



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE

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| Goals of the program: | To help veterans transition from beginner golf clinics to the golf course. |
| Program Design: | Our six PGA HOPE Golf Schools are free to any veteran who has participated in at least one of our veteran beginner golf clinics. Each clinic is capped at 12 students with 2 PGA Professionals instructing. We begin with a one hour clinic on the range. Then, we take them out for a 6-hole playing lesson at Chambers Bay. Following play, we provide dinner at the Chambers Bay Grill for everyone to socialize. |
| Tracking Results: | We register everyone through our Academy's student registration portal called USchedule. All F&B tabs were collected as well. |
| Results: | We had 72 veterans participate in our schools. All of our classes were full with a waitlist. We have testimonials from students excited about a chance to play with a PGA Professional helping and taking down the intimidation factor of playing. |
| Business Impact: | With the success of our Wounded Warrior Project and Salute Military Golf beginner clinics/schools, we have influenced over a thousand veterans by introducing them to the game. With this influence, the PGA HOPE granted us \$6,800 in 2019 and over \$20k in the last three years. On top of this revenue, we are able to not only grow the game, but also help our veteran community. |
| Recommendations: | Treat these schools as a way for veterans to socialize and get out of the house. If they learn how to play golf then consider it a bonus. |