



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE REPORT

Name:	Mollie Thola
Phone/Email:	509-499-1120 Golfnskater88@gmail.com MollieT@firsttecentralwashington.org

Facility Name:	First Tee Central Washington
Location:	Yakima, WA
Property Type:	FTCW 3 Hole Course and Practice Facility and Suntides GC
Name of Program:	First Tee Central Waashington
Type of Program:	Junior Program
Dates of Program:	June 20 – August 23, 2022
Details of Program:	<p>With the funds that were awarded to our Chapter this past year – we were able to provide playing opportunities to all our participants, regardless of an inability to pay.</p> <p>Through the First Tee Program, we are strengthening our young people both emotionally through the Nine Core Values and physically through the Nine Healthy Habits. To tie the First Tee Philosophy and “Growth of the Game” – PGA/Les Schwab Junior Golf Grants, I was able to provide playing opportunities at Suntides GC in Yakima. During class is where I would talk about the Rules of Golf and the etiquette that is expected when playing golf. It is there that I was able to not only teach fundamentals to every age and ability – but the owners of Suntides GC gave us a special season ticket price so my older and more experienced kids could get a pass to come and play not only during class times but any time.</p> <p><i>Explain the program you developed to achieve those results. Please provide 4-5 bullet points outlining your program.</i></p> <p>I have always believed that the best way to learn to play a sport/game is to play on the course. This allowed the kids to get out and learn Rules of Golf, etiquette and pace of play.</p> <ul style="list-style-type: none"> *Teach fundamentals of the golf swing – but give players opportunities to play the game; *Help them learn – but make it FUN; *Provide play times away from class time, so they can learn the game; *Make sure they play with different people – adults and juniors alike; *Set up formats that are fun and inviting, e.g. scrambles, alternate shot, etc. to make their experience inviting;



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE REPORT

Results of Program:	<p><i>Explain how you achieved the goals outlined above.</i></p> <p>By providing different playing opportunities, players were welcomed to play in an informal format or they could play in a competitive group.</p> <p><i>How did you track your results?</i></p> <p>By the excitement portrayed each time they came to class AND they were out playing more frequently.</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>My classes of the older teens – were FULL and they sign up every year to play. The revenue generated was a bonus, the fact that the kids wanted to come and play with their new friends who also played golf was exciting to me. The effect on my bottom line was unbelievable – but more-so, it was electric when the kids came to learn and play.</p>
Recommendations:	<p><i>What recommendations would you have to other professionals in adopting this program?</i></p> <p>If you don't have a junior program at your facility – start one! Parents are not afraid to spend money for their kids to learn a game they can play for a life-time.</p>