

# 2017 Grant Review

DEADLINE to submit your review is December 1st 2017- You MUST submit a full review to be eligible for a 2018 grant

## PGA Professional's Name \*

Brian Kotowicz

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## PGA Professional's Preferred Email Address \*

bkoto333@gmail.com

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## Facility Name \*

Thornapple Pointe Golf Club

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## Type of Grant Received \*

Junior

Adult

## Overview: \*

Give an overview of the event you ran using the Player Development Grant money:

We strive to promote golf and grow the love of this game at our facility. We offer multiple clinics throughout the summer. We have a five week ladies clinic and (2) five week Grand Rapids Young Professionals (GRYP) clinics. We added some one night clinics for some local companies in order to grow the game for some new and beginning golfers. During the last week of the Ladies and GRYP clinics, we took the students out on the golf course and played three holes. Once we were done with these three holes, the students were given an opportunity after each clinic to play at no additional cost. Our goal is to make our clinics fun and helpful for golfers at all skill levels. While a nominal fee is provided by clinic attendees, the golf course underwrote many costs. Our programs are unique because of the returning participants that continue to come back and the low student to instructor ratio that we try to maintain. The barriers that we try to address are intimidation of golf to new players and the speed of new golfers. We maintained a very fun and relaxed atmosphere to take away the intimidation, as well as work on pace of play as strong subject.

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## Benefit to the facility: \*

How did the facility or yourself benefit from this event/program? Please explain the attendees involvement at the facility after the program ended.

The programs were very successful for the facility. After each clinic, most participants would stay after in the restaurant and patio to enjoy the day. We also offered some nights after clinic to play golf after 7 pm for \$10. We were able to get beginning golfers on the course in a very casual and relaxed environment.

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## Success of the Program: \*

How successful was your program? How many attendees did you have? Did you reach your projected attendance numbers? Did the participants enjoy their time?

The golf programs were very successful in 2017. In cooperation with the Grand Rapids Young Professionals, we sold out our first clinic 2 weeks before the clinic started. In addition, we opened up a late summer session that sold out within 24 hours of opening registration on Eventbrite. While the GRYP Clinics were extremely successful, all of our other clinics hit maximum capacity. In fact, we needed to bring other PGA Professionals in because of high demand. The 2 GRYP Clinics had 40 participants in the early summer session and 30 participants in the late summer session. The ladies and beginning golf clinics had 32 total participants. From the feedback that we received and the testimonials that are included, the participants gave us extremely positive feedback and we plan to grow the association with GRYP in the future. We also received possible sponsors for future programs from some local participants.

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## Evaluation of Results: \*

Did the participants continue to patronize your facility? would you run this event/program again? What changes would you make & how could you improve it?

The return rate for was very high. We didn't get exact numbers, but we would estimate that we continued to see participants at a 30% rate after the programs ended. We are definitely going to continue these programs in the future, we saw a lot of new golfers and hopefully we are able to retain them in the future. Improvements can always be made. Looking back at the 2017 adult programs, we would like to bring on additional PGA professionals and increase participation in all of our programs.

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## Benefits of Receiving the Grant: \*

How did your program succeed or improve with the help of the grant money?

Our programs were much more successful with the assistance of the grant money. We were able to establish some new golfers by keeping prices down and keep it fun and relaxed by having more professionals, providing drinks and bringing in some new training aids to teach. The most important benefit that we noticed was to keep the student:teacher ratio at 5/6 to 1 to give more personalized clinics for the participants.

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## Financial Statement: \*

How was the grant money used? Were there other sources of income? What were your expenses? Please include a profit/loss statement. You can either copy & paste your profit/loss statement or you can include an attachment in an email to [cguoynes@michiganpga.com](mailto:cguoynes@michiganpga.com)

Ladies Clinic: 32 participants (5 weeks) (average income \$30)

Beginning Golf Clinic: 32 participants (5 weeks) (average income \$25)

GRYP Clinics (both sessions 5 weeks each): 70 participants (average income \$30)

PGA Grant: \$750

Total Income from Golf Programs and Grant: \$4,660

Drinks/Appetizers Opening Nights: 4 total nights \$850

Gift Cards for Contests (2 in each session): \$200

PGA Professional Lesson Payments: 6 Professionals Total / 20 Total Sessions: \$2400

Teaching Aids (2 Orange Whips/ 2 Impact Bags/ 4 MISIG Stretching Aids/ 2 Putting Arc

Devises: \$470

Rental Clubs for Increase in Beginning Golfers: \$750

Total Expenses from Golf Programs: \$4,670

Total loss: \$10

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## Program Impact: \*

Please explain the impact of your program on the attendees, yourself, your staff, your facility, or community:

The impact was wonderful as a whole for everyone associated with the programs. Sales were increased in the food and beverage department, as well as the golf department. We feel the attendees were able to learn in a fun and relaxed manner and it was a success all the way around.

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## Program of the Year \*

We will be selecting a program of the year to be announced at the Spring Meeting. Please include any additional information about your program. EX: testimonial from a student, financial success, personal or professional growth, communicate your WHY for this program

### Testimonials:

I walked into the golf clinic with only mini golf experience and one scramble under my belt. Each instructor worked with me patiently, and each one had different methods to help me get better. With the smaller group, we got lots of practice and more individual attention. I appreciate that they really went back to the basics since so many of us were brand new to the game! I would highly recommend this clinic, and I am looking forward to doing it again next year!

-Linnea

I absolutely loved the Golf Clinics! I signed up for both sessions because I enjoyed the first one so much. I met some great friends, still to this day, that we go out and golf together (when the weather is nice). The golf clinic helped me because I grew up playing golf but fell out of it for a while and it helped me relearn the basics. Thornapple definitely needs to have it again next summer!

-Samantha

I attended the GRYP Golf Clinics both the first and second sessions. As someone who did not know a club from a chipper, you could say I was a beginner! The golf clinics allowed for me to network with other Young Professionals while also picking up some fundamentals. The golf pros successfully catered to our group which ranged in skill level which allowed for each participant to be able to get lessons that would help them specifically in their game. I was thankful for these clinics because for someone who was curious about golf, it allowed me to try out the sport without a hefty price tag.

-Allison

## Additional Information

if you have any photos, or excel documents you would like to send please email them to Chelsea at [cguoynes@michiganpga.com](mailto:cguoynes@michiganpga.com). please use the subject line "2017 Grant Review-Additional Information"

# Google Forms