



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE

PGA Professional:	David Fern
Facility Name:	Downriver GC
Phone:	(509) 993-4571
Email:	dmfern82@yahoo.com

Goals of the program:	I bought \$5 WSGA Passes for all kids who participated in the 2019 Downriver Junior Golf Academy (we had 70 enrolled this summer). I tried to encourage them to play as much as possible at Downriver (who honors the pass), and also all the other Spokane area courses that also honor the pass.
Program Design:	First, I bought them the pass. Then I track how often they play in the Operation36 App. Every time they practice or play, they are asked to log it into the App. They get all sorts of shout outs in class, and also prizes and awards for playing lots of golf.
Tracking Results:	I tracked # of rounds played compared to the same kids # of rounds played for last year.
Results:	Kids, on average, played 45% MORE golf rounds than they did last year. Pretty cool.
Business Impact:	I don't have the 2019 results yet. But the effect from the Downriver Junior Golf Academy has been positive across the board. There has been increased junior and adult rounds (kids bring their parents!) Also, there is an increase in food and beverage, pro shop purchases, range use, and season pass purchases.
Recommendations:	Track their play! Kids will notice it big time. If you don't, you're not holding them accountable, and the pass might be a waste. If you do, they will notice and be inspired to play more. And make sure to give awards to those that play lots! Kids get so motivated by earning the "Play Awards".