



# PGA

Pacific Northwest Section

## PLAYER DEVELOPMENT BEST PRACTICE REPORT

Name:	Tom Mueller
Phone/Email:	503-534-5689
Facility Name:	Lake Oswego Public Golf Course
Location:	Lake Oswego OR
Property Type:	Municipal 18 Hole Par-3
Name of Program:	<b>Junior Introductory Camp</b>
Type of Program:	<b>Junior Program</b>
Dates of Program:	July 26-29 Girls only camp, June 25-27 and August 10-12 coed camps.
Details of Program:	<p>Our goal was to provide kids age 6-13 with exposure to the game in a fun way that would keep them engaged and hungry for more, and to provide good quality equipment for those without any to have a better starting experience.</p> <p><i>Program outline:</i></p> <ul style="list-style-type: none"> <li>• Small sub-groups with a rotation through 3 basic disciplines including putting, chipping &amp; pitching, set-up and full swing.</li> <li>• Each camp includes 3 days x 4 hours of instruction, games, and on-course activities.</li> <li>• Emphasis on game structure and etiquette.</li> <li>• Games include chip-tac-toe, graduation putting, straight drive contest, and “climb the mountain” chipping.</li> <li>• Rules + etiquette quizzes at each 10-minute break. Correctly answered questions earn special prizes. Everyone wins!</li> </ul>
Results of Program:	<ul style="list-style-type: none"> <li>• Using the above outline we delivered 3 very successful junior camps.</li> <li>• How did you track your results? Our Parks system surveys participants or parents of participants after every class. Our ratings were consistently listed as very positive and worth the money.</li> </ul>
Total Revenue Generated:	<ul style="list-style-type: none"> <li>• Income from camps alone = \$10,440</li> <li>• Residual income from additional rounds, lessons = \$2,440</li> </ul>



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Recommendations:

*What recommendations would you have to other professionals in adopting this program?*

- Run as many camps as you can accommodate at your facility