



Date: January 29, 2002

TO: Board Members - Parks and Recreation
FROM: General Manager - Parks and Recreation
SUBJECT: 2001 Youth Golf Programs

RECOMMENDATION

THAT the Board receive the attached staff report for information

BACKGROUND

The Vancouver Park Board operates three 18 hole golf courses and three pitch and putt courses that provide a wide range of golfing opportunities and programs. The purpose of this report is to inform the Board about what has been done specifically to promote youth golf in 2001.

DISCUSSION

The Park Board offers a wide range of golf opportunities to youth. Various programs and incentives have been developed by Park Board staff, PGA Golf Professionals and Golf Clubs.

50% Youth Discount

In 2001, the Park Board approved the Golf Course Financial Sustainability Plan. Within the plan the schedule of planned green fee increases included the recommendation to continue a 50% discount for youth. In 2001 there were over 2,790 discounted junior green fees sold.

Free Golf Incentive for Youth - New

In 2001, we introduced a new summer program allowing children to golf free when accompanied by a parent. The program, which provided free twilight tee times, was available seven days a week at Langara and on weekends at McCleery and Fraserview. In total, approximately 450 youngsters took advantage of the program.

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Junior Linksters

In 2001, the Park Board participated in the Junior Linksters Program which is affiliated with the Canadian Junior Golf Association. This is a competitive program aimed at 8 to 15 year olds that includes skills competitions and clinics. The Park Board offered two free golf tournaments at Rupert Park and Queen Elizabeth Pitch and Putt Golf Courses that were attended by 64 children. There are plans to expand the program in 2002.

Vancouver Public and Private Schools

The Park Board continues to work with Vancouver Secondary Schools' Athletic Association and the Independent Schools Golf League in making available pre-booked tee times for league play at a reduced rate. A total of over 450 students participated in these programs.

McCleery Golf Academy

McCleery Golf Academy, through the efforts of PGA Professional Muncie Booth, has developed a number of lesson programs aimed at youth of all ages and skill levels. These include the "Junior Junior Program", "After School Program", "Summer Camp for Kids!", "Elite Players Club", "Junior Players Club" and "Parent and Child Program". Approximately 400 children participated in lesson programs at McCleery Golf Course in 2001.

Inner City Youth Golf Program - New

2001 saw the introduction of the "Inner City Youth Golf Program", a week long program at McCleery and Fraserview which provided free lessons and golf to young people who experience significant barriers in accessing golf experiences. This program, coordinated by Muncie Booth, was funded through private and corporate sponsorships and club donations. It was attended by 48 children between the ages of 7 and 17.

Fraserview Men's Club Junior Golf Program

The Fraserview Men's Club, in cooperation with Golf Professional Earl Francis and Park Board staff, organized a Junior Golf Program that consisted of instruction, driving range outings, back nine play at Fraserview and tournaments at Rupert Park Pitch and Putt and Fraserview. 58 boys and girls ranging in age from 6 to 18 years participated.

Summary

Program or Incentive	# of Participants
Youth Green Fees at 50% discount	2,790
Free Golf Incentive for Youth	450
Junior Linksters - 2 tournaments	64
School Leagues	450 (included in youth green fees total)
McCleery Golf Academy	400
Inner City Youth Golf	48
Fraserview Men's Club Program	58
Total	3,810

CONCLUSION

The Park Board continues to support and enhance various programs that benefit young golfers. By encouraging youth golf, we encourage a healthy recreational activity which develops physical, mental and social skills, but look to the future when these children and teens continue to benefit from participation in a positive lifelong leisure pursuit.

Prepared by:
Vancouver East District
Vancouver Park Board