



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE REPORT

Name:	Justin Roberts
Phone/Email:	406-683-9933, jroberts13@pga.com
Facility Name:	Beaverhead Golf Course
Location:	Dillon, Montana
Property Type:	Public Golf Course
Name of Program:	Dillon Junior Golf
Type of Program:	Junior Program
Dates of Program:	June 6 – August 1, 2022
Details of Program:	<p><i>Describe the demographic you aimed to reach and what results you planned to achieve.</i></p> <p>Introduce the participants (boys and girls ages 7-17) of the program to the fundamentals of golf and teach them an understanding of golf’s rules and etiquette. With this program we hope to grow the High School team and future memberships.</p> <p><i>Explain the program you developed to achieve those results. Please provide 4-5 bullet points outlining your program.</i></p> <p>The Dillon Junior Golf Program has 5 levels:</p> <ul style="list-style-type: none"> • Little Starz (ages 7-8) • Tee Level (for beginners) • Green Level (for those who have completed the Tee Level) • Challenge Golf League-Team Format (for those who have completed the Green Level) • Challenge Golf League-Individual Format (for the top golfers in the program)
Results of Program:	<p><i>Explain how you achieved the goals outlined above.</i></p> <p>The participation numbers and interest in the program continues to increase each year. In 2022, there were 146 participants in the 5 levels of Dillon Junior Golf.</p> <p><i>How did you track your results?</i></p>



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	<p>The participants had to pass certain skill levels to move to the next program. The majority of the kids continue to participate every year in the program.</p>
Total Revenue Generated:	<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>Because of the program, we increased family traffic on the course. This included green fees and cart fees. We saw an increase in Family memberships, 10 new memberships were generated increasing that by \$7000. The golf course had increased revenues due to families having lunch and other food and beverage at the golf course while their kids were participating in the golf programs. The High School golf team increased had 23 boys and girls participating.</p>
Recommendations:	<p><i>What recommendations would you have to other professionals in adopting this program?</i></p> <p>Give the participants the opportunity to practice on the range and play golf for free during the remainder of the summer if accompanied by an adult. Also, providing golf clubs really boosts interest in the game. As we all know it is an expensive game so by starting the kids out with proper equipment it really gets them going on the right track.</p>