. For us, no matter how much we try to get participants to sign up ahead of time, it never happens. We really needed flexibility in each day's activities because we never knew how many kids were going to show up (or what ages they were). We used all of the supplies purchased from the Grant and the kids all had a great time!