



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE REPORT

Name:	Matt Montecucco
Phone/Email:	mmontecucco@kempersports.com
Facility Name:	Chambers Bay
Location:	University Place, WA
Property Type:	Public
Name of Program:	Jr. Academy Memberships
Type of Program:	Junior Program
Dates of Program:	All Year
Details of Program:	<p><i>Our Jr. Academy Memberships offer everything a junior need to achieve their goals. There are 3 membership levels, Intermediate (\$250), Advanced (\$350), and Elite (\$450). Juniors must pass minimum scoring requirements to qualify for each level. Memberships are billed monthly with a 3-month minimum.</i></p> <p><i>Each level includes:</i></p> <ul style="list-style-type: none"> • Weekly training in small groups on and off the course • Unlimited Academy Practice Center Use • Coaching via our CoachNow App • Purposeful Practice Homework • Coaching Call • Swing Analysis • Discounts on additional lessons, golf, food, and merch
Results of Program:	<p><i>We had over 40 juniors enrolled throughout the year. All of our Elite Juniors made it to both WIAA and WJGA State Championships. Juniors received dedicated and consistent coaching to achieve results. Coaches received monthly residual income and set training schedules.</i></p> <p><i>We start every student with a goal and game plan sheet and evaluate score-based results after the 3 months.</i></p>
Total Revenue Generated:	<i>We had over 20 juniors enrolled monthly throughout the year at an average rate of \$300 per month.</i>
Recommendations:	<i>We offered guaranteed results if the juniors stuck to their commitment sheet. Trainings are in small groups with similar skilled players which might deter some students who want individual. Advertise as more coaching hours for the students for less per hour than individual. The small group nature helps with the learning process as well. We also offered scholarships through the First Tee SPS for families who needed help.</i>



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