



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE

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Goals of the program:	<ol style="list-style-type: none">1. Increase junior golf rounds (under the age of 18)2. Increase player development revenue by 15%3. Recruit parents to participate in the weekly Friday Night Couples League
Program Design:	<p><i>We implemented Operation 36 as the operating engine for the new Esmeralda Junior Golf Academy. The curriculum is designed to set goals for students, keep them motivated when they are on and off the course, and help them track their progress through the fun and interactive Operation 36 mobile app.</i></p> <p><i>We hosted three 8-week semesters that parents could enroll their kids in. These semesters all included a parent and student orientation, club fitting, weekly classes, optional weekly supervised classes, bi-monthly on course 9-hole playing matches, and end of the semester pizza parties.</i></p> <p><i>The most important step of every semester was having Information Orientations that would typically take place one to two weeks before a new semester would begin, this is where most of the parents would sign up and register their juniors for a class time. It was a great opportunity for the families to ask questions and learn more about the program in a forum like setting. These orientations were primarily promoted through social media.</i></p>
Tracking Results:	<p><i>The junior golf rounds were simply tracked through the facility point of sale digital tee sheet. Player development revenues generated from the program were tracked using Square point of sale and expenses were simply tracked through a Google Drive Sheet. When parents joined the Friday Night Couple's League, it was pretty easy to see the parents of the kids that were enrolled in classes. We know we gained three new couples in the league that played on a regular basis.</i></p>



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Results:	<p><i>Marketing the event via social media had a huge impact on the success of this program. We utilized Facebook for a small \$30 advertising campaign that generated eight families at the first orientation. Out of those eight families, seven of them enrolled at least one junior golfer in a class. Some families enrolled as many as four golfers.</i></p> <p><i>Marketing collateral was also created for the pro shop staff to hand out on a daily basis to any parents that entered the golf shop. We trained the staff about the program and what the key benefits of the program were. This gave them the knowledge to express what the program was to individuals that had never heard of it before. Due to both of these marketing efforts, we averaged an active enrollment of 25 students per semester.</i></p>
Business Impact:	<p><i>We noticed more families playing golf in the afternoons, more food and beverage spending during class sessions from parents that stayed on-site, and due to the bi-monthly 9-hole matches we saw a nice uptick in junior rounds played. The 9-hole matches also increased cart rental fees.</i></p> <p><i>The program generated \$21,000 of player development revenue, had a total of 37 participants, and had an overall positive impact on the facilities bottom line.</i></p>
Recommendations:	<p><i>If you are going to adopt the Operation 36 Network, do it sooner rather than later. You will NOT regret your decision. The return on investment goes further than the bottom line. The relationships and culture that you create through a junior golf program like this is invaluable.</i></p> <p><i>The most important part of the program is to stay connected with your parents and students throughout the program. Parents enjoy seeing measurable results, the Operation 36 program makes this extremely easy for any teacher to do. There is easy to measure, quantifiable data that exists within the program.</i></p>