



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE REPORT

Program Contact:	Kevin Story PGA
Contact Phone/Email:	541-504-3877
Facility Name:	Eagle Crest Resort
Location:	Redmond Oregon
Property Type:	Resort 54 Hole Public Facility
Name of Program:	PGA Jr. League 17U- Middle School Golf- Junior Golf Fund
Type of Program:	Junior Program
Dates of Program:	May 2019- June 2019
Details of Program: <i>Describe the demographic you aimed to reach and what results you planned to achieve.</i> <i>Explain the program you developed to achieve those results. Please provide 4-5 bullet points outlining your program.</i>	<p><i>Start up of 17u- PGA Jr. League through our local area Middle Schools- Mid May through June 16th 5 ½ Weeks long 2x a week</i></p> <ul style="list-style-type: none"> Using the PGA Jr. League format we created a Middle School golf platform with the Athletic Directors. We conducted Parent nights and registered kids online through the PGA Jr. League Website at there school. Worked through the schools and was able to obtain bussing for all participants to be dropped off at Eagle Crest 2x a week. Professional Staff at Eagle Crest used 1 Day a week for Skills, Drills and fundamental instruction. On day 2 each week we played Flag matches 6 & 9 Holes with all students. Using the Scramble format teams of 3 on course.
Results of Program: <i>How did you track your results?</i>	<ul style="list-style-type: none"> This has been in the developmental stages for at least a year. Using the PGA Jr. League model, it was 1 cost effective for the parents, school oriented with the transportation available. This was the toughest part. Once we had the transportation, it was a no brainer for the parents. The students had to sign school waivers just like any other sport. Parents were used to that and comfortable. Main result was we had 39 Middle Schoolers register for and do the program. This created more spend on Parent cart rentals, range ball sales outside of match and practice days, and greens fees. F & B sales were increased during days of program as well as Merchandise sales. We also were able to



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	<p>increase Membership sales by selling 3 new afternoon memberships.</p> <ul style="list-style-type: none"> • Other tracking included 9 students continuing through our Jr. Academy classes for the remainder of the summer. <p><i>With the help of the Grant received we were able to do the following:</i></p> <ul style="list-style-type: none"> • At end of program we had a BBQ cook out for all players and family members. This was well received and a great time was had by all. All student received a tee pack with ball markers tees and Balls. • Additionally we were able to offer 9 Free and reduced vouchers through PGA Jr. League and was able to offer a scholarship to a Young Lady that has had anxiety and health issues.
<p>Total Revenue Generated:</p>	<ul style="list-style-type: none"> • The program had a positive impact in many areas of our business. Or tracking at this time has total revenue generation at roughly 7,500-10,000. This includes Greens fees, cart fees, range, Food & Bev, Merchandise and Membership sales. • Another impact area is closing the gap between grade school age and High School age Golfers. Most of these kids had not played or had ever been to a golf course. • At the end of the program we were informed the Middle Schools will now be offering Middle School Golf for the foreseeable future. This will be a gamechanger to help develop Jr. Golfers to be ready for the High School ranks. We can only see the program continue to grow!
<p>Recommendations:</p> <p><i>What recommendations would you have to other professionals in adopting this program?</i></p>	<p>My recommendation is to get out and contact your coaches in your school districts! Especially Grade Schools and Middle Schools. Have information meetings for schools and parents. Keep in contact with the coaches and AD's This shows you are interested in growing the game we all love. Spend the time to talk to these contacts in person! Personal contact means more than a phone call or email. The PGA Jr. League model is a perfect in for these age categories. We are excited to grow this program and continue to partner with our school district in the years to come.</p>



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