

A Summer to Remember

2021 Junior Golf Update



PGA

Alabama - NW Florida Section



Un-Fore-Gettable, In Every Way

Entering the 2021 summer season felt like a brand-new start for us. We were able to take the momentum and excitement from 2020 and turn it in to something special. But we wanted it to mean more—to ourselves yes, but more importantly, to our players, PGA Professionals and their families.

The following pages represent a quick snapshot on where we are, what we've learned, and where we plan to go in the future.



Your Golf Journey is Our Destination

More juniors came to the game this summer thanks to an incredible array of programs and special opportunities.

It's no secret we share a passion for developing new ways for juniors to get involved in the game. We feel just as strongly about ensuring each player is on the right track as they progress along their own Golf Journey. We aim to do this through *Exposure, Leveraging the Value of an Invitation and Continued Engagement.*



Exposure

We believe this is one of the most important moments along someone's golf journey. More and more often young people are finding their way to the game, and we want to be on the front lines of ensuring they feel welcomed to it.

Invitation

Let's face it, we as humans feel much more comfortable doing something new when we get an invite from another friend or family member. This is why we put the value of an invitation at the forefront of everything we do.

Continued Engagement

Every player progresses along their golf journey at their own pace—we want to be there every step of the way. We have built-in programs that cater to players of all backgrounds and abilities.



224 Members, 24 Events. 1 Summer

In 2021, the Alabama-NW Florida PGA Junior Tour boasted numbers we have not seen the likes of since 2017. The Junior Tour averaged a 20% increase in total registrations across every tournament and every region of our Section.

Ready For Bigger & Better

Summer 2021 proved to us that we still have room to grow—to become something even greater for the golf community in our Section. We remain committed to making our Junior Tour the most valuable playing opportunity for junior golfers in Alabama and the Florida Panhandle.



May the Course Be With You

Youth on Course Alabama was introduced to our Junior Tour Members back in 2020. In partnership with our friends at the Alabama Golf Association, Youth on Course is a national program revolutionizing the way junior golfers receive access to the game year-round.

Since its inception, a total of 74 Junior Tour Members have opted into Youth on Course Alabama. Through this, they receive access to more than 12 facilities in our Section for \$5 or less.



Building a Community On and Off the Course

New for 2021, Junior Golf Hub was offered to our Junior Tour Members to refine the way we all think about connecting with others in the game of golf.

Junior Golf Hub is a leading community for players, their parents and college coaches to connect. Whether you're looking to play beyond high school, or you're a parent just trying to navigate the ins and outs of college golf—our hope is that individuals can use this tool to find success on their journey to becoming lifelong players.



A Game Changer, One Team at a Time

With the help from PGA Jr. League, golf is transforming the meaning behind 'team' for the better. Designed to bring players and their families together around fun team-golf experiences, PGA Jr. League is the perfect way for beginners to learn the game of golf and make a few friends along the way.

In 2021, PGA Jr. League shattered previous participation records with over 870 player registrations and 36 Captain registrations in Alabama and the Florida Panhandle.



The Journey to Augusta Begins Here

Drive, Chip & Putt is a free nationwide junior golf development competition aimed at growing the game by focusing on three fundamental skills in golf.

After a year-long hiatus due to the pandemic, Drive, Chip & Putt was able to come back even stronger in 2021. With 499 total registrations across five local and sub-regional qualifiers, DCP proved once again its profound impact on players and families across our Section.



Dreaming Big

In 2020, through the Alabama-NW Florida Golf Foundation, we established the Scholarship Program. We're big believers in the value our dreams hold—no matter the size. The Scholarship Program helps us support the dreams of PGA Professionals, our Junior Tour Members and their families.

Since 2020, the Foundation has awarded \$13,750 to eight deserving recipients. These students epitomize what it means to dream big, and we are proud to support our Junior Tour Members, PGA Professionals and their families—past, present and future.



Thank you for your continued support as we press on to promote, encourage and sustain the game of golf by introducing it to young people across Alabama and the Florida Panhandle.

To Learn More Head To www.alabamanwfloridapga.com.