

# PGA BEST PRACTICES: PLAYER DEVELOPMENT

## Flexible Play Options Bring Families Out



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When I was working at Cannon Ridge Golf Club in Virginia, I created something called the Family Golf Program, which we now use at PGA Golf Club. This program allows parents and their children to come out and play a few holes at the end of the day – when the tee is open because it’s too late to get in even a quick nine holes. The idea was to break down one of the barriers to playing golf: that the game has to be 18 or 9 holes. Why not let juniors and their families play a few holes, take their time and have Fun with a capital F? My rationale is that I’d rather get you and your family on my course for one hole five times a month than have the adult come out and play 18 holes every other month. By getting the family out to the course together in a stress-free setting, they get comfortable with playing golf, and we get to know the customer better.

From a business perspective, the Family Golf Program is an effort to maximize facility use: If the tee is open, I want someone out there playing. We charge \$7 for a parent and child to play one hole, and there’s a matrix of pricing options based on how many adults and children are playing together. This also boosts incremental revenue – such as food and beverage, and merchandise sales – and people come back for clinics, lessons and full rounds.

For more information on Get Golf Ready and other PGA Player Development programs, please visit the Player Development page on [PGALinks.com](https://www.pgalink.com).



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