



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE REPORT

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| Name: | Philip Kohnken |
| Phone/Email: | 360-738-7401 / philkohnken@yahoo.com |
| Facility Name: | Lake Padden GC |
| Location: | Bellingham, WA |
| Property Type: | Public, Municipal golf course |
| Name of Program: | Junior Golf Camp |
| Type of Program: | Choose an item. Youth Player Development |
| Dates of Program: | Every 2 weeks from July to end of August, for 2 days |
| Details of Program: | <p><i>Describe the demographic you aimed to reach and what results you planned to achieve.</i></p> <p>Junior Golf Camp is for those aged 7-14. The camp accepts all skill levels of youth golfers. The goal of the camp is to provide fun, basic instruction and get kids having fun around the golf course. Besides the direct compensation from the camp for instructors, we build long lasting relationships that produce further lessons, memberships, range passes, and greens fees. Once the kids want to play golf, the parents will play more golf.</p> <p><i>Explain the program you developed to achieve those results. Please provide 4-5 bullet points outlining your program.</i></p> <p>How do we separate our program from other programs? Fun, engagement, perks, good food, and instruction. There are 2 highlights of our camp, the sports section and the putting section. Being a golfer is being athletic as well. We use sports to relate motion and coordination, and it brings the kids together to work as a team and to get to know one another. Putting green, we create a mini putt course to develop their skills. It's colorful, big, and a lot of fun. At the beginning of camp, every kid gets a tee prize. Some camps get Daphne's head-covers and some get golf balls and tees. The kids like to collect the head-covers. We serve fun food for lunch. But, we also give good, personable instruction. We make sure everyone gets individual attention as well as group attention. The kids leave tired, excited, and wanting more.</p> |



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| <p>Results of Program:</p> | <p><i>Explain how you achieved the goals outlined above.</i> Keep it simple. They are kids, they don't need anything too fancy. Organization and flow is also key. Keep them moving and keep the energy up. If we are properly set up, the kids have fun and want to come back for more, then the goals will be achieved as they continue in the great game. <i>How did you track your results?</i> Each person registers online through Uschedule. When they create a player profile, we can see how many camps they attend and through how many years. When they create a Lake Padden account, we can also track when they purchase something. Give them perks of discounts to use the account and we can see them use it.</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> The more kids register, the more money is available for instructors. The more fun they have, they will come back to play and practice. They will buy clubs to get started, range balls to practice, and a membership to start playing. Not everyone continues, but it's a percentage. The more camps we offer and continue the enjoyment, the more players continue on, the more revenue the course gets.</p> |
| <p>Recommendations:</p> | <p><i>What recommendations would you have to other professionals in adopting this program?</i> Separate the program from others like it, but keep it simple. Kids want to have fun. Prepare a budget and use it to your advantage. Get good food, good tee prizes, good games, good instructional aids, and pay the instructors well. All can be managed by keeping accurate track of revenue and expenses.</p> |