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PLAYER DEVELOPMENT



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**Bob Doria**, a two-time Philadelphia PGA Section Merchandiser of the Year for Public Facilities, is the PGA director of golf at Spirit Golf Management and the PGA general manager at Makefield Highlands Golf Club in Yardley, Pennsylvania.

## **Have One Women's Program Feed Into Another**

## Bob Doria on the importance of having one women's program feed into another:

As a public facility, harnessing your core customers and getting them to participate in various other course activities and amenities can be vital to your club's success and can help distinguish you from other facilities in the area. Two women's events that we run have not only helped to increase participation among women, but have also acted as a feeder system of sorts. The Couples Nine and Dine, started five years ago, where couples play nine holes in nine formats on the last Sunday of every month, gets everyone involved and creates an easy entry into the sport regardless of skill level. Realizing that a large number of our league participants (we have a 100-person women's league and two 96-player men's leagues) were single, we created the Singles Mixer this year, featuring a cocktail pairings party, a matchmaker, a six-hole scramble and dessert, all which help foster further interactions with players at the club.

## Bob Doria on the business impact of having one women's program feed into another:

The Couples Nine and Dine, with a maximum of 60 people and purposely scheduled only once per month to keep demand high, costs \$90 per couple, and covers golf, food, a wine tasting and prizes. It sells out almost immediately. It features a different dining experience each month and wine pairing from a local wine purveyor, exposing the players to local businesses and the varied offerings in our dining room. That brings in an extra \$6,000 in revenue. The Singles Mixer, costing \$35 per person (covering golf, the open bar at the cocktail party and dessert), is still young (we did it one day each month in the summer), averages around 20 players and brings in an extra \$1,000 in revenue. We have been successful in creating a feeder system, with three couples formed during the Singles Mixer moving up to the Couples Nine and Dine, and a never-ending wait list for the women's league that plays every Monday. We attribute 60 percent of the increase in women's participation overall to the Nine and Dine, 30 percent of our increase in women lessons to these two programs, and an extra five percent in fittings and equipment sales. Creating flow between events helps to expand participation in various club activities.













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