




PGA

Southern California

STRATEGIC PLAN

2021

SCPGA MISSION STATEMENT :

The background of the slide features a sunset with a warm orange and yellow glow. In the foreground, there are dark silhouettes of two people on a golf course. One person, on the right, is wearing a bucket hat and holding a golf bag. The other person, on the left, is also wearing a hat and appears to be in a golfing stance. The overall scene is peaceful and evokes a sense of the sport of golf.

The Southern California Section of the PGA of America was established in 1924, and today comprises over **1,700 Golf Professionals** working at over 500 facilities within the Section. The mission of the Southern California Section (SCPGA) is the purpose of the PGA of America, to promote the enjoyment and involvement in the game of golf and to contribute to its growth by providing services to golf professionals and the golf industry. The SCPGA provides competitive playing opportunities, educational seminars, and player development and outreach initiatives within a geographic area that stretches from Baywood Park on the Pacific Coast across to Beatty Nevada then along the Nevada and Arizona borders to the Mexican border back to the Pacific Ocean.

The background of the slide features a silhouette of two people on a golf course. On the left, a woman in a long-sleeved shirt and pants stands with her back to the camera, looking towards the right. On the right, a man in a short-sleeved shirt and shorts stands with his back to the camera, looking towards the left. They are both holding golf clubs. The scene is set against a bright sunset or sunrise sky, with the sun low on the horizon, creating a warm, golden glow. The silhouettes are dark against the lighter sky.

SCPGA FOUNDATION

MISSION STATEMENT

The Southern California PGA Foundation's mission is to provide all those who might benefit, **especially youth of all communities**, with opportunities to acquire sustainable life skills and values obtained through the game of golf. The Southern California PGA Foundation is a 501 (c) (3) non-profit organization and operates as a public foundation.

The Foundation is involved in and supports the growth of the game of golf through initiatives such as the SCPGA Junior Tour, ClubsForeYouth®, PGA Junior League, Drive, Chip & Putt, Special Olympics, SCGA Junior, CIF, PGA HOPE and California Alliance for Golf, to name a few.



PGA

Southern California



STRATEGIC PILLARS



SECTION

Committee Alignment:

- COMMUNICATIONS & MARKETING
- FINANCE/BUDGET
- EDUCATION
- ASSOCIATE / MENTORSHIP
- TEACHING & COACHING
- PLAYER DEVELOPMENT
- SPECIAL AWARDS
- ADVISORY/PAST PRESIDENTS
- BOARD OF DIRECTORS

Top Priorities:

- Member Education
- Member Promotion
(through Coach profiles and
Player Development consulting)

CORP

Committee Alignment:

COMMUNICATIONS & MARKETING
FINANCE/BUDGET
TOURNAMENT
RULES
SENIOR DIVISION
WOMENS (Tournaments & Outreach)

Top Priorities:

Increase Member participation
Outside event revenue generation
(Opens, qualifiers, etc)
Increase tournament purses





FOUNDATION

Committee Alignment:

COMMUNICATIONS & MARKETING
FINANCE/BUDGET
FOUNDATION BOARD
JR GOLF
PLAYER DEVELOPMENT

Top Priorities:

Fundraising
Junior Golf participation
Outreach



PLANS

SCPGA Section Plan

The mission of the Southern California Section (SCPGA) is the purpose of the PGA of America, to promote the enjoyment and involvement in the game of golf and to contribute to its growth by providing services to golf professionals and the golf industry

EDUCATION	TEACHING + COACHING / PLAYER DEVELOPMENT	COMMUNICATIONS + MARKETING	ENGAGEMENT
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<u>Signature Programs</u>	<u>Signature Programs</u>	<u>Signature Programs</u>	<u>Signature Programs</u>
<p>Catalyst (weekly general education)</p> <p>“GIBS” - Golf Industry Business Seminars (quarterly specific education)</p>	<p>Cal Teaching & Coaching Cummit</p> <p>Youth Teaching & Coaching Summit</p> <p>SCPGA Coach</p> <p>PGA Jr. League</p> <p>Drive Chip & Putt</p> <p>Family Cup</p> <p>Doubles Golf</p>	<p>PROgram Magazine</p> <p>Member2Member</p> <p>Social Media</p> <p>Press Releases</p> <p>Partner Previews</p> <p>SCPGA/SCGA Swing Tips</p> <p>Cal/Nevada PGA Chats</p>	<p>Launchpad for Associates</p> <p>Mentorship</p> <p>Women’s “SCPGA Lead”</p> <p>Partner Day</p> <p>PGA School Outreach?</p>
<u>Committee</u>	<u>Committee</u>	<u>Committee</u>	
<p>Education Chair: John Kulow Staff: Tom Addis, Nikki Gatch, Jeff Johnaon</p> <p>Associate/Mentor Chair: Tom Son Staff: Jeff Johnson</p> <p>Special Awards Chair: Jim Gormley, Ed Holmes Staff: Jeff Johnson</p> <p>Advisory / Past Presidents Chair: Tony Letendre Staff: Tom Addis</p>	<p>Teaching & Coaching Chair: Randy Chang Staff: Tom Addis, Nikki Gatch</p> <p>Player Development Chair: Josh Alpert Staff: Anthony Leone, Nikki Gatch</p>	<p>Communications Chair: Eric Lohman Staff: Nikki Gatch, Bryce Seiver</p> <p>Finance Chair: Eric Lohman Staff: Jeff Johnson</p>	

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EDUCATION	TEACHING + COACHING / PLAYER DEVELOPMENT	COMMUNICATIONS + MARKETING	ENGAGEMENT
<p align="center"><u>Measurable Goals</u></p>	<p align="center"><u>Measurable Goals</u></p>	<p align="center"><u>Measurable Goals</u></p>	<p align="center"><u>Measurable Goals</u></p>
<p><i>Education</i> Catalyst - 40 per (attendees) Launchpad - 80% participation of all eligible Level 1 Associates</p> <p><i>GIBS</i> Quarterly Education Seminar (in person or virtual) March 22: YTCS; June 21: PGA/CMAA; August: TBD October: CTCS</p> <p>Education piece in General Membership meetings(Summer)</p> <p><i>Committees</i> Quarterly calls with Committees/Committee chairs for update</p> <p><i>Board of Directors</i> Bullet points for Chapter Rep reporting at Chapter meetings</p>	<p><i>Education</i> YTCS - 200+ attendees CTCS - 300 attendees Increase number of Specialized members by 10%</p> <p><i>Teaching & Coaching</i> Coach Chat webinars - quarterly</p> <p><i>Player Development</i> Increase number of Coaches with Profiles by 30%</p> <ul style="list-style-type: none"> -Heavily promote Coaches / pga.com profiles through consumer database (4-8 coaches/month) -Build a suite of tools/playbook for Coaches available on scpga.com(March 2021) -Personalized consulting for 40 Professionals using PGA assets as a cornerstone to maximize revenue -PGA Jr League: Captains: 56 Teams: 103 Players: 1,154 (back to 2019 numbers) -DCP: engage 1,500 juniors -Family Cup: 100 players (Section Championship); collaborative effort with Ohana Event -Doubles Golf: 20 teams 	<p><i>Communication</i> Coach of The Month Emails</p> <p><i>Marketing</i> Maintain 90% retention rate of Partners;</p> <p>20 new Partners in 2021 (15 cash; 5 product) target non-endemics that may benefit from relationship with SCPGA</p> <p>Consumer Database growth to 100K emails and begin to monetize</p> <p>Grow Section social media followers to 10,000 in 2021 (8k for Jr Tour; 4k for Foundation)</p>	<p><i>Engagement</i> Support for facilities during COVID</p> <p>Team building with Board & Staff (conduct an annual strategic workshop)</p> <p>Chapter Summit in Q1; updates each Q (Board and Chapter Leadership)</p> <p>Recruit and mentor future Board candidates including people of color (D&I)</p> <p>Actively recruit, especially women and people of color for Assoc. Program</p> <p>PGA of America Employment Goals focusing on inclusion and diversity PGA of America Player Development Goals</p>

SCPGA Corp Plan

Grow the Game...provide competitive opportunities for Section Members (including a number of opportunities for "Open" competitions)

SECTION TOURNAMENTS	OPEN EVENTS	TEAM EVENTS	QUALIFIERS
<p data-bbox="203 530 786 587"><u>Signature Programs</u></p> <p data-bbox="119 652 503 742">Section Majors Section Team events</p>	<p data-bbox="986 484 1569 540"><u>Signature Programs</u></p> <p data-bbox="902 602 1142 639">So Cal Open</p> <p data-bbox="902 705 1352 742">San Diego County Open</p> <p data-bbox="902 808 1186 846">Cal State Open</p> <p data-bbox="902 911 1326 949">Inland Empire Amateur</p> <p data-bbox="902 1014 1369 1052">Women's Cal State Open</p>	<p data-bbox="1752 484 2335 540"><u>Signature Programs</u></p> <p data-bbox="1685 602 2285 892">Honors Matches (odd years) Womens Matches (even years) North-South Cal Cup (bi-annual) North-South Seniors (annual) North-South Associates (annual) Chapter Challenge?</p>	<p data-bbox="2552 484 3135 540"><u>Signature Programs</u></p> <p data-bbox="2469 624 3002 864">Farmers Insurance Open Cal State Open Hoag Classic - PGA Tour Champions Korn-Ferry Tour</p>
<p data-bbox="353 1196 636 1253"><u>Committee</u></p> <p data-bbox="119 1328 719 1418">Tournament Chair: Jim Gormley Staff: Max DeSpain</p> <p data-bbox="119 1427 703 1517">Women's Chair: Kim Falcone Staff: Nikki Gatch</p> <p data-bbox="119 1527 686 1617">Seniors Chair: Al Valentine Staff: Steve Monday</p> <p data-bbox="119 1626 653 1716">Rules Chair: Ron O'Connor Staff: Max DeSpain</p>			

SCPGA Corp Plan

Grow the Game...provide competitive opportunities for Section Members (including a number of opportunities for "Open" competitions)

SECTION TOURNAMENTS	OPEN EVENTS	TEAM EVENTS	QUALIFIERS
<p><u>Measurable Goals</u></p> <p>Section Events 100% of Tournaments to be full</p> <p>Total number of participants - 907 ((considered unique players))</p> <p>236 Class A members</p> <p>77 Associates</p> <p>594 non PGA</p> <p>Total number of rounds - 1,270</p> <p>Women's Increase participation over 2019 numbers (10% growth)</p> <p>Division</p> <p>Section Marketing Player of the Decade</p>			<p><u>Measurable Goals</u></p> <p>Women's Golf Summit (in collaboration with SCGA)</p> <p>Outreach - Girls Night Out</p> <p>LPGA outreach (recruiting; competition; education)</p> <p>"SCPGA Lead"</p>

SCPGA Foundation Plan

The Southern California PGA Foundation's mission is to provide all those who might benefit, especially youth, with opportunities to acquire sustainable life skills and values obtained through the game of golf.

FUNDRAISING	ENGAGEMENT	JUNIOR GOLF	COMMUNICATIONS
<p align="center"><u>Signature Programs</u></p> <p>Foundation Classic Invitational The Give OC Seniors Youth Putting Championship Fall Classic (2021 only?)</p>	<p align="center"><u>Signature Programs</u></p> <p>CLUBS FORE YOUTH PGA HOPE Scholarships & Grants Outreach & Inclusion</p>	<p align="center"><u>Signature Programs</u></p> <p>JDT Players Tour Toyota Tour Cup</p>	<p align="center"><u>Signature Programs</u></p> <p>Social Media (PGA Works Fellow, Tasita Garcia)</p> <p>Monthly Jr Tour Newsletter (more human interest and alumni stories)</p>
<p align="center"><u>Committee</u></p> <p>Foundation Board Chair: Tony Letendre</p> <p>Staff: Matt Gilson</p>		<p align="center"><u>Committee</u></p> <p>Junior Golf Chair: Tom Sargent</p> <p>Staff: Kevin Smith</p>	

SCPGA Foundation Plan (Measurable Goals 1/3)

The Southern California PGA Foundation's mission is to provide all those who might benefit, especially youth, with opportunities to acquire sustainable life skills and values obtained through the game of golf.

FUNDRAISING	ENGAGEMENT	JUNIOR GOLF	COMMUNICATIONS
<p align="center"><u>Measurable Goals</u></p> <p>Foundation Classic: Maintain \$100K net proceeds through relationships with RCC members</p> <p>Secure 18-20 teams annually Secure cost efficient partnerships for tee prizes and gifts (product donations)</p> <p>Work with Biz Dev to secure long term partners; package into current Section partnership</p> <p>Invitational Pro-Am Identify facility to accommodate 20 teams in 2021 Secure two presenting sponsorships in 2021 (\$10K each) + Housing Establish "Invitational Committee" to maintain focus and increase value around event Raise \$40,000 in year-2 (\$25,000 in year-1)</p>	<p align="center"><u>Measurable Goals</u></p> <p>ClubsForeYouth Assign recipient's with PGA Professional for series of instruction (\$200 per series); 50 lesson series Donations (50 sets) of quality over quantity (provide recipient with better resources to succeed long term) Continue HS Golf Coaches Summit before/after seasons Discuss opportunities to include Junior Tour grant recipients (easier to track)</p> <p>Actively recruit, especially women and people of color for Assoc. Program</p> <p>Engage and retain C4Y recipients (keep them involved in golf)</p> <p>PGA HOPE Establish partnership to provide new equipment to graduating veterans</p> <p>Establish Veteran's Cup in the Fall to celebrate graduates of the program</p> <p>Increase fundraising opportunities around PGA HOPE (one gift per season - Spring/Summer/Fall) Secure five (5) host facilities</p>	<p align="center"><u>Measurable Goals</u></p> <p>JDT</p> <ul style="list-style-type: none"> · Grow JDT Membership to 900 members (29% increase) · Expand the JDT program to North San Diego County and North LA County <ul style="list-style-type: none"> o Add 5 new sites in these regions · Secure two new JDT locations for the 12 & Over division for Fall 2021 <p>Players Tour</p> <ul style="list-style-type: none"> · Increase Players Tour membership to 1,500 members (16% increase) · Continue improving our 2-Day series <p>Enhance Signage Purchase custom tee markers</p>	<p align="center"><u>Measurable Goals</u></p> <p>Enhance communication effort to our JDT members</p> <p>Monthly email to be sent to all JDT members with scheduling updates and information</p> <p>Create a JDT Manual</p> <p>This Manual will be sent to all new JDT members to provide them a clearer outline of the program</p> <ul style="list-style-type: none"> · Create Players Tour Manual <p>Send Manual to all new Players Tour members to provide them clearer information about the program</p>

SCPGA Foundation Plan (Measurable Goals 2/3)

The Southern California PGA Foundation's mission is to provide all those who might benefit, especially youth, with opportunities to acquire sustainable life skills and values obtained through the game of golf.

FUNDRAISING	ENGAGEMENT	JUNIOR GOLF	COMMUNICATIONS
<p><u>Measurable Goals</u> Invite/Include alumni guest speaker to attend/participate in event Establish as a two-night/day event with 36-holes (practice round + event round)</p> <p>The Give Pro-Am: Cultivate and grow relationships with The Give Board of Directors Secure attendance from past Give Scholars</p> <p>Social Media takeover opportunities with past Give Scholars to show "Day in Life of Scholars" Secure semester updates from past scholars (currently in place) Showcase past scholars at Pro-Am 3-hole exhibition, clinic, short-game challenge, etc.</p> <p>Corporate/Individual/Legacy Fundraising Secure one new corporate donor per quarter (ROI around TTC/PT 2-Day Events)</p>	<p><u>Measurable Goals</u> Scholarships Scholarships of quality over quantity - larger scholarships to fewer recipients (20 scholarships = \$125k) Quarterly "Scholar Report" from each recipient - Update on their semester/experience Event Sources: The Give, Foundation Classic, Invitational Pro-Am and Youth Putting Championship</p> <p>Outreach & Inclusion Compton Project Submit funding proposal to Taco Bell to secure initial gift to kickstart project - \$100-200K Establish strategic plans (long term) for the entire initiative: Ex. Facility renovation, equipment donation, turf/grass combination, facility lights, PGA Professional on staff, paid HS interns to maintain grounds, agronomy equipment, and HS league play at Compton Par-3</p>	<p><u>Measurable Goals</u> Enhance tee gift package for each event Secure golf balls and attain sponsor to provide towels for each event</p> <ul style="list-style-type: none"> Expand the Players Tour program to North San Diego County, Ventura County, and the Coachella Valley <p>Toyota Tour Cup</p> <ul style="list-style-type: none"> Enhance the member's experience and competitive atmosphere of Toyota Tour Cup Decrease the number of Toyota Tour Cup exemptions This will make the registration process easier for our members <p>Eliminate exemptions to outside organizations</p>	<p><u>Measurable Goals</u> Website</p> <p>Revamp Junior Tour website by creating JDT, Players Tour, and Toyota Tour Cup landing pages</p> <p>This will make it easier for our members to find the information they need</p> <p>Provide more recognition to JDT members by creating section on JDT landing page to include all players that qualify for PT</p> <p>Provide more recognition to PT members by creating section on the PT landing page to include all players that qualify for TTC</p>

SCPGA Foundation Plan (Measurable Goals 3/3)

The Southern California PGA Foundation's mission is to provide all those who might benefit, especially youth, with opportunities to acquire sustainable life skills and values obtained through the game of golf.

FUNDRAISING	ENGAGEMENT	JUNIOR GOLF	COMMUNICATIONS
<p><u>Measurable Goals</u></p> <p>Establish private club dues program (\$18 per member per year) automatically donated to SCPGAF through dues Discuss w/ GM and Club President's</p> <p>Fall Classic Sub one year for Foundation Classic</p> <p>All amateur field Confirmed for October 11, 2021 @ Riviera</p>	<p><u>Measurable Goals</u></p> <p>LA84 Foundation Continue inner-city clinic series following COVID Establish relationships with minority PGA members and associates - need to host clinics</p> <p>Big Brother Big Sisters</p> <p>Continue clinic program at local OC facility</p> <p>Partner together to raise funds to supplemental instruction following clinic - ideal next step</p> <p>High School Jr Membership</p> <p>Integrate juniors into club atmosphere and opportunity for long-term interest</p> <p>San Manuel Band of Mission Indians Junior Programming Secure \$25k grant to secure programming for 80 youth Expand to neighboring tribes for expansion of programming</p>	<p><u>Measurable Goals</u></p> <p>This will make Toyota Tour Cup more competitive</p> <ul style="list-style-type: none"> Expand TTC Qualifying Sites <p>Use three locations for Q-school to accommodate 60 more players</p> <p>Increase local qualifying sites by approximately 5 new locations</p> <p>Separate boys and girls qualifiers</p> <p>This will provide more opportunities for our members to qualify</p>	<p><u>Measurable Goals</u></p> <p>Update alumni page frequently to include all their major accomplishments</p> <p>Include social media widget on alumni page</p>

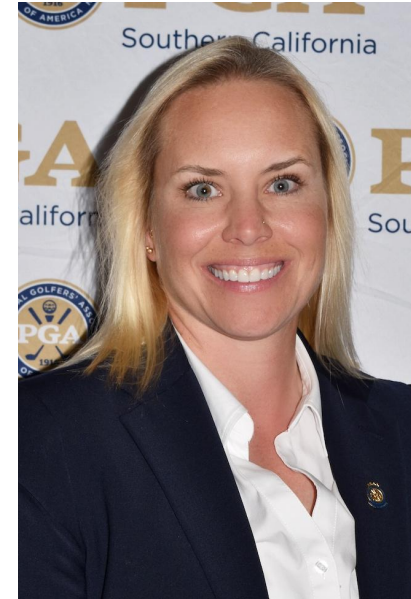
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TONY LETENDRE, PGA
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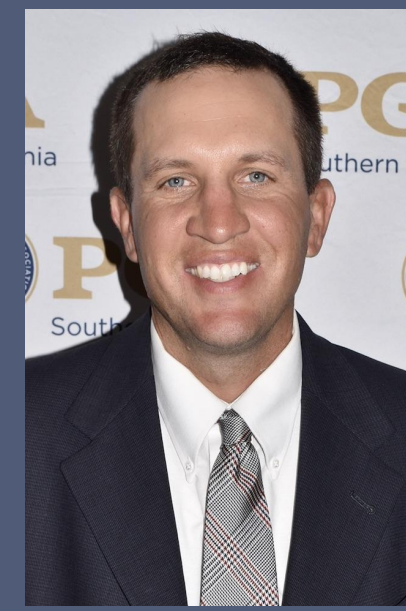
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