

# 2020 MIPGA Junior Grant Application

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

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

1 Junior 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

Yes

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Preferred Email of PGA Professional \*

mkettler@cityofriverview.com

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PGA Professional's Name \*

Michael W. Kettler

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Contact Phone Number \*

17342814255

Facility Name \*

Riverview Highlands Golf Club

Facility Address \*

15015 Sibley Rd

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?

The purpose of our Junior Golf Program is to introduce kids to the game of golf for the Downriver area. Many kids start off taking our group lessons and remain in the program for a few years as they keep learning and enhancing their skills. We also run a junior league made up of 39 players who are a little more advanced and can be on the course. Most of these kids are past our introductory program and play in the league before reaching the High School level to compete. What makes our lesson program unique, is it provides an hour of group lesson and an hour of on course play on our 3 practice holes located on our Practice Facility. We also have 27 holes, so our league gets to rotate and play a different each 9 a every week.

**Program Impact: \***

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

There are many impacts to our program. First, we are getting kids excited about golf, letting them have fun, and want to be at a golf course. This will pay dividends to our future, as the hope that most kids will stay in the area and continue to play at our course. We are teaching our future customers. Teaching golf skills can help with life skills. Parents are also coming to the course with their kids, this is exposing hundreds of people a week to our facility. We also provide seasonal jobs to mostly college kids for the program, this also increases the economic impact for our community. Giving these kids a job provides them with spending money to help them through school, and in many cases allows them to play golf and help their own game. Also, the impact of our league is expected to help these young players get ready to compete at a high school level.

**Number of Participants Expected \***

Enter a numeric value

327

**Implementation/Timeline: \***

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

We have a sign up date of April 25 at 8 am. Our program typically sells out the first weekend and sometimes the same day. The lessons and league start on the week of June 15. They have two weeks on, take a week off for the holiday, then 4 more weeks for a total of 6 weeks. The league starts on Tuesday mornings during this 6 week program. For our lessons, we have added 1 class this year. so we will have 18 classes running each week with 16 kids in each class. The program will conclude on July 31. Each lesson class will include a lesson a a different part of the game followed by playing on our 3 hole course. The last week is our "fun week" where we host games and contests in each class. We give away prizes and have a little bbq after each class.

**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?

There was a "Golf in the Park" program ran in the city from their recreation department. The golf course took the program over in 2004. From there we took a small city program and have grown it to what it is today, a highly attended program. We get parents lining up up to 3 hours or more to before our sign up time to get a spot as we sell out every year. The golf course always had a league here, but that ended in 2012 due to the popularity of our lessons and wanting to free up our instructor to add more classes. I brought the league back in 2018, so this will be our third year having me run the league.

**Future Plans: \***

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

We have hired a new instructor to come on to teach this year also. The hope is to expand the program up to 20 classes a week, we are hopefully adding one class a year over the next 3 years to achieve this goal. That all depends on if we continue to sell out. I also may be expanding our league by a tee time or two in the future. The Michigan PGA helps support this program by keeping our cost down, such as staffing cost and prizes for our juniors. Every year our cost are growing due to things such as minimum wage increasing. The funds used are helping us keep the cost of the program to the families at a reasonable price.

**Evaluation Process: \***

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

We look at different criteria's when looking at the success of our program. First we see that the program sells out so fast. If we get 327 kids to sign up, that is obviously a financial success. But we also listen to the feedback from the parents. They are the ones that tell us if we are doing well or not. The kids are likely going to say something to them at home, and parents usually tell us if the kids are having fun or not. We can also tell if the kids are having fun by seeing them smile and laugh during the program. And lastly, we discuss with staff members during and after the program to see what worked and what didn't work. We also discuss possible changes we can make.

**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 [cguoynes@michiganpga.com](mailto:cguoynes@michiganpga.com)

Yes

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 [cguoynes@michiganpga.com](mailto:cguoynes@michiganpga.com)

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

We will be using this money to have a gift bag for every student that signs up for our league and handed out on the first day. We give out things like a sleeve of golf balls, tees, ball marker, and repair tool. We also will have a closest to the pin contest that we will give out prizes for once or twice during the season. For our lessons, we typically give out some prizes during the season, some money will be used for that. We also spend about \$2000 a year for our end of the year BBQ, so whatever money is left after prizes, we will use it to fund our BBQ that allows siblings and families to enjoy together with the junior participant.

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.

Income:

Lesson Entry Fee (288 kids x \$105) = \$30,240

League Entry Fee (39 kids x \$100) = \$3,900

2020 Grant = \$750

Total = \$34,890

Expenses:

Instructor Payment = \$10,584

Instructor Hourly Pay = \$1820

Support Coaches = \$10,400

League Gift Bags = \$400

Lesson Prizes = \$650

Green Fees = \$2574

End of Year BBQ = \$2000

Total = \$28,428

Facility Profit = \$ 6,462

We are expecting 288 kids in our lessons and 39 in our league. This will bring a total of 327 kids in our junior program.

Projected Total Income \*

\$34,890

Projected Total Expenses \*

\$28,428

This form was created inside of PGA of America.

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