

2020 MIPGA Adult Grant Application

This Application is for the Adult Player Development Grant through the MIPGA.

All Grant applications MUST be submitted by a Michigan PGA Member in good standing

1 Adult Grant per person/per facility

Grant information MUST be submitted via google forms only supporting documents can be emailed to Chelsea

The application deadline is March 31, 2020

If you receive a Grant would you like the check made out to you or the facility? *

Facility

Myself (this will show up on your taxes)

Submit a W-9 *

If the Check is being made out to the facility you MUST submit an updated W-9. Even if you have received a grant in the past we still need you to re-submit a W-9. Any Grant Application that does NOT have a W-9 submitted by the deadline will be made out to the PGA Professional. Please indicate in this box if you will be re-submitting your W-9

no

Preferred Email of PGA Professional *

pgaproid@aol.com

PGA Professional's Name *

Ina Davis

Contact Phone Number *

248-762-1071

Facility Name *

Crystal Mountain and Terrace Bluff G.C.

Facility Address *

12500 Crystal Mountain Drive, Thompsonville, MI 49683 and 7527 Lake Bluff, Gladstone, MI 49837

Statement of Purpose: *

What is the purpose of the program and what Growth of the Game barriers does it address? Is this program new or ongoing at your facility? What makes your program unique from others in your community?

I spend the spring and fall teaching at Crystal Mountain, my home course and six weeks in the summer teaching at Terrace Bluff Golf Club in Gladstone.

The purpose of my program is to get more people involved and hooked on golf and improve the games of those who are hooked and second to bring PGA instruction to Gladstone/Escaaba in the Upper Peninsula, where there is a limited number of PGA Professionals teaching the game.

Learning golf can be intense, intimidating and expensive. My goal is to offer a fun and affordable way to learn and improve. I want to make sure people have fun learning and playing golf. I want to create a "buzz" around the community that I make golf instruction fun, informative and easy to understand and learn. The other barrier is the price of instruction and golf in general. My target is the local market so I have kept my rates very low. Being at a Resort, lesson and Golf School rates can be too high for many people. Crystal Mountain is my home course but I am an independent contractor so I have been able to set my own lower rates to capture the local market. My rates are even lower at Terrace Bluff Golf Club.

My programs are ongoing with a new twist every season. They are unique because there are no similar programs offered in the surrounding communities. I also try to make my programs unique by incorporating the same fun games I do with my junior programs into my adult programs, keeping the fun factor high.

Program Impact: *

Describe the anticipated impact of the program....who will benefit? Describe your diversity & inclusion goals, or your socioeconomic impact.

The benefits of my Player Development programs are numerous; potential new golfers, new students, more people in the Thistle Pub and Grill at Crystal Mountain and the Grill at Terrace Bluff Golf Club for drinks and dinner and best of all, new golfing friends. Students continue to take classes and private lessons, join leagues, become members, purchase equipment, meet new friends in class, and play more golf.

I understand this is an Adult Player Development Grant but the grant money spills into my Junior Camps at Terrace Bluff as well since I am using the same training aids and games, re-gripping supplies, tee prizes, etc. The grant money is also growing the game at Terrace Bluff by getting more kids involved in golf.

Number of Participants Expected *

Enter a numeric value

200

Implementation/Timeline: *

Describe the program activities & the proposed use of the grant award. Provide a timeline for the program's implementation

The Social Events have been a big hit because they are so reasonable and fun. The cost is \$25-\$30 for two and includes beer, wine or soda. It is not mandatory, but I do request that my regular students bring a guest who is new or thinking about getting into the game or someone who has not taken lessons from me in the past, which may even be their husband. The Social starts with introductions and instruction on the topic we are covering, question and answers. After 1.25 hours of instruction and fun we go to my home at Crystal Mountain for drinks on my deck. Having students at my home in a more intimate setting has developed stronger relationships with me and more friendships are formed between students, it truly has become a social. At Terrace Bluff we have drinks in the Pub and Grill and most students order appetizers and stay for dinner. Many of these students have been invited by friends and have never been to Terrace Bluff, so it is a great introduction.

This will be my third season of the new format for Get Golf Ready to Get Ready Golf. I made it a three-day class: Day 1 short game, Day 2 full swing/video and Day 3 review and on-course. Limited to 4 students per class, lowered the price and gave students the choice of getting their friends together and coming up with their own day and time. The new format has been a huge success, my regular students are great recruiters and I ended up with 26 Get Ready Golf sessions last season and more new students.

Proposed use of the grant:

*Off-set some costs of the Socials.

*Training aids

*Promotional tee gift for students

*Purchase of clubs, new grips and supplies

*Purchase of used junior clubs (I use the grant money for all my programs)

Implementation/Timeline:**Crystal Mountain**

Get Ready Golf Programs 9:00-10:30 and 11:30-1:00 \$110

May 5, 12, 19

May 6, 13, 20

May 7, 14, 21

June 1, 8, 15

June 2, 9, 16

June 3, 10, 17

June 4, 11, 18

Get Golf Ready Short Game Class \$35

June 17 2:30-4:00

Social Event Week \$30 for two

June 9 3:30-5:00

June 10 3:30-5:00

June 11 3:30-5:00

Terrace Bluff Golf Club

Get Ready Golf Programs 6:00-7:30 \$100

July 6, 13, 20

July 7, 14, 21

Get Golf Ready Short Game \$30

July 16 11:30-1:00

Friday Night Socials \$25 for two

July 10 5:30-7:00

July 24 5:30-7:00

Three-Day Junior Camps 9:00-10:30 \$50

July 7, 8, 9

July 14, 15, 16

July 21, 22, 23

July 28, 29, 30

Program History: *

How many years has this program been in existence? Did you initiate this program? Is this an annual program or a one-time project?

As long as I have been teaching, over 35 years, I have been creating and teaching Player Development programs. The last six years I have added traveling to the Upper Peninsula to teach for six weeks.

All the programs I teach, I have created.

I run these programs every year and try to improve on them, format them differently, introduce things in a different way, just give them a new twist to keep them fresh and fun since many students return year after year.

Future Plans: *

Tell us about your program's future plans. How do you see the Michigan PGA supporting this program in the future?

I will keep running my programs and adding new ones until I retire.

The grant money helps keep expenses down so I can continue running events like the Socials and Get Ready Golf classes and Junior Camps at Terrace Bluff at affordable rates, especially in the U.P. where I charge less. Keeping rates low, targets a market that may otherwise not be taking up golf.

Evaluation Process: *

Describe how the program will be evaluated. What criteria will be used to determine the program's success?

I evaluate by the number of students and the number of referrals. The new format for Get Ready Golf has been a huge success by the number of students who bring three new friends to fill a class. They not only take lessons together but they continue on and play together.

Many Get Ready Golf students come back for private lessons. I have also had many students bring their husbands to the Socials which has led to them coming back for private lessons.

Another great way to measure the success of the program is to see "new to golf" students embrace the game and enjoy playing with more experienced students who have taken them under their wing.

I love seeing my junior students playing and practicing more with their parents and grandparents.

Additional Information

Please email any documents, pictures, Excel sheets you have that you would like the committee to review. Please indicate in this box if you will be submitting additional information. Additional information can be submitted to cguoyne@michiganpga.com

BUDGET- We will be taking a close look at all of the budgets. This is largely how the committee decides what grants will be awarded. Please take your time on this section and be as detailed as possible. If you submit an excel spreadsheet with your budget you MUST still fill in the information for what the \$750 grant be used on, Total Income, and Total Expenses

Submit any additional budget information to cguoyne@michiganpga.com

Specifically outline what the \$750 grant be used on? *

- \$ 150 Student promotional gift Flex-Head tees (marketing)
 - \$ 50 Ink, paper, flyers (marketing)
 - \$ 200 Training aids and game supplies, replacements for worn out SNAG
 - \$ 200 Clubs, wedges and junior clubs, grips and supplies
 - \$ 150 Offset cost of beverages and snacks for Socials, etc.
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Provide a financial projection for your program including all sources of income and all detailed expenses. *

Please provide a FULL Profit/Loss statement--Include a successful grant amount of \$750 in this budget so we can recognize the impact the grant will have on your program. Please include your projected number of students as well.

Students Crystal Mountain

84 @ \$110 = \$9,240

6 @ \$ 35 = \$ 210

40 @ \$ 15 = \$ 600

Students Terrace Bluff Golf Club

20 @ \$ 100 = \$ 2,000

6 @ \$ 35 = \$ 210

20 @ \$ 12.50 = \$ 250

24 @ \$ 50 = \$ 1,200

Grant \$ 750

Total Income \$14,460

Projected Total Expense Amount

\$ 150 Student promotional gift (marketing)

\$ 50 Marketing

\$ 200 Training aids and game supplies

\$ 200 Clubs, wedges and junior clubs, grips and supplies

\$ 150 Offset cost of beverages and snacks for Socials, etc.

\$ 3,427 Facility commission

\$10,283 Instructor fees

\$14,460 Total Expenses

Projected Total Income *

\$14,460

Projected Total Expenses *

\$14,460

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