



PGA

Carolinas Section



PGA Jr. League Forum

SUPER SHOW

February 17, 2020



Daryl Batey, PGA
Regional League Manager (RLM)
Region 4 – Georgia/Carolinas
dbatey@pgahq.com
(770) 309-3023



Jessica Asbury
PGA REACH Carolinas
Coordinator
jasbury@pgahq.com
(336) 398-2848



Gaby Rivera
Sunny Harris Hutchinson
PGA WORKS Fellow
grivera@pgahq.com
(336) 398-2673



Angela Schmelzer, PGA
National League Manager
PGA Jr. League



AGENDA

- WHY PGA JR LEAGUE
- 2019 IN REVIEW
- WHERE ARE THE PLAYERS
- FINANCIAL MODELS
- BEST PRACTICES
- POST SEASON
- PANEL DISCUSSION
- Q & A

WHY PGA JR. LEAGUE?

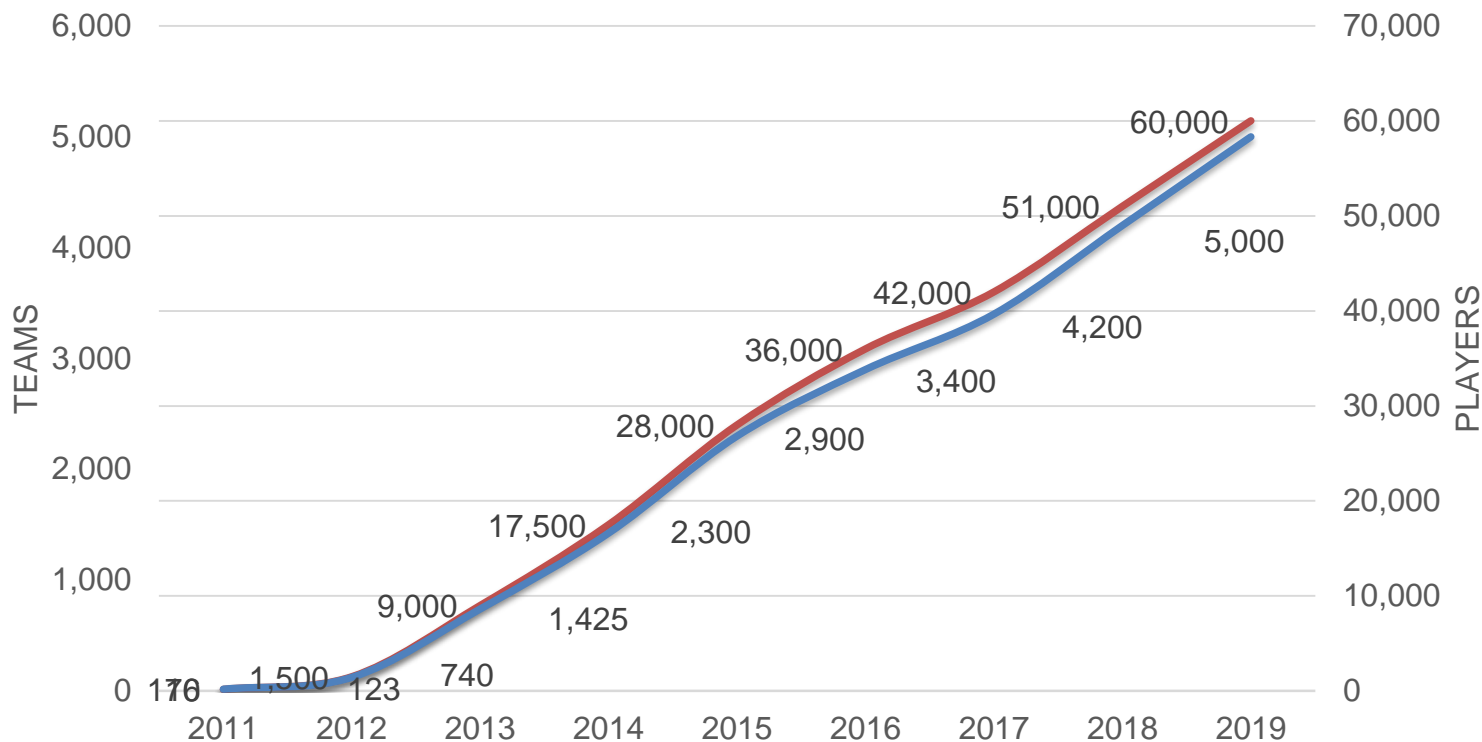


- We are committed to enriching lives through experiences that transcend golf...
- ... by creating welcoming and social team environments...
- ... and empowering PGA Golf Professionals as **leaders** of their social golf communities



NATIONAL RECORD GROWTH!

60,632 PLAYERS IN 2019!



2019 – YEAR IN REVIEW

WHO PLAYS ON PGA JR. LEAGUE TEAMS?



Facility Type

- * 51% - Public Access
- * 49% - Private

Player Experience

- * 44% - Beginner
- * 36% - Recreational
- * 20% - Competitive

Gender

- * 20% Female
- * 80% Male

*** Retention Rate from 2018 to 2019 = 78% of eligible players**

SECTION GROWTH!



PGA

Carolinas Section



- Player Registration
 - 2018 – 2840
 - 2019 – 3216
- Registration Revenue
 - 2018 - \$375,279
 - 2019 - \$520,184
- *38% increase in Registration Revenue to Captains and Facilities.*



CAROLINAS SECTION DATA



PGA
Carolinas Section



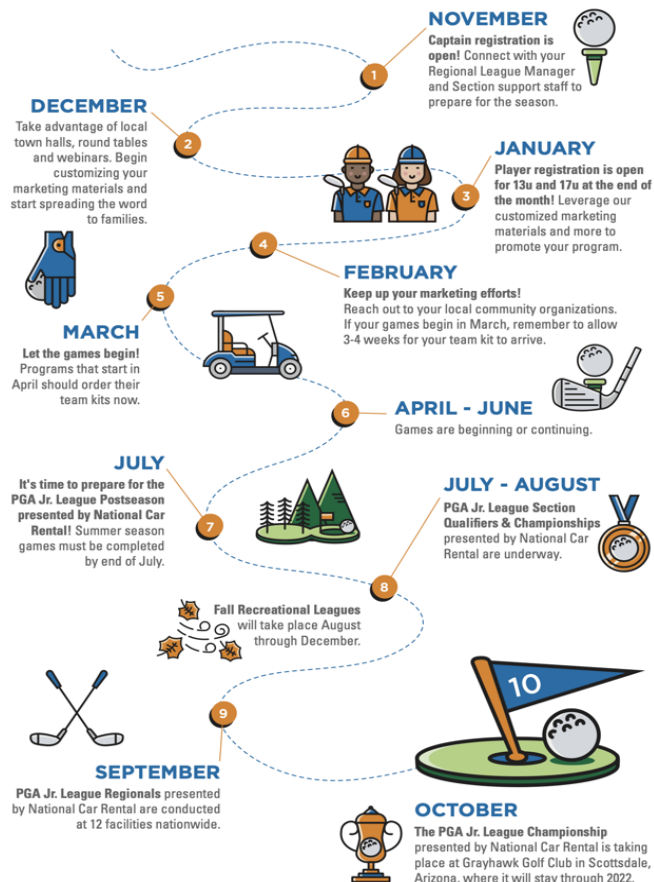
- Number of players: 3216
- Section Registration income: \$520,184
- **Total Section Financial Impact: \$3.1 million**
- **Average program fee: \$237(+15%)**



MEASURING SUCCESS

- Courses have increasing rounds and revenue
- Their common denominators:
 - Consumer focused programming that always provides follow-up and reason for the consumer to return
 - Dedicated staff to operate said programming
 - Program effectiveness scored using incremental revenue and net contribution
- PGA developed “Revenue Scorecard”

SEASON TIMELINE



WHERE ARE YOUR KIDS?



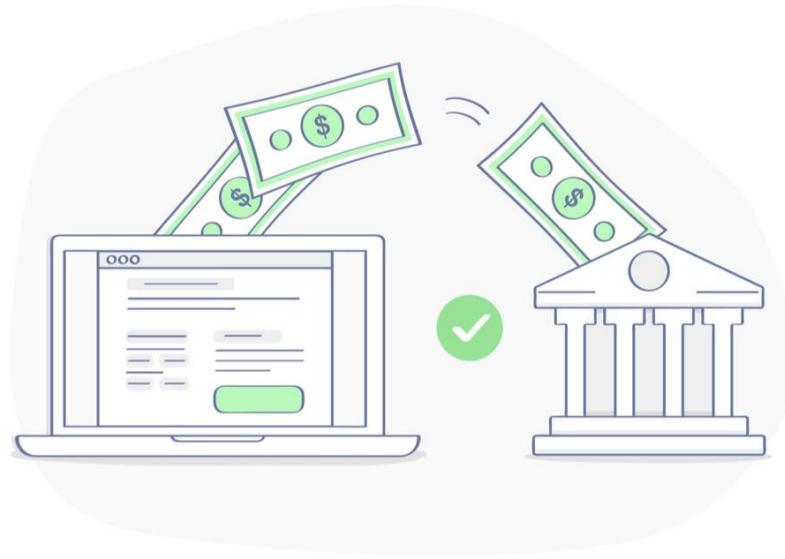
- Reach out to your “Grandparent” golfers. They often want their grandkids to play the game and are happy to pay for the program!
- Reach out to your local schools, church youth groups, Girl Scout troops, neighbors, etc.
- Plan a Registration Party! Player Registration opens February 3rd. Hold an indoor putting contest & pizza party where players can register.
- **Every kid** is a candidate for PGA Jr. League!
- **WE ARE LOOKING FOR KIDS, NOT GOLFERS!!!!**

DETERMINING YOUR PROGRAM FEE!

- When determining your Program Fee, consider the following:
 - **Value you bring as a PGA or LPGA Member**
 - **Expert** in the game
 - **Families willing to pay** (fun and engaging experiences for their kids)
- According to a September 2017 USA TODAY article: “**most American families (63%) spend anywhere from \$100 to \$499 per child each month on youth sports**”.
- The national average in 2019 for the total fee per player was \$251 (**which does not include the \$75 PGA Fee**).
- Recommend the following breakdown for your Registration Fee

Clinics / Practices (6 x \$25)	\$150
Matches (5 x \$25)	\$125
End of Season Pizza Party	\$10
Your Program Fee	\$285
PGA REACH Fee (helps cover team kit items & admin costs)	\$75
Total Fee Per Player	\$360

DIRECT DEPOSIT



**Direct Deposit into your Bank Account for Registration Funds – No More
“The Check is in the Mail!”**

FINANCIAL MODELS



Financial Models – Examples

Gary Cressend, PGA: Augusta Country Club	Josh Tremblay, PGA: Springfield Golf & Country Club
<ul style="list-style-type: none"> Players = 91 	<ul style="list-style-type: none"> Players = 26
<ul style="list-style-type: none"> Registration Fee = \$240 (\$165 to the Captain after the \$75 PGA REACH fee) <ul style="list-style-type: none"> Registration Income = \$15,015 	<ul style="list-style-type: none"> Registration Fee = \$175 (\$100 to the Captain after the \$75 PGA REACH fee) <ul style="list-style-type: none"> Registration Income = \$2,600
<ul style="list-style-type: none"> Cart Revenue (\$10 per cart) = \$1,170 	<ul style="list-style-type: none"> Average increase in monthly spend by family of \$105 (26 x \$105 x 12) = \$32,760
<ul style="list-style-type: none"> F&B Revenue (average of \$24 per spectator/player per match) = \$22,745 	<ul style="list-style-type: none"> Two social families converting to golf membership: <ul style="list-style-type: none"> 2 x \$18,000 upgrade initiation = \$36,000 2 x \$3,600 dues increase = \$7,200
<ul style="list-style-type: none"> Merchandise (average of \$5 per player per match) = \$2,730 	<ul style="list-style-type: none"> One family joined as social member to play in PGA Jr. League: <ul style="list-style-type: none"> Initiation = \$6,000 Annual Dues = \$3,600
<ul style="list-style-type: none"> Local Sponsorship = \$5,000 	
TOTAL REVENUE = \$46,660	TOTAL REVENUE = \$88,160

Mike Green, PGA

Mike is the Head PGA Golf Professional at Del Paso Country Club in Sacramento, California. In his first year of hosting PGA Jr. League, he saw some pretty impressive figures:

Number of Players	62
Registration Revenue	$\$375 - \75 PGA REACH league fee = \$300 $\$300 \times 62 = \mathbf{\$18,600}$
Kids Engaged in Coaching Programs	Additional \$5,580 from PGA Jr. League players engaged in PGA Junior Camps
Food & Beverage Revenue	F&B from six total games: \$6,800
Merchandise Sales	Merchandise sales from five practices and six games = \$2,300
TOTAL REVENUE	\$33,550

Crystal Morse, PGA

Crystal is the PGA Head Professional at The Legends Golf Club, a semi-private club 25 miles south of Indianapolis.

Number of Players	62 51 in 13u 11 in her 6u Pee Wee League
Registration Revenue	13u: \$200 - \$75 PGA REACH league fee = \$125 \$125 x 51 = \$6,375 6u: \$185 - \$75 PGA REACH league fee = \$110 \$110 x 11 = \$1,210 Fall Rec League: \$175 - \$75 PGA REACH league fee = \$100 \$100 x 51 = \$5,100 Total registration revenue = \$12,685
Kids Engaged in Coaching Programs	Portion of PGA Jr. League players who participated in clinics, leagues and private lessons = \$5,000 in additional revenue
Merchandise Revenue	= \$300
Cart Revenue	\$10 per spectator cart for non-members \$250 per game x 10 total games = \$2,500
TOTAL REVENUE	\$20,485

NEW REVENUE



Golf facilities that participate in PGA Jr. League see a direct correlation between the program and the following benefits:

- Increases in all phases of lesson revenue
- Increases in participation with pre-existing junior programs
- Incremental F & B sales during home competitions
- Families spend more time together at the facility resulting in greater member retention
- Attracts new members/golfers



WHAT DOES FINANCIAL IMPACT LOOK LIKE?



Take \$6.00 multiply it by your Registration Fee
(total fee minus the \$75 Team Kit fee)



$\$200 \times \$6.00 = \$1200$

$\$1200 \times 10 \text{ players} = \$12,000$ of Financial Impact to your facility

F&B – Lessons – Equipment – Spectator Carts.....



Imagine if you had more than 10 Players?

STRATEGIES FOR GROWTH IN 2020



- Start early!!! **Phone calls** during the winter months are critical. Call to invite players to be a part of your team. Your enthusiasm for the program can only truly be portrayed through your voice.
- Email your players and their families a **"Special Invite"** to be a part of the team.
- Promote and display the program in your golf shop, locker rooms, etc.
- (Captain Promotional Kits)
- **Scholarships**



IN HOUSE LEAGUES

- Recruit 32 players
- You control the entire schedule of matches.
- Full financial benefits of the incremental revenue from Food & Beverage and spectator cart fees for each match.
- Manage your own All-Star team at the end of the season.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				



2020 PROGRAM EXPANSION



MARCH 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



- Open vs Access Code
- 17U program
- Earlier start date of March 20 for league play.
- Formation of a Fall Rec League



HOME & AWAY
PERFORMANCE POLOS



GAME GUIDE



BAG TAG



STICKERS



HAT



GIRLS T-SHIRT

BOYS T-SHIRT



DRAWSTRING BAG



BOYS

GIRLS

JOIN THE TEAM!

2020 PGA JR. LEAGUE TEAM GEAR

Get ready for a season of fun with friends and family,
complete with cool gear to help represent your team in style.



LET'S CELEBRATE!



- Net Promoter Scores 78 & 72
(Captains and Consumers)
- More golfers & more smiles!



CAROLINAS PGA PARENT COMMENTS



"The PGA Jr. League was so many things to our son. He had WONDERFUL coaches, respectful and fun teammates, increased independence on the golf course which boosted his confidence, and he left loving the game even more than when he started. PGA Jr. League was an excellent experience for the players and their families- thank you!"

"Signed my 7yr old up just to gain some experience in the game and rules of golf, for some team interaction, and for some fun. He absolutely loved it!! My son enjoyed every bit of it, including playing with older kids, who taught him about the scramble format and small things in golf.

Will Definitely sign him up again!!!"

POSTSEASON



Section Qualifiers

- Mon., July 27, 2020 - Maple Chase G & CC in Winston Salem, NC
- Mon., August 3, 2020 - Lonnie Poole GC in Raleigh, NC
- Tues., August 4, 2020 - Pine Hollow GC in Clayton, NC
- Thurs., August 6, 2020 (two qualifiers)- The Club at Irish Creek in Kannapolis, NC
(ALL CHARLOTTE ALL-STAR TEAMS WILL ATTEND)
- Mon., August 10, 2020 - Columbia CC in Blythewood, SC

Section Championship

- Thurs., August 13, 2020 - Mid Pines Inn & GC in Southern Pines, NC

*****PLEASE NOTE: The Regional League Manager and the Carolinas PGA Section Lead will decide which qualifier your All-Star team will attend at the middle of June. There will be NO switching!**

REMEMBER THE DATES!



November 26, 2019 -

December 31, 2019 -

February 3, 2020 -

March 20, 2020 -

July 18, 2020 -

July 22, 2020 -

July 27, 2020 -

August 13, 2020 -

Captain Registration Opened

Safe Sports Act Training (ongoing)

Player Registration Opened

Regular Season Starts

Regular Season Ends

All-Star Rosters Required

Postseason Starts

Section Championship

CALL TO ACTION



It's as easy as 1, 2, & 3!

1. Decide you want to host PGA Jr League- NOW!
2. Register as a Captain – NOW!
3. Determine your Registration Fee – NOW!
4. **Recruit players**
5. Get the parents involved

**Contact us so we can help
YOU!**





**WE ARE HERE TO
HELP!**



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PGA REACH Carolinas
Coordinator
jasbury@pgahq.com
(336) 398-2848



Gaby Rivera
Sunny Harris Hutchinson
PGA WORKS Fellow
grivera@pgahq.com
(336) 398-2673

THANK YOU!



PGA JR. LEAGUE PANELIST



Tom Mason, PGA
2019 CPGA Golf Professional of the Year
Head Golf Professional
Par Tee Golf Center
Columbia, SC



Ashaunta Epps, LPGA
Northlake Golf Club
Charlotte, NC
CEO/Founder, A Perfect Golf Swing Inc.
Secretary, LPGA Southeast Section
LPGA Class A Teaching Professional



Briana Sweeny, PGA
PGA LEAD Class of 2020-2021
Assistant Golf Professional
Cassique Club
Kiawah Island Club
Kiawah Island, SC