



KPGA Vision – 2015

In December, 2015, the leaders of the KPGA will be able to reflect upon accomplishment of the following goals, established in February, 2010.

- I. Golf House Kentucky is firmly established as the home for golf in Kentucky. Golf clinics and activities are conducted at Golf House Kentucky annually, with cooperation from Persimmon Ridge Golf Club, and allied organizations such as the Women's Kentucky State Golf Association and the Kentucky Turfgrass Council meet annually at Golf House Kentucky.
- II. Our relationship with the Kentucky Golf Association continues to be very positive, and we continue to work actively promote the Kentucky Golf Foundation, junior golf programs, and promotion and growth of our USGA Handicap® computation service of choice (GHIN®). New Board members and officers are educated about the KPGA's relationship with the Kentucky Golf Association as part of their orientation on an annual basis.
- III. Our growth of the game efforts continue to be strong, lead by an active Growth of the Game Committee, and the KPGA is consistently among the top 10% of all sections in support of PGA of America Growth of the Game Programs.
- IV. Our education program for members continues to be strong, with successful and well-attended semi-annual business meetings and education seminars.
 - A. We continue to have at least 50% attendance from all KPGA Members and Apprentices at each Spring and Fall Meeting.
 - B. Our Apprentice/Assistant Division's Education efforts continue to be strong, and an annual orientation for new apprentices is conducted.
 - C. Our section is among the top 10% of all sections in terms of the lowest percentage of apprentices in suspension.
- V. Our financial position remains strong.
 - A. We have over \$600,000 in our reserve fund.
 - B. We continue to provide annual financial assistance to the Kentucky Golf Foundation in its efforts to sustain and support Golf House Kentucky.
- VI. Our relationship with our PGA Employment Consultant continues to be positive and productive, and we now have a KPGA presence at over 60% of eligible facilities and institutions in Kentucky.
- VII. Our corporate partner/sponsor program continues to be successful, with all KPGA competitions and events fully sponsored. This includes all competitions, fall meeting, spring meeting, Player of the Year awards, and patron alliances.
 - A. Sponsorship revenue has grown 20% since 2009.
 - B. We currently have over \$10,000 in new non-tournament sponsorship income (not in place in spring, 2009).
 - C. The KPGA Sponsorship Committee remains active and engaged.

- VIII. Our section tournament program is strong, with tournament formats, venues, and purses continuing to be evaluated on a yearly basis by the KPGA Tournament Committee and the Board.
- A. KPGA Membership Survey results are consulted for guidance in operational improvements, entry fee levels, and scheduling.
 - B. Amateur participation in our tournaments, including participation in our pro-am events, has increased since 2009.
- IX. We recently recognized the 12th anniversary of the KPGA Tee Pass, with over over \$12,000 in net revenue for the section.
- X. We recently recognized the 14th anniversary of our Las Vegas Pro-Am, with 20 teams and over \$15,000 in net revenue for the Section.
- XI. The KPGA Golf Academy has been established.
- XII. The 2011 PGA Senior Championship and 2014 PGA Championship were memorable experiences for the section and the membership, with all members interested in participating having the opportunity to do so. The Section was also successfully able to capitalize on the opportunities.
- XIII. Our relationship with all The First Tee Chapters in Kentucky continues to be strong, with an active KPGA presence at each Chapter.
- XIV. The majority of our business, including tournament and seminar entry, is conducted through kygolf.org, and the website is our membership's primary source of section news and information, as well as communication from the section and the Board.
- XV. Our promotional efforts with various media outlets and vehicles are a high priority, and our television program, *Inside Kentucky Golf*, just completed its 26th season.
- XVI. Our section has had at least one PGA of America National Award winner.