



# PGA

Pacific Northwest Section

## PLAYER DEVELOPMENT BEST PRACTICE REPORT

Name:	David Fern
Phone/Email:	(509) 993-4571, dmfern82@yahoo.com
Facility Name:	Downriver Golf Course
Location:	Spokane, WA
Property Type:	Municipal public golf course
Name of Program:	<b>Downriver Jr Golf Academy</b>
Type of Program:	<b>Junior Program</b>
Dates of Program:	Year round
Details of Program:	<p><i>Describe the demographic you aimed to reach and what results you planned to achieve.</i></p> <p>The Downriver Jr Golf Academy is a year-round junior golf program taking place at Downriver Golf Course in Spokane, WA. We use the Operation 36 curriculum and had 200+ participants in 2022, and are focused on beginner and intermediate juniors ages 7-17 years old.</p> <p>With the Yamaha grant, we hoped to discount a 1<sup>st</sup> set of junior golf clubs for 4 families who needed the help, thus enabling their juniors to join our program, with the hope that we could create 4 new golfers who love the game. (The plan worked!)</p> <p><i>Explain the program you developed to achieve those results. Please provide 4-5 bullet points outlining your program.</i></p> <ul style="list-style-type: none"><li>- Program Name: "JR Club Rotational Program"</li><li>- Program discounts 1<sup>st</sup> set of clubs for juniors starting out, and offers free trade up sets when a junior outgrows their old set</li><li>- When registrations are being collected: we identified 4 families who would not have enrolled their juniors because of the cost of new clubs, and offered them the financial assistance (Thanks Yamaha!) so that they could receive the clubs and have their junior start in our Academy.</li><li>- We tracked the progress of those 4 juniors throughout the year and assess whether they are "Golfers Created"</li></ul>



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<p>Results of Program:</p>	<p><i>Explain how you achieved the goals outlined above.</i></p> <p>We planned to steeply discount the 1<sup>st</sup> set of clubs for 4 junior golfers who would otherwise not be able to play golf this summer. We were able to do this with Yamaha's help, and all 4 kids joined our program, and played golf throughout the year in our Academy. 4 junior golfers have been created and they now love the game!</p> <p><i>How did you track your results?</i></p> <p><i>Receipts for clubs purchased, entry interviews for families (we listen for their need, and we also explain that their junior could be receiving financial assistance and their commitment is for their junior to play golf throughout the year. Lastly, we have exit interviews with those 4 families assessing how things went at years end.</i></p>
<p>Total Revenue Generated:</p>	<p><i>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.</i></p> <p><i>We had a good ROI on our investment. Exit interviews revealed 110 new rounds created, 4 golfers created, estimated \$7,000 extra spend created this year and for each year going forward, and 4 families who might also have mom/dad/brother/sister come to golf now that they have a new junior golfer in their family!</i></p>
<p>Recommendations:</p>	<p><i>What recommendations would you have to other professionals in adopting this program?</i></p> <p>Make the up front financial barrier to golf low. Once they get hooked, they will spend the money later. Some families need to be able to try it out before they're willing to spend very much.</p>