



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE REPORT

Name:	Tom Mueller
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Facility Name:	Colwood Golf Center
Location:	Portland, OR
Property Type:	Public, Par3 & Learning Center
Name of Program:	Intro to Golf
Type of Program:	Choose an item.
Dates of Program:	Summer, Fall 2022
Details of Program:	<p><i>Describe the demographic you aimed to reach and what results you planned to achieve.</i></p> <ul style="list-style-type: none">• <i>Lessons for underserved youth in metro Portland.</i> <p><i>Explain the program you developed to achieve those results. Please provide 4-5 bullet points outlining your program.</i></p> <ul style="list-style-type: none">• <i>We created a series of 3 classes that create entry level instruction to kids that otherwise likely wouldn't get to play golf.</i>• <i>We reached out to NAYA (Native American Youth Academy), YEP! (Youth Empowerment Project) and members of the local Cully neighborhood.</i>
Results of Program:	<p><i>Explain how you achieved the goals outlined above.</i></p> <ul style="list-style-type: none">• <i>We held NAYA classes in July, an open class in September, and Yep class in October. Kids enjoyed the classes and some participated in PGA Junior League.</i> <p><i>How did you track your results?</i></p> <ul style="list-style-type: none">• <i>POS system</i>• <i>13 participants continued by playing rounds or using our practice facilities.</i>



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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> <ul style="list-style-type: none">• <i>Estimated revenue of \$1000 generated from green fees, F&B and additional instruction z</i>
Recommendations:	<ul style="list-style-type: none">• <i>What recommendations would you have to other professionals in adopting this program?</i>• <i>Make sure to allow extra time for kids to arrive as most have little means of transport.</i>