Name:	Noah Horstman
Phone/Email:	971-285-6600

Facility Name:	West Coast Golf Academy
Location:	Medford, OR
Property Type:	Golf Academy, (4) Green Grass Facilities, (1) Indoor Facility
Name of Program:	**PGA Junior League End of Year Party**
Type of Program:	Junior/ Adult Fun Day
Dates of Program:	August 2022
Details of Program:	*Describe the demographic you aimed to reach and what results you planned to achieve.* The end of year party was to bring the parents and PGA Junior League players together and partner up for a team event. *Explain the program you developed to achieve those results. Please provide 4-5 bullet points outlining your program.* End of Year Party -Prize table to cash in your West Coast Bucks -Parent Child Bowling Event -Parent Child Scramble -Partnering teams together to build camaraderie -Introducing Adults to the game

Results of Program:	*Explain how you achieved the goals outlined above.*
	It was an awesome event with almost every player participating. This event is a giveback to the program that most families have looked forward as it's our second year.
	How did you track your results?
	The results of this program are all of the smiles and how excited the kids are to play golf with their parents and their teammates. Not to mention the awards segment where each player is highlighted from the season's events.
Total Revenue Generated:	*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.*
	Without question it gives coaches an opportunity to build a stronger relationship with face-to-face interaction. The community we are building at West Coast is all about family. This is more of an expense, however it creates tremendous revenue for the next year's program or an off season training program.
Recommendations:	*What recommendations would you have to other professionals in adopting this program?*
	Take a small amount out of each players entry fee for the end of year party you want to create. This value added does allow you to charge more for your program.