



# PGA

Pacific Northwest Section

## PLAYER DEVELOPMENT BEST PRACTICE REPORT

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Facility Name:	Bill Roberts Golf Course
Location:	2201 N. Benton Avenue, Helena, MT 59601
Property Type:	Public
Name of Program:	<b>Player Development for all ages</b>
Type of Program:	<b>Other</b>
Dates of Program:	All Year
Details of Program:	<p>I aimed to improve the overall skills and player development of all players, regardless of age. My youngest student was 6 years old and my oldest was 88 years young.</p> <p>I chose to invest the grant money in golf targets and training aids. Golf targets create fun practice environments for all ages/skills and create focused practice for better skilled players. Training aids allow individuals to develop a desired feeling in their golf swing or putting stroke that may be difficult to achieve with only instruction and their golf club. By using a training aid (along with instruction) to develop a “feel”, the player can turn that “feel” into a “real” with their golf swing.</p> <p>(2) Target Circles and (6) Short Game Targets from EyeLine Golf. These were great for chipping and putting. We used them in individual lessons, our Junior Camp, PGA Junior League practice, and our group golf lessons for women called Wine &amp; Wedges. We would often leave the targets on a portion of our practice green for the public to enjoy and use. We received positive comments from the public regarding the targets.</p> <p>(1) Impact Cube from EyeLine Golf. The impact bag was useful to help players feel, see, and understand a good impact position.</p> <p>(1) Pressure Plate from WhyGolf helped players feel the proper weight shift necessary for the arc of the golf club to bottom out in front of the golf ball. It helps eliminate “hanging back” or “hitting off the back foot” types of swings.</p>



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	<p>(1) Launch Deck by Performance Golf. The Launch Deck can be configured to help improve clubhead path and launch angle with driver. Players developed a better “feel” of a good launch angle with their driver.</p> <p>(1) Straight Away by Performance Golf attaches to the golf shaft and helps students see, feel, and understand the proper takeaway in the backswing.</p> <p>(1) Sure-Set by Sure-Set Golf is a stand-alone training aid with grip that allows the student to achieve a proper set (wrist hinge and arm structure) of the golf club in the backswing.</p> <p>(1) Groove Plus Putting Mirror by EyeLine Golf helps all skill level players to be better putters.</p> <p>The target circles and training aids were used during individual lessons, group lessons for women, and our junior programs. We also allowed students to use the training aids on their own when practicing.</p>
Results of Program:	<p>Golf targets created fun and challenging practice environments for all players. Specifically, I observed our juniors practicing more outside of a scheduled or structured practice because of the targets.</p> <p>Training aids helped our students see, feel, and understand proper mechanics. Some students only needed to use the training aid for a minute to have an “a-ha” moment. Other students needed more time and repetition with a respective training aid.</p> <p>Overall, our players got better with proper golf moves and an understanding of the importance of those golf moves.</p>
Total Revenue Generated:	<p>Calendar year comparison of 2023 vs. 2022. In 2023, lesson revenue up 24%, rounds played up 10%, hard good sales up 22%, and food &amp; beverage sales up 33%. Our player development programs are improving our player experiences and increasing our revenue.</p>



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Recommendations:

Targets and training aids add to the player experience. I believe it showed our willingness and commitment to the improvement of our players' games.  
Choose training aids that fit your teaching philosophy. In hindsight, I would not have purchased the Sure-Set as it is (in my opinion) clunky to work with and students had mixed results in developing the correct "feel". I have other drills that produce a proper wrist hinge and arm structure in the backswing.