



## *From the Golf Professional*

Drake Creek Golf Club, 1 Torrey Pines, Ledbetter, KY 42058  
270-898-4653 \* (fax) 270-898-4608 \* drakecreek@bellsouth.net

**M. Todd Butts**

February 11, 2013

KPGA Foundation  
Golf House Kentucky  
1116 Elmore Just Drive  
Louisville, KY 40245

Dear KPGA Foundation:

Thank you for considering Operation State Tournament for a 2013 KPGA Foundation Grant. I am particularly proud of how OST has developed since its inception in 2009. And I am grateful for the Foundation's support. The program has done a wonderful job providing golfing opportunities in underserved counties in far western Kentucky.

However, 2013 will be a pivotal year for both OST and Drake Creek Golf Club. Over the past two years our facility has endured a five-hundred year flood (2011) that destroyed our course and the closing of the U.S. Highway 60 Tennessee River Bridge (2012) that provides access for over 90% of our golfers. (The bridge did re-open with severe restrictions and 24 hour police surveillance. And a new bridge is scheduled to open in May this year.)

These factors, while out of our control, have depleted our cash position. Drake Creek's ability to finance OST is in jeopardy. Any Foundation support for 2013 would be appreciated more than ever.

Thank you again for your consideration.

M. Todd Butts

A handwritten signature in black ink, appearing to read "M. Todd Butts", written in a cursive style.

*PGA Director of Golf and Operations*

***KPGA Foundation***  
***2013 Assistance Application***

**Request for Funding**

**Operation State  
Tournament**

**Drake Creek Golf Club  
1 Torrey Pines  
PO Box 306  
Ledbetter, KY 42058**

***M. Todd Butts, PGA Professional***

# ***TABLE OF CONTENTS***

<b><i>KPGA Foundation Official 2013 Assistance Application</i></b>	<b><i>3</i></b>
<b><i>The nature and mission of Operation State Tournament</i></b>	<b><i>4</i></b>
<b><i>How the funds will be utilized</i></b>	<b><i>5</i></b>
<b><i>How the program is structured</i></b>	<b><i>6-7</i></b>
<b><i>Where the program will be held</i></b>	<b><i>8</i></b>
<b><i>The Participants (Composition, Background, and Numbers)</i></b>	<b><i>9</i></b>
<b><i>Program References</i></b>	<b><i>10</i></b>
<b><i>Suggested visitation dates for KPGA Representatives</i></b>	<b><i>11</i></b>
<b><i>Additional OST materials for KPGA review (in folder binders)</i></b>	

1. 2012 OST Promotional Poster (2013 still in production)
2. 2012 OST Brochure (2013 brochure awaiting KPGA notification to proceed with actual printing)
3. 2013 downloadable OST Registration Form from our website.
4. 2013 Scholarship Application

**KPGA Foundation  
Assistance Application**

Each year funds from the KPGA Foundation are granted to deserving programs across the state of Kentucky, which offer scholarships, provide clubs for kids, educate individuals about the game of golf, promote the development of golf for seniors, juniors and women and provide opportunities for golf instruction. **The Assistance Application deadline is February 15, 2013.** Each program that is granted funds is required to complete a Grant Report Form and return it along with any supporting materials (i.e. curriculum, applications, media coverage, photos, etc.). Failure to return a completed Grant Report Form by October 1, 2013 may result in the denial of all future requests for assistance, as well as, reporting the failure to the KPGA Membership.

Date: Feb 8, 2013 Phone: 270-898-4653

Email: drakecreek@bellsouth.net

Program Name: Operation State Tournament

Contact Name: Todd Butts, PGA Title: PGA Director w/ Golf + Operations

Mailing Address: P.O. Box 306 (DRAKE CREEK GOLF CLUB)  
Ledbetter, Ky 42058

Amount Requested: 2,000 Date Funds Needed: May 1, 2013.

1) How will the funds be utilized?

SEE PAGE 5

2) Please describe the nature and mission of the program.

SEE PAGE 4

3) How is the program structured (i.e. classes, clinics, tournaments) and what is the length of the program?

See pages 6-7

4) Where is the program held?

SEE PAGE 8

5) How many participants does the program have or how many do you anticipate?

SEE PAGE 9

6) Describe the composition and background of participants (age, socio-economic background, gender, golf skill).

SEE PAGE 9

7) Please list two references we may contact about your application. Please include full name, address, phone number and relationship to the program.

SEE PAGE 10

8) Give a suggested date for a KPGA Foundation representative to visit the program:

SEE PAGE 11

Please return to:

**KPGA Foundation  
Attn: Erin Bell, Director Communications-Membership  
Golf House Kentucky  
1116 Elmore Just Drive  
Louisville, KY 40245**

## *The Nature and Mission of Operation State Tournament*

Operation State Tournament began in 2009 with the mission of preparing serious varsity level golfers to compete, contend, and win local, regional, and state level tournaments. However, we quickly realized the program provided a more valuable resource for high school golfers in far western Kentucky. OST is very affordable. So it provides novice, varsity golfers in underserved Kentucky counties an opportunity to experience top rate PGA instruction, playing opportunities, supervised practice sessions, rules and etiquette seminars, and fun skills competitions at a championship golf course.

In 2012 our players came from 9 different counties including Crittenden, Livingston, Marshall, McCracken, Callaway, Graves, Lyon, Fulton, and Obion (TN). Five of these counties don't employ PGA Professionals. So while our mission is still to provide a professional, summer-long training program for high school golfers, the program also provides a valuable resource for young golfers in underserved Kentucky counties.

Golf Professionals realize that it takes more than just golf lessons to prepare young golfers for varsity success. Therefore the nature of Operation State Tournament is to provide a varsity golf training program that combines golf lessons with PGA designed clinics and competitions to enhance all facets of the game for boys and girls. This training program is for all golfers who participate on a high school golf team regardless of their age, ability, or team rank.

Golfers are encouraged to combine OST clinics and competitions with instruction from a teaching professional or golf coach. Multiple registration options allow participants to either work with their current golf instructor or choose a Drake Creek teaching professional.

Operation State Tournament is conducted at Drake Creek Golf Club under the guidance of golf professionals Todd Butts, Bruce Dowell, and Brett Roberts. This trio has over 25 years of proven teaching experience. Their students have won regional and state level tournaments in Kentucky, Tennessee, and Illinois. Drake Creek boasts impeccable practice facilities and has hosted the Kentucky State High School Championship, 2 NCAA Conference Championships, and numerous regional high school tournaments. The facilities provide an excellent proving ground for all participants.

This program is also unique in that participants may choose what events they participate in throughout the summer. We've listened to the parents and the golfers to insure the program is designed to best suit their needs and schedules. Participants simply review all the Training Programs available in Operation State Tourney and select a registration option that works for them.

Since 2010 we've been able to enhance our program's value by offering scholarships and by providing every participant an official Operation State Tournament shirt and golf towel.

## ***How the Funds Will Be Utilized***

Corporate golf sponsors are not easily obtainable in rural areas like Ledbetter, Kentucky. Therefore, we are requesting \$2,000 in funding for Operation State Tournament for the following reasons.

- I. **We want to provide at least six Birdie Package scholarships to golfers who can't afford Operation State Tournament.** We're already receiving calls from parents asking if scholarship funding will be available in 2013. Obviously, that's the purpose of this application. We know kids won't participate if their parents don't have the financial means.  
  
We'll utilize our relationships with over 20 local golf coaches to award these scholarships. We'll seek candidates who play on high school teams but have never taken golf lessons because they can't afford it. (Each Birdie Package costs \$150 and we'd like to cover the fees for several of their competitions – approximately \$1,000)
- II. **Drake Creek Golf Club has experienced two consecutive down years due to the flood of 2011 and a bridge closing in 2012. The facility cannot afford to finance OST as it has in the past.** In 2011, Drake Creek Golf Course was closed for most of the season since it was destroyed by the Flood of 2011. The 500 year flood caused so much damage that Barack Obama declared the county a National Disaster Area. In 2012, the state highway department closed the Tennessee River Bridge on U.S. Highway 60 that provides access for over 90% of Drake Creek golfers. (The bridge later re-opened with severe restrictions. A new bridge is scheduled to open in May 2013.) As a result, Drake Creek's cash reserves are at an all-time low. (Drake Creek usually funds about \$1,000 for teaching, course fees, and supplies.)
- III. **We want to keep our prices low so more students can take advantage of the program.** Industry expenses increase every year but we want to maintain our pricing structure. Our instructors will continue to volunteer some of their time to set up competitions, teach rules and etiquette seminars, supervise practice and drills clinics, and prepare Big Break Competitions. But we only charge \$10 per competition (\$20 for 18-hole events) which only covers course costs. We don't collect any fees for event prizes, practice balls, snacks, or promotional expenses necessary to operate the program. (We'd like to have \$10 per year per student to offset these expenses – approximately \$500.)

## *How the Program is Structured*

### **OPERATION STATE TOURNAMENT TRAINING PROGRAMS**

**Birdie and Eagle Lesson Packages:** The best way to prepare varsity golfers for competitive success is to accompany individual lessons with a steady mix of OST programs. Therefore, all participants are encouraged to take lessons from a qualified teaching professional. (OST participants may work with their current golf instructor or choose to work with either Todd or Bruce at Drake Creek.) The Birdie and Eagle Lesson Packages offer discount rates and complimentary access to several OST events. Full-swing lessons include state of the art video swing analysis to speed the learning process.

**9-Hole Golf Matches:** These matches are similar to High School Golf Matches with the following objectives. First, we want every golfer to get used to competition so there will be less pressure when the season starts. Second, we utilize these matches to evaluate our students and determine their strengths and weaknesses. And the final objective is to have fun. This is a great opportunity for players to mingle with their teammates and golfing friends during the summer.

**18-Hole Tournaments:** These tournaments are more formal than the 9-hole matches and are designed to prepare golfers for more serious competition. All local varsity golfers are invited to participate in these events so the talent level will be similar to high school golf. The tournaments allow us to evaluate our package students and determine their future lesson agendas.

**Big Break Competitions:** We want to keep OST fun. So we set up skills competitions and challenge events similar to the popular Golf Channel show. Participants enjoy a variety of competitions utilizing glass breaks, a flop shot wall, driving contests, putting contests, beat the pro and more. Prizes are awarded at each competition.

**Professional Practice and Drills Clinics:** We understand that it's challenging to make a swing change after a golf lesson. Therefore, these clinics are designed to insure students are practicing correctly. These college-style practice sessions allow students to ask questions while having their mechanics evaluated by golf professionals. These clinics are necessary for golfers wanting to excel as quickly as possible.

**Course Strategies, Rules and Etiquette Seminars:** Champion golfers must be prepared mentally as well as physically. So we make sure OST golfers learn and understand basic strategies, golf rules and etiquette. We utilize classroom settings and on-course situations to teach these fundamentals and strategies.



## OPERATION STATE TOURNAMENT PACKAGE OPTIONS

**SUMMER PROGRAM PACKAGE: \$50 Registration Fee** - Designed for the varsity golfer who already has a swing coach but would like to sharpen their game. This pay as you go package allows you to select which matches, tournaments, competitions, clinics or seminars you participate in.

**EAGLE LESSON PACKAGE: \$250** Includes 6 lessons - Personalized Club Fitting - Complimentary access to Course Strategy Seminars, Rules and Etiquette Seminars, "Big Break" Competitions, and Drill Sessions - Half-Price Entry Fee for 9 & 18 hole matches –START YOUR LESSONS NOW TO BE BETTER PREPARED FOR THE SUMMER PROGRAMS.

**BIRDIE LESSON PACKAGE: \$150** Includes 3 lessons - Complimentary access to Course Strategy Seminars and Rules and Etiquette Clinics. –START YOUR LESSONS NOW TO BE BETTER PREPARED FOR THE SUMMER PROGRAMS.

***(If we can acquire funding)***

***Every participant will receive an Official OST Tournament Pack which includes an OST T-Shirt, Towel, Cap, Bag Tag, and Repair Tool!***

### 2013 OPERATION STATE TOURNAMENT SUMMER PROGRAM

<u>9-Hole Golf Matches</u>				<u>Course Strategy, Rules and Etiquette Seminars</u>			
Sunday	May 19	3:30 PM	\$10	Monday	July 15	1:00 – 2:00	\$10
Sunday	May 26	3:00 PM	\$10	Monday	July 29	1:00 – 2:00	\$10
Monday	June 17	3:30 PM	\$10	<u>Professional Practice and Drills Clinics</u>			
Monday	July 15	3:30 PM	\$10	Monday	June 17	1:00 – 2:00	\$10
Monday	July 22	3:30 PM	\$10	Monday	July 15	2:00 – 3:00	\$10
Monday	July 29	3:30 PM	\$10	Monday	July 29	2:00 – 3:00	\$10
<u>18-Hole Golf Matches</u>				<u>Big Break Competitions</u>			
Monday	June 3	9:00 AM	\$20	Sunday	May 19	2:00 – 3:15	\$15
Monday	June 24	9:00 AM	\$20	Monday	June 17	2:00 – 3:00	\$15
Monday	July 8	8:00 AM	\$35	Monday	July 22	2:00 – 3:00	\$15

### ***Where the Program Will Be Held***

Operation State Tournament will be held at Drake Creek Golf Club in Ledbetter, Kentucky. Located just 10 minutes from downtown Paducah, Drake Creek offers a central location for many high school golfers.

Drake Creek boasts impeccable practice facilities and has hosted the Kentucky State High School Championship, 2 NCAA Conference Championships, and numerous regional high school tournaments. The facilities provide an excellent proving ground for all participants.

## ***The Participants: Composition, Background, and Numbers***

In 2012 we had 44 participants from 9 counties and 11 different schools. We had about the same number of boys and girls.

Many of the participants were lower ranking team players desperately seeking PGA guidance to improve their skills and positions on their teams.

Some of the participants already had swing coaches and only took advantage of the competitions, seminars, and practice sessions.

A few of the participants traveled an hour to get to Drake Creek but most of them lived within 30 minutes of the course.

We anticipate 75 participants in 2013. The main growth factors include:

- OST's new familiarity among high school golfers. The kids who participated last year will tell their friends about the program.
- OST's familiarity among high school coaches. We no longer have to explain the program to local coaches. The coaches are aware of the program and how it benefits their players.
- Several golfers from our junior program will "graduate" to Operation State Tournament. Junior Golf is fun, but 15 year olds are looking for a different experience that OST can provide.
- We've compiled an impressive database of local Junior Golfers who we can advertise the program to.
- Drake Creek hopefully won't experience and problems with flooding or bridges.
- The KPGA's assistance will provide scholarships to at least 6 players who couldn't otherwise participate.
- The KPGA's funding continues to enhance the overall value of the program.
- Drake Creek is hosting a high school regional tournament this year. More players will be looking for opportunities to compete on the course.

### ***Promotional Methods***

The key to any successful golf event, by far, is an efficient and proven marketing strategy. We market Operation State Tournament in the following ways:

- II. We mail registration packets and promotional material to over 20 local golf coaches. We follow up with every single coach via email and phone calls until we're comfortable that every coach has given every player the material.
- III. Through our annual Junior Tournament, our Junior Golf Program, and past OST participants, we have an impressive e-data base that allows us to contact over 100 local high school golfers.
- IV. We send large OST posters (see last year's poster in this binder's back pocket) to 20+ area golf courses.
- V. We have a special page dedicated to OST on the Drake Creek website. The page averages a few hundred hits each month! Visit [www.drakecreek.com](http://www.drakecreek.com) for details.
- VI. We will include OST information in our monthly e-blast to over 3500 local golfers.

## ***Program References***

- I. Sarah Burks, Golf Coach, Mayfield High School, 1522 Belle Meade Drive, Mayfield, KY 42066. 270-331-0206. Sarah encourages her players to participate in OST each summer.
- II. Scott Bradley, Graves County High School, 2146 Rohrer Road, Mayfield, KY 42066. 270-623-6439. Many of Scott's players participate in OST and his team made it to State last season.
- III. Matt Hargrove, Golf Coach, Livingston Central HS, 1535 US 60 East, Burna, KY, 42028. 270-988-4879. 270-508-0546 cell (Several of his players to participate in OST, understands the importance of the program in a rural area)
- IV. Steve Tyree, 6140 Hwy 68 East, Benton, KY, 42025, 270-205-0891 (Daughter participates in OST)
- V. Allen Beard, 217 Carriage Lane, Benton, KY, 42025, 270-527-6877 (Daughter participates in OST)

## ***Suggested Visitation Dates for KPGA Representatives***

Our 2013 event dates are listed on page 7 of this document. KPGA representatives are always welcome at Drake Creek so pick an event date and come whenever you please. Just let us know you're coming. We might even use you as a guest instructor or event coordinator!

Our largest event will be the 18-hole event on Monday, July 8.