



Hosting PGA Jr. League In-House Leagues

They offer flexibility, schedule control and increased family engagement at your facility

By Branden Thompson, PGA

Now is the time to prepare for the 2019 season of PGA Jr. League! Captain registration is open and there are a ton of great resources available for you to successfully plan your season.

The Captain Resource Center, located in the Captain tab on PGAJrLeague.com, is accessible to registered Captains. A new offering available is the League Toolkit, which provides you with resources needed to get the most value out of running a PGA Jr. League program and provide exceptional consumer experiences.

So, why should you run your own in-house league?

1 Your facility becomes a community center. More home games equals more activity at your facility. PGA Jr. League is the best program for getting the entire family involved, and you can showcase your value by being a driving force for customer engagement. Parents love to see their kids learning the game in a low stress, encouraging environment under the direction of an expert.

Additionally, use PGA Jr. League to show how much fun it is to be a part of something. Invite friends and let non-members be a part of your program – you can even set different registration fees for guests.

Evan Johnsen is the PGA Program Director for The First Tee of Greater Seattle. He grew his program to nearly 100 kids in 2018,

and keeping his league internal has been a great experience for both him and his PGA Jr. League families.

“We empower young adults in our program to get involved as assistant coaches and ‘game officials,’ who play a very important role with scoring, pace of play and overall operations,” says Johnsen. “Parents, of course, serve as team Coaches, volunteer to bring snacks and more.”

2 Positive financial impact. PGA Jr. League can have a positive impact on a PGA Professional’s income and an even bigger impact on the facility. Through research and surveys, we have found that PGA Jr. League brings in \$5.80 of extra revenue (food & beverage, merchandise sales, cart revenue, etc.) per each registration dollar paid to the Captain. In 2018, the average registration fee was \$225, resulting in an average of an additional \$150 per player. That means one team of 12 players brings in over \$10,000 in extra revenue to your facility!

Let’s apply the math to a PGA Professional who ran an in-house league of 48 players and charged the average registration fee from 2018. In addition to the \$7,200 the Captain receives in registration fees, the extra revenue for the facility totals over \$41,000. With a financial impact like that, there’s no argument about whether the time spent on PGA Jr. League is worth the effort. Expanding your program makes you a more valuable PGA Professional, plain and simple.

“PGA Jr. Leaguers and their families become loyal customers and contribute added revenue from green fees, golf car rentals, merchandise, food & beverage and by entering into our other programs,” says Erik Haag, the PGA Head Professional at Meadow Park Golf Course in Tacoma, Washington. “Every day I can say there are PGA Jr. League players at our course with their families.”

3 Flexibility and control. An in-house league allows for the opportunity to set your own schedule. There is no more working around another club’s event schedule, and travel time is eliminated so you can spend time where you are the most valuable: your facility.

While the ability to play other golf courses can be a draw for PGA Jr. League players, you don’t have to lose that aspect. Many Captains with their own leagues set up non-league games with other Captains. Think of this as a college football schedule with your conference games alongside non-conference games – you can even create a friendly rivalry game with the facility across town!

There are two beliefs that guide PGA Jr. League. The first is that every child can become a golfer. The second is that every facility can be the hub of a community. By running an in-house league, you create the opportunity for both to come to life. Make the jump this year and contact your Regional League Manager to help you set up a PGA Jr. League program. ■

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