



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE REPORT

Name:	Mitchell Girard
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Facility Name:	Meadow Park Golf Course
Location:	Tacoma, WA
Property Type:	Golf Course
Name of Program:	Club B/Beyond the Bell
Type of Program:	Junior Program
Dates of Program:	May 1, 2023 – June 19 th , 2023
Details of Program:	<p><i>Describe the demographic you aimed to reach and what results you planned to achieve.</i></p> <p><i>We are reaching Elementary and Middle School kids in the Tacoma School District. Our goal is to give the kids who otherwise wouldn't have the opportunity the chance to learn the game of golf.</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"> <i>We have partnered with both the First Tee of South Puget Sound and Metro Parks Tacoma Club B and Beyond the Bell after school programs to serve children and youth.</i> <i>We coordinate transportation to and from the program to ensure that it is not a barrier for participation.</i> <i>We Start every student at the basic motions of putting, chipping, pitching, full swing with Snag Golf leading to real golf balls and clubs.</i> <i>We align the program to also providing life-value lessons and use golf as a medium for learning Responsibility, Judgment, Honesty, Sportsmanship, Respect, Confidence, Courtesy, Integrity and Perseverance.</i>
Results of Program:	<p><i>Explain how you achieved the goals outlined above.</i></p> <p><i>Monday through Thursday we provided programming for students from five schools throughout the Tacoma School District from 3–5:45PM. Meadow Park picked up the kids from the school and</i></p>



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	<p><i>transported them to the golf course and back to school with a chaperone from Metro Parks Tacoma. When they arrived at Meadow Park Golf Course, they were met by a coach from the First Tee of South Puget Sound. Each week the students had a specific study plan.</i></p> <ul style="list-style-type: none"> • <i>The first week was putting with snag,</i> • <i>The second week was snag chipping,</i> • <i>The third week was snag pitching,</i> • <i>The fourth week was putting with regular clubs,</i> • <i>The fifth week was chipping with real clubs,</i> • <i>The sixth week was full swing with real clubs,</i> • <i>The final week was skills challenge with real clubs.</i> <p><i>How did you track your results?</i></p> <p><i>Word of mouth through the kids and surveys were sent out to the participants to measure the success of the program. The results indicated that students learned how to play golf, would like to continue playing golf and found the experience overall rewarding.</i></p>
<p>Total Revenue Generated:</p>	<p><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></p> <p><i>This program has had a positive impact on the exposure of Meadow Park Golf Course. This program was not meant to generate increased revenue as it was intended to continue the mission of Meadow Park of to play, learn and grow. The kids are now telling their friends at school about how excited they are to come to the golf course. The golf course received \$11,200 in revenue for this program. In 2024 we will have 120 days of this program. We do anticipate the potential for long-term revenue growth as these students may become life-long golfers.</i></p>
<p>Recommendations:</p>	<p><i>What recommendations would you have to other professionals in adopting this program?</i></p> <p><i>If you have the facility that can accommodate a program like this, I strongly recommend adopting it. Reach out to your local schools</i></p>



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and see if you can develop an after-school program. With this program we are reaching kids in the community and giving them an opportunity that otherwise may not have this opportunity.