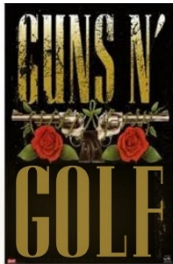




# PGA

Pacific Northwest Section

## PLAYER DEVELOPMENT BEST PRACTICE

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Goals of the program:	We are trying to reach the Hunting & Fishing Demographic that travels to the area. We plan to combine that specific demographic with our great game of golf. Combining the two activities and reach out to this group of outdoor enthusiasts in a manner to grow our game from their perspective.
Program Design:	2 New Property Events Guns & Golf Fins & Skins
Tracking Results:	We tracked by observing the new faces each event was able to attract to the property. It increased our round counts directly and future membership totals. Over a 2-season period, we were able to watch the play and reservations made by the field of players in each event with data reports generated at p.o.s..
Results:	 <p><b>Guns &amp; Golf</b>, an early spring event, gets everyone fired up for the season. Excuse the witticism. A one-day event with 9 shooting stations representing 9 holes. 2-person team shooting clays. Alternate shot. This takes place on the property and we are able to send teams immediately out to the 13<sup>th</sup> tee to continue with a 2-person scramble. Ranch burgers at the turn and an awards dinner that follows. Instead of buying mulligans you can buy rounds with exotic firearms. The experience is well supervised with local NRA certified instruction and personnel.</p> <p><b>Fins &amp; Skins</b>, a summer event, gets the golf consumer on the water crowd introduced to the property. We have a 90-mile reservoir within minutes that extends into Canada. A majority of our new growth comes from north of the border and we aim to keep it coming. Fisherman from all over the neighboring counties &amp; providences look forward to the contest. This is a two-day event which also fills our on-property cabins and local accommodations. This is a 4-person team. We get an early fishing start on day 1 with an afternoon weigh in for points. Day 2 we start early again with a true team scramble for points that are added to the fishing day points. Awards are given for both days and combined. Local sporting goods sponsors are involved and it becomes a great community event put on by our property.</p>



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**Business Impact:**

Revenue generated comes in all fashions tied to these 2 events. Just turning a player on to our ranch burger at the turn might sell multiple ranch burgers throughout the rest of the season, not counting the beers enjoyed along side it. The land and visuals experienced without a doubt sells. All businesses benefit from the impact. Our bottom line as well as the communities bottom line can experience additional seasonal income from both events. When we win as a community we win as individuals. We sell more real estate and golf.



**Recommendations:**



The key is to have fun. Take the seriousness out of our game for the individuals that are new. We make it nonintimidating to hang out with us here at the ranch and it pays off. Casual, but professional. Camo gloves as tee prizes as well as camo bags & fishing gear on the awards table help set the stage & vibe of the event. Just being entertained buy the out of doors is what this demographic enjoys. So why not entertain with the thought of birdies and eagles and fish!