

Best Practices 2019

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- The goal of the program is to attract new juniors or and peak an interest in the sport.
- Each year we have used grant money to help junior golfers in our area. Funds have been used to purchase novelty golf balls (football, basketball, money, and other types of golf balls) to hand to junior golfers when they come in the door. Funds were used to purchase tee prizes for junior camps keeping the cost of each camp affordable for our area.

When the parents bring their juniors out to play the junior gets to select a novelty ball for their keeping. Hopefully this golf ball makes its way to the kid's room. Juniors without equipment when dad comes to the range are given a 7 iron from US Kids that matches their needs. (Height, Strength, Ability).

I recall when I was younger going to the bank and being excited to go there because they would give out suckers to all the kids. I always looked forward to going to the bank. My hope is that when dad or mom wants to go to the course the kids are excited about going to hit balls or play.

We have noticed an uptick in numbers of younger kids at the range hitting balls and putting with their families. Hopefully as these kids get older the whole family starts to play more golf as a family unit!

- Tracking results is difficult as I really just observe more juniors at the course with their parents. In combination with the OGA youth on course program, I have seen more junior actually make their way to the course rather than just the practice area. Parents are taking their kids out to play more!
- We have achieved our goal of attracting new juniors to golf and getting them on the course.
- By attracting new juniors, Mallard Creek has increased greens fee revenue and food and beverage revenue and sold a few junior sets that we have not in the past. By getting kids interested we were able to sign up a lot of juniors for the OGA youth on course program we went from 40 rounds last year to 200 rounds this year through the youth on course program. I personally have benefited as more parents have been moving their kids into private lessons or private group lessons. The kids have benefited as well as they have more one on one time with the coach!
- I would recommend GIVING juniors a small token that they may keep some in their rooms that may get them to the golf course. A novelty golf ball doesn't cost much ball but takes up less room in the house than a soccer ball and may attract the juniors to the course!