

# **2015 KPGA**

## ***Player Development Grant Application***

Each year funds are granted to deserving programs across the state of Kentucky. These programs can 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 Growth of the Game Assistance Grant Application deadline is February 6, 2015.** Each program 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 November 1, 2015 may result in the denial of all future requests for assistance, as well as, reporting the failure to the KPGA Membership.

**Program Name:** GolfStepz <sup>TM</sup>

**Contact Name:** Derrick R. Griffitts, PGA      **Title:** Founder/Owner

**PGA Professional Sponsor:** Derrick R. Griffitts, PGA

**Mailing Address:** 104 Northcountry Dr.

**City, State, ZIP:** Shelbyville, KY 40065

**Direct Phone:** (502) 345-3285      **Email:** griffitts@pga.com

**Request Amount:** \$1,200      **Fund Request Date:** March 1<sup>st</sup>, 2015

### **1) Please describe the nature and mission of the program.**

The mission of GolfStepz is as follows:

- 1) To increase the number of rounds played.
- 2) To improve participant's health through increased activity levels on the golf course.
- 3) To enhance the enjoyment of the game by removing pressures of score and allowing for healthy competition based upon effort.
- 4) To solidify the public's understanding of golf as linked to health and fitness.

The core of the GolfStepz program is supported by GolfStepz.com and GolfStepz.com's player database. Using the website, players can at no-charge create a profile for saving their golf course mileage/round data, which they track with a "self-furnished" pedometer. Once the participants register they receive a member and pin number. Participants use these numbers to log in, report their mileage, and to view their stats. With these tools at hand, participants may view their weekly, monthly, quarterly, yearly, and average per day round statistics. Along with utilizing this data to improve their

golf fitness, the participant will also have the option to compete in age divisions for weekly and annual total mileage contests. Along with player profiles and competitions, GolfStepz also features;

- 1) Social media links to Facebook & Twitter
- 2) A “walking-focused” Blog
- 3) The “Living Links” charity campaign to improve the quality of life for seniors and the disabled
- 4) An online store to sell merchandise for use in the GolfStepz program (i.e. pedometers, towels, push carts, etc.).

For more information on GolfStepz, please reference the attached participant manual or visit [GolfStepz.com](http://GolfStepz.com).

**2) How is the program structured (i.e. classes, clinics, tournaments); what is the length of the program?**

The structure of GolfStepz is Internet-based, allowing each participant to independently track each round played. The current season will last from March 1<sup>st</sup>, 2015 through October 31<sup>st</sup>, 2015, for a total of 32 weeks.

**3) Where is the program held?**

The 2015 GolfStepz season can be played at any golf course nationwide. For 2015, the state of Kentucky will serve as the primary marketing area. Promotions will include partnerships with events such as the Pepsi Junior Golf Tour, an independent GolfStepz Course Certification Program, and utilization of social media.

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

Currently GolfStepz has 115 participants. However, benchmarks have been established based upon 1000 participants for 2015.

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

Participants are expected from a variety of socio-economic status, ages, race, gender, and golf skills. Most participants are expected to be fitness-minded, in need of improving health, beginner/double digit handicaps, computer literate, schedule-sensitive, and cost-conscious. In our opinion, this program will cater to youth due to the online presence, females due to the exercise portion, and fixed-income seniors seeking more value from the game.

**6) How will the funds be utilized?**

A portion of the funds (\$500) will be utilized to assist in purchasing GolfStepz pedometers for the Pepsi Jr. Golf Tour, and other sponsored events. The remaining funds (\$700) will be utilized for the following items:

- 1) Marketing Activities to KY Golf Courses (Flyers, Mailers, Postage, etc.)
- 2) Promotional Supplies for sponsored events/activities (Pins, Pencils, Sharpies, etc.)
- 3) Development of an In-School Health Curriculum/Promotion with GolfStepz as the core activity.

Any and all grant dollars awarded will be spent to further the GolfStepz program within the state of Kentucky. However, it should be acknowledged that up to 25% of total grant dollars could potentially overlap with the general promotion of GolfStepz in other regions nationwide.

**7) Did the program participate in the 2014 Kentucky PGA Golf Day?**

No

**8) What are the other sources of funding for this program?**

GolfStepz is currently self-funded by Derrick Griffiths, PGA (Hamma Golf, LLC), with plans to begin a Kickstarter crowd funding campaign in March. Current expenses funded by D. Griffiths include purchases for trademark/copyright fees, winner lapel pins, promotional wristbands, database/website development, monthly database usage, monthly email marketing, promotional clothing/hats, golf balls, and printing costs. Total investment to date is approximately \$3000.

Upcoming expenses to be funded through the Kickstarter campaign include professionally produced promotional and instructional videos, website/database updates, and a future smartphone application. Kickstarter campaign expectations are yet to be finalized, but the anticipated goal is \$20,000.

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

Kent Logan – Clear Creek Golf Center, 717 Burks Branch Rd, Shelbyville, KY 40065 – Golf Programs Coordinator in charge of operation of GolfStepz program at Clear Creek GC.

Jay Snider – KYTeeTimes.com, 2106 Golfview Ct., LaGrange, KY 40031 – GolfStepz.com Database Programmer.

**10) Provide suggested dates for a KPGA Foundation representative to visit the program:**

N/A

**Please return to:**     **Attn: Erin Horn, Director Communications-Membership**  
                                 **Golf House Kentucky**  
                                 **1116 Elmore Just Drive**  
                                 **Louisville, KY 40245**  
                                 [\*\*ehorn@kygolf.org\*\*](mailto:ehorn@kygolf.org)

# GolfStepz

Participant Manual



TM

# Table of Contents

GolfStepz.com

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# The GolfStepz Mission

GolfStepz.com

GolfStepz is a Golf Fitness Program with a vital purpose: to empower people to take more control of their health through golf. Golf is a great game, and by unlocking the exercise capabilities of the game, the benefits can be limitless. Even riding in a golf cart can provide physical exercise, but walking is where we see the game's true physical benefits. Through walking rounds, players burn more calories and engage the course more personally. In a time of complex schedules, combining exercise, competition, and golf is a winner all the way around!

**Golf for the Health of It!**

# Registration

GolfStepz.com

1) Select “Registration”  
under New Members.

The screenshot shows the top navigation area of the GolfStepz.com website. It features three main sections:

- New Members:** Contains a button labeled "Register".
- Existing Members:** Contains two buttons labeled "Enter Round" and "Profile".
- Most Recent Rounds:** Displays a list of recent rounds, all attributed to "Derrick Griffiths" with distances ranging from 2.00 to 8.00 miles.

2) Complete Registration  
Form and Receive and  
email with your Member  
ID & Pin#.

The screenshot shows the "Register" form on the GolfStepz.com website. The form is titled "Register" in red text. It contains the following fields and options:

- Name:** A text input field.
- Gender:** Radio buttons for "Male" and "Female".
- Birth Year:** A text input field.
- Email:** A text input field.
- Cell Phone:** A text input field.
- Address:** A text input field.
- Zip:** A text input field.
- Home Course:** A dropdown menu currently showing "KY", followed by a "Select Course" dropdown menu.
- Buttons:** "Submit" and "Cancel" buttons at the bottom.

# Entering a Round

GolfStepz.com

1) Select “Enter a Round” under Existing Members Area.

The screenshot shows the top navigation area of the GolfStepz.com website. It consists of three rounded rectangular boxes. The first box, titled "New Members", contains a "Register" button. The second box, titled "Existing Members", contains two buttons: "Enter Round" and "Profile". The third box, titled "Most Recent Rounds", contains a list of seven entries, each showing a name and a distance in miles.

Section	Buttons/Links	Content
New Members	Register	
Existing Members	Enter Round, Profile	
Most Recent Rounds		1 Derrick Griffiths 2.00 miles. 2 Derrick Griffiths 2.00 miles. 3 Derrick Griffiths 6.00 miles. 4 Derrick Griffiths 6.00 miles. 5 Derrick Griffiths 4.00 miles. 6 Derrick Griffiths 8.00 miles. 7 jay spider 4.00 miles.

2) Fill in the “Enter Round” information and click submit. You will receive a prompt that your round has been recorded.

The screenshot shows the "Enter Round" form, which is a rounded rectangular box with a title "Enter Round" in red. The form contains several input fields and a dropdown menu. The fields are labeled "Member ID:", "PIN:", "Miles:", "Walk/Ride:", "Date mm/dd/yy:", and "Course:". The "Walk/Ride:" field has two radio buttons, "Walk" and "Ride", with "Walk" selected. The "Date mm/dd/yy:" field contains the date "2/4/2015". The "Course:" field has a dropdown menu showing "KY" and a text input field containing "Clear Creek Golf Course". At the bottom of the form are two buttons: "Submit" and "Cancel".

Field	Value
Member ID:	44
PIN:	5444
Miles:	6
Walk/Ride:	<input checked="" type="radio"/> Walk <input type="radio"/> Ride
Date mm/dd/yy:	2/4/2015
Course:	KY Clear Creek Golf Course



# Round History & Stats

GolfStepz.com

1) Select “Profile”  
under the Existing  
Members Section.

**New Members**

**Existing Members**

**Most Recent Rounds**  
1 Derrick Griffitts 2.00 miles.  
2 Derrick Griffitts 2.00 miles.  
3 Derrick Griffitts 6.00 miles.  
4 Derrick Griffitts 6.00 miles.  
5 Derrick Griffitts 4.00 miles.  
6 Derrick Griffitts 8.00 miles.  
7 jay spider 4.00 miles

2) Enter Your  
Member ID & Pin#,  
then click submit.

**Login**  
Member ID:   
PIN:

3) Select your date  
range to view your  
History Report & Stats.

**Start Date**  
≤ February 2015 ≥  

Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	30	31
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
1	2	3	4	5	6	7

**End Date**  
≤ February 2015 ≥  

Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	30	31
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
1	2	3	4	5	6	7

# Individual History Report

GolfStepz.com

## *Golf Stepz Member History*

*Derrick Griffitts*

*Rounds Between 1/1/2015 and 1/31/2015*

<i>Played</i>	<i>Course</i>	<i>Miles</i>	<i>Walk / Ride</i>
1/8/2015	KY-Oldham County Country Club	5	W
1/8/2015	KY-Oldham County Country Club	4	W
1/14/2015	KY-Clear Creek Golf Course	8	W
1/16/2015	KY-Owensboro Country Club	6	W
1/19/2015	HI-Kapalua Golf Club - Village	8	W
1/20/2015	IN-French Lick - Pete Dye	4	W
1/19/2015	ID-Crane Creek Country Club	6	W
<i>Total Miles</i>		41	<i>Avg Miles / Day</i> 0.19

Participants may:

- View Total Miles for Date Range Selected
- View your Walk/Ride History
- View Avg. Miles/Day computed based upon total days available in the month, allowing participants to identify and work towards concrete, achievable goals.

# Individual Leaderboard

GolfStepz.com

## *Golf Stepz Leader Board*

*Rounds Between 1/1/2015 and 12/31/2015*

<i>Member</i>	<i>Rounds</i>	<i>Miles</i>	<i>Miles / Day</i>
Derrick Griffiths	10	51	0.14
jay snider	4	8.4	0.02
jcsiii	2	6	0.02
kent logan	1	5	0.01
Stacy Snider	1	3	0.01

Open the Individual  
Leaderboard through the  
“Profile” option:

- Select Date Range
- Number of Rounds
- Total Miles
- Average Miles per

day for

current month

# Course Leaderboard

GolfStepz.com

## ***Golf Stepz Course Leader Board***

***Rounds Between 1/1/2015 and 12/31/2015***

<i><b>Course</b></i>	<i><b>Rounds</b></i>	<i><b>Miles</b></i>	<i><b>Miles / Day</b></i>
KY-Oldham County Country Clu	6	19.1	0.05
KY-Clear Creek Golf Course	1	8	0.02
HI-Kapalua Golf Club - Village	1	8	0.02
MO-Arthur Hills Golf Course	1	6	0.02
KY-Owensboro Country Club	1	6	0.02
ID-Crane Creek Country Club	1	6	0.02
KY-Cherokee Golf Course	1	5	0.01
KY-Shelbyville Country Club	2	4	0.01
KY-Big Hickory Golf Course	1	4	0.01
IN-French Lick - Pete Dye	1	4	0.01
KY-Henderson Country Club	2	3.3	0.01

Open the Course  
Leaderboard through the  
“Profile” option:

- Date Range  
Selections
- Courses can  
compete based  
upon Total Miles  
and Miles/Day
- Ranked by Total  
Miles (highest to  
lowest)

# Competitions

## GolfStepz.com

**The 2015 Season Starts March 2015! Play.Walk.Win.**



## Win the Pin!

Each Week, the winning participant will win a commemorative GolfStepz pin. These pins are metal, painted enamel, and perfect for securely displaying on a golf bag. The participant with the most pins at the end of the season October 31st, will be eligible for the GolfStepz Grand Prize. More details to come.

**Week 1 - 3/1 to 3/7**  
**Most Total Miles.**  
**3 Divisions (Men, Women, Junior)**

**Here is the Current Leaderboard.....**

- Weekly Competitions will be open for all ages.
- Each week's results will be listed along with upcoming contests for participants.

### Player Weekly Leaders

1 Derrick Griffiths 2.00 miles.

### Player Annual Leaders

1 Derrick Griffiths 51.00 miles.  
2 Jay Snider 8.40 miles.  
3 Jcsill 6.00 miles.  
4 Kent Logan 5.00 miles.  
5 Stacy Snider 3.00 miles.

### Course Annual Leaders

1 KY-Oldham County Country Club 19.10 miles.  
2 KY-Clear Creek Golf Course 8.00 miles.  
3 HI-Kapalua Golf Club - Village 8.00 miles.  
4 KY-Owensboro Country Club 6.00 miles.  
5 MO-Arthur Hills Golf Course 6.00 miles.  
6 ID-Crane Creek Country Club 6.00 miles.  
7 KY-Cherokee Golf Course 5.00 miles.  
8 KY-Shelbyville Country Club 4.00 miles.  
9 KY-Big Hickory Golf Course 4.00 miles.  
10 IN-French Lick - Pete Dye 4.00 miles.  
11 KY-Henderson Country Club 3.30 miles.

# FACTS

GolfStepz.com

Here are some FACTS about GolfStepz:

- Just like the Game of Golf, GolfStepz is based on the HONOR SYSTEM, so all participants are expected to truthfully submit their correct mileage. Mileage may be verified with the course.
- Participation in GolfStepz is FREE (all you need is a pedometer to track your distance in mileage).
- Submit your round mileage via the "Submit" Page and your Member ID & Pin# - Track your statistics via your GolfStepz Profile (Total Miles & Average Miles).
- It's that easy and again....it's FREE!!
- GolfStepz features weekly "Win the Pin" Contests for 6 Divisions: 12&Under, 13 – 19, 20 – 34, 35 – 49, 50 – 59, 60&Above. Divisions determined by Birthday as of Dec.31<sup>st</sup>.
- GolfStepz hosts Grand Prize (Most Annual Pins Won) and additional contests throughout the season.



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