

VI. GET GOLF READY OUTINGS & BEGINNER 'PLAY' PROGRAMS

A. SCHEDULING

With the Get Golf Ready Golf Outings it's important to provide an on-going experience than includes once or twice a week outings for 12 to 20 weeks. Consider offering golf outings in the early evening, after the work day for one group and perhaps a weekend day for another group.

B. PRICING

The fee for the Get Golf Ready Golf Outings should be flexible enough to provide the facility with the opportunity to generate revenue, while keeping the golf experience affordable. Use caution when determining the price as deeply discounted prices will encourage consumers to expect and/or ask for the discount each time. Price should include greens fees, cart fees, professional/mentor fees plus any food and beverage.

C. PROVIDING LEARNING EXPERIENCE – MENTORS

Create an opportunity for the golf professional staff to accompany the players on the course to provide guidance/mentor and course management suggestions and information promoting the values and etiquette of the game. This may include a "Play with the Pro" best ball or alternate shot format, where students are able to learn from the on-course playing experience with golf professionals and/or mentors.

D. EQUIPMENT

Consider offering continued use of golf clubs at no charge, as long as it's the right thing for the long-term good of the customer. Perhaps two players can share one set of clubs vs. the usual required one bag per customer rule. Consider offering beginner/starter sets for sale to the *Get Golf Ready* customers to encourage supporting the facility golf shop vs. buying off-site.

E. BEST PRACTICES AND FORMATS

All outings should run two hours or less.

- Use scramble format.
- Use PGA Family course or another version of a short golf course.
- Have outing formats of 3, 6 or 9-holes.
- Have students start in a shotgun format and play for nine minutes. Improvements can be measured by how many holes they play.
- Use select-a-shot format. Have groups hit just two shots on each hole. Ex: Drive and fairway shot on first hole; then move to the second hole for chip and putt. Pre-determine what shots will be used on each hole. This ensures golfers will see the full 9 holes while learning how to navigate through the golf course.