



PGATM



Play Golf America

- 2011 Best Practices •
Family Golf
Junior Golf



Family Golf

Kylee Naffziger, PGA Head Professional
Bridger Creek Golf Course
Bozeman, Mont.
Facility Phone (406) 586-2333

Family Fun Nights

FORMAT:

- Sunday evenings in the summer, tee times from 5:30 - 8 p.m., golfers can register for 4 or 5-holes, two sets of junior tees with signs and balloons, course open for families only

COST:

- \$6 for 4 holes and \$7 for 5 holes (includes cart and green fees)

PROMOTION:

- They have a strong junior camp program(s), so it was easy to start by giving the kids information after their camp
- Email and fliers at the Clubhouse
- Once the program was established word of mouth has been the best advertising

RESULTS:

- On a nice Sunday, they have 100 golfers participate in the event
- There is revenue, but hard to quantify the results
- There is a lot of goodwill and future revenue. If you get the family golfing at a young age and the course can benefit for the next ten years with that family (green fees, carts, F & B, lessons, season passes etc.)

Dennis Johnsen, PGA General Manager
Pine Meadows Golf Club
Mundelein, Ill.
Facility Phone (847) 566-4653

Family Fun Nights

FORMAT:

- Special course of holes – 100 yards or less using Blue or Golf PGA Family Tees
- Tee times start at 5:30 p.m. on Saturday or Sunday throughout the summer
- No competition – strictly fun
- Up to five family members (ages 12-21)

COST:

- \$10.00 per person, includes the cart
- If kids play at least four complete holes, they receive a soft drink and snack

PROMOTION:

- Staff personal communication to guests (including handshakes and smiles) to promote program and follow-up by asking about their experience
- Current golfers have told friends to encourage more families to play

RESULTS:

- Hosted as many as 13 families in one night and 20 families over the course of a weekend
- Families return over the weekend and ask to play the PGA Family Course

Mike Attara, PGA General Manager
Eagle Ridge Golf Club
Lakewood, N.J.
Facility Phone (732) 901-4900

Family Friday's

FORMAT:

- 9-holes of golf with cart or two hours of instruction and dinner following the event
- Families with children allows mom and dad a chance to play golf while the kids take instruction

COST:

- \$35 per person

PROMOTION:

- Market it to junior camps and Get Golf Ready families

RESULTS:

- As the golf season went on last year they saw more kids playing along or joining mom and dad for a few holes before coming in for dinner

Bob Doria, PGA General Manager/Head Professional
Makefield Highlands Golf Club
Yardley, Pa.
Facility Phone (215) 321-7000

Family Golf Evening

FORMAT:

- Runs a Family Golf Evening one Sunday per month
- Features the option of playing 3-, 6- or 9-holes with your children, which includes a hot dog and soft drink for the children

COST:

- Pricing is based on number of holes played with adults paying base rate of \$10 for 3 holes and children paying a rate of \$2.66 per hole
- Six-hole rates start at \$24 for an adult and one child walking and 9-holes with a child for \$42. Food specials are offered for the adults in the grill room, while kids receive a free hot dog and soft drink.
- Expanded the program to include 3-holes for \$10 and 6-holes for \$18 after 5:30 p.m. for all players

PROMOTION:

- Email and clubhouse promotion

RESULTS:

- Initial reaction has been positive with six families (20 players) taking advantage of the program during the first month
- Increase in revenue after 5:30 p.m. as parents and junior take advantage of this program

Junior Golf

Brian Bain, PGA Head Professional
Robert T. Lynch Municipal Golf Course
Brookline, Mass.
Facility Phone (617) 730-2078

Friday Night Junior League

FORMAT:

- Low-key program held during the months of June and July on Friday evenings at 6:00 p.m.
- Program is designed for players in grades 3-8 who have some golf experience. There is weekly supervision while the juniors are out there and local businesses donate money in which prizes are awarded

COST:

- \$8 per night.

PROMOTION:

- Website
- Email blasts

RESULTS:

- Average 20-25 players each Friday

Kids Play Free

FORMAT:

- During the months of June, July and August they offer a Kids Play Free with a paying adult after 5:00 p.m. on Sunday's

COST:

- \$23 each evening

PROMOTION:

- Website and email blasts to customers

RESULTS:

- 10-15 players each night

Thomas Maled, PGA Director of Golf
Valley View Golf Club, Inc.
New Albany, Ind.
Facility Phone (812) 923-9280

FORMAT:

- After 7:00 p.m. during the week any junior, whether a member or not may come play the course free
- Offer is open to children under the age of twelve years of age and they must have an adult accompany them.
- The adult would have to pay a guest fee if they are playing, but if they are just walking then there is no charge.

COST:

- Regular 9-hole rate is \$13.00

PROMOTION:

- Word of Mouth

RESULTS:

- Have seen a spike in late evening play and 9-hole walking fees as a result of this program

Bob Beach, PGA Head Professional
Braintree Municipal Golf Course
Braintree, Mass.
Facility Phone (781) 843-6513

Supervised Junior Play

FORMAT:

- Takes place on Monday's throughout the summer
- Juniors between the ages of 8 and 14 sign up to play as teams
- Supervisors are members of the various high school golf teams, both boys and girls
- Foursomes will learn the rules of the game, etiquette, and help with their swings includes golfers with special needs

COST:

- \$17 for each junior

PROMOTION:

- Flyers sent to schools in area

RESULTS:

- Reach max number of participants each week (24 players)

Special Needs Welcoming Day

FORMAT:

- One day event for any person with a disability and their families
- Turns the putting green into a miniature golf course, provide the families with putters colored balls and scorecards to all participants. At the chipping area they teach little swings aimed at a target. Full swing area where PGA Professionals demonstrate long driving and trickshots. Ex: Exploding golf balls to create a fun atmosphere. Golf cart tours are also available.
- Complimentary hot dogs and drinks for the families.

COST:

- Free

PROMOTION:

- Flyers posted and phone calls to families with special needs

RESULTS:

- The families who attended the event return because of the experience they had

Family Golf/Junior Golf

Mark Becker, PGA Director of Golf
Thornbery Creek at Oneida, Oneida, Wisc.
27 Hole Daily fee

FORMAT:

- Offers family golf specials for families utilizing PGA Family Course tee plates. Promotion 4-for-\$40 allows a family of four to play 9-holes (must have four players and must include one junior age 16 or younger). Valid anytime, 7 days a week.
- Any night after 6 pm, any parent and child can pay \$20 with a golf cart and play as many holes as they wish before sunset.
- Offers 7-week junior golf program, held three mornings per week. Includes instruction and on-course play. Attracts more than 300 juniors each summer. Each junior gets a hat with his/her name embroidered on the back. Includes end of season banquet and raffle prizes.
- Hosts a parent/child alternate shot tournament every August that attracts more than 100 players. Golfers are paired in flights by age groups.

COST:

- \$125 for the junior golf program.

RESULTS:

- Has seen increase in junior season pass holders as well as adult pass holders.
- Increased food and beverage sales due to twilight golf rate.
- More parents and grandparents playing with junior golfers as well.