



# GET GOLF READY

## 2015 Annual Report

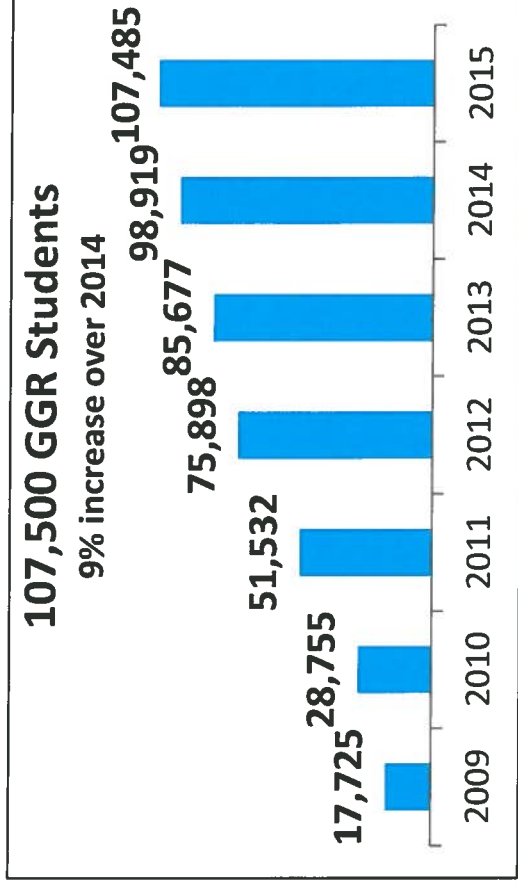
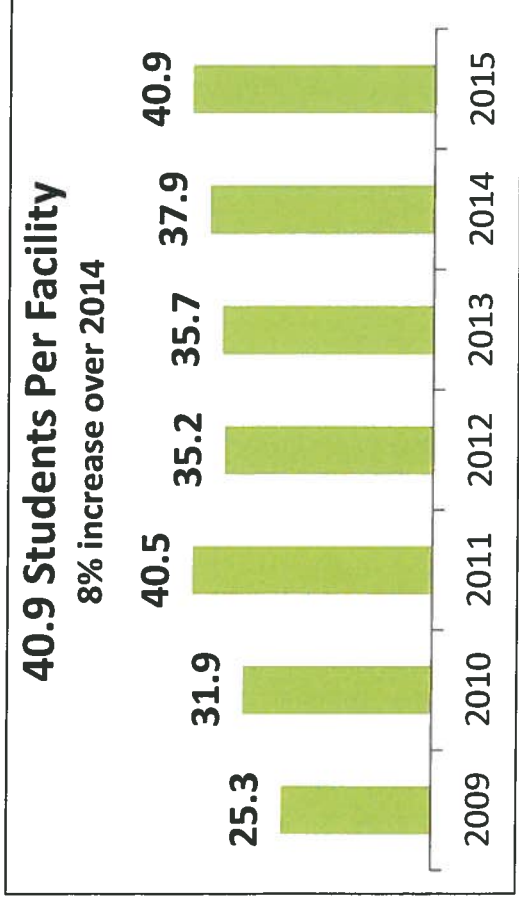
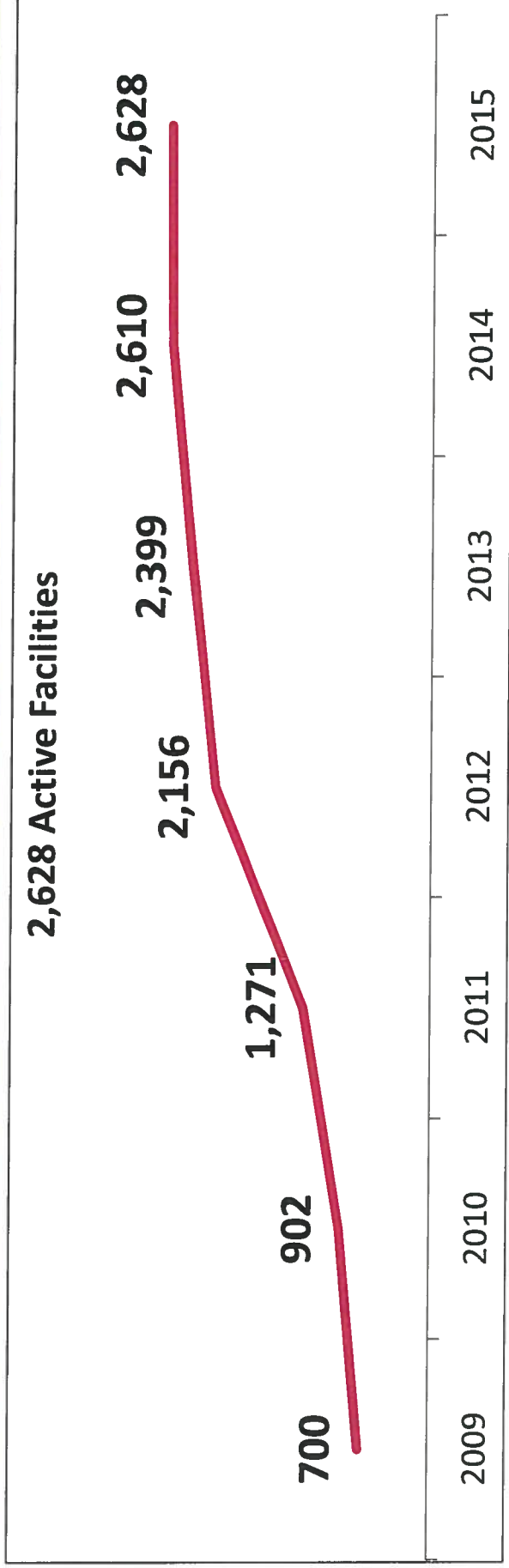


**GOLF**  
**20/20**  
VISION FOR  
THE FUTURE



**PGA**

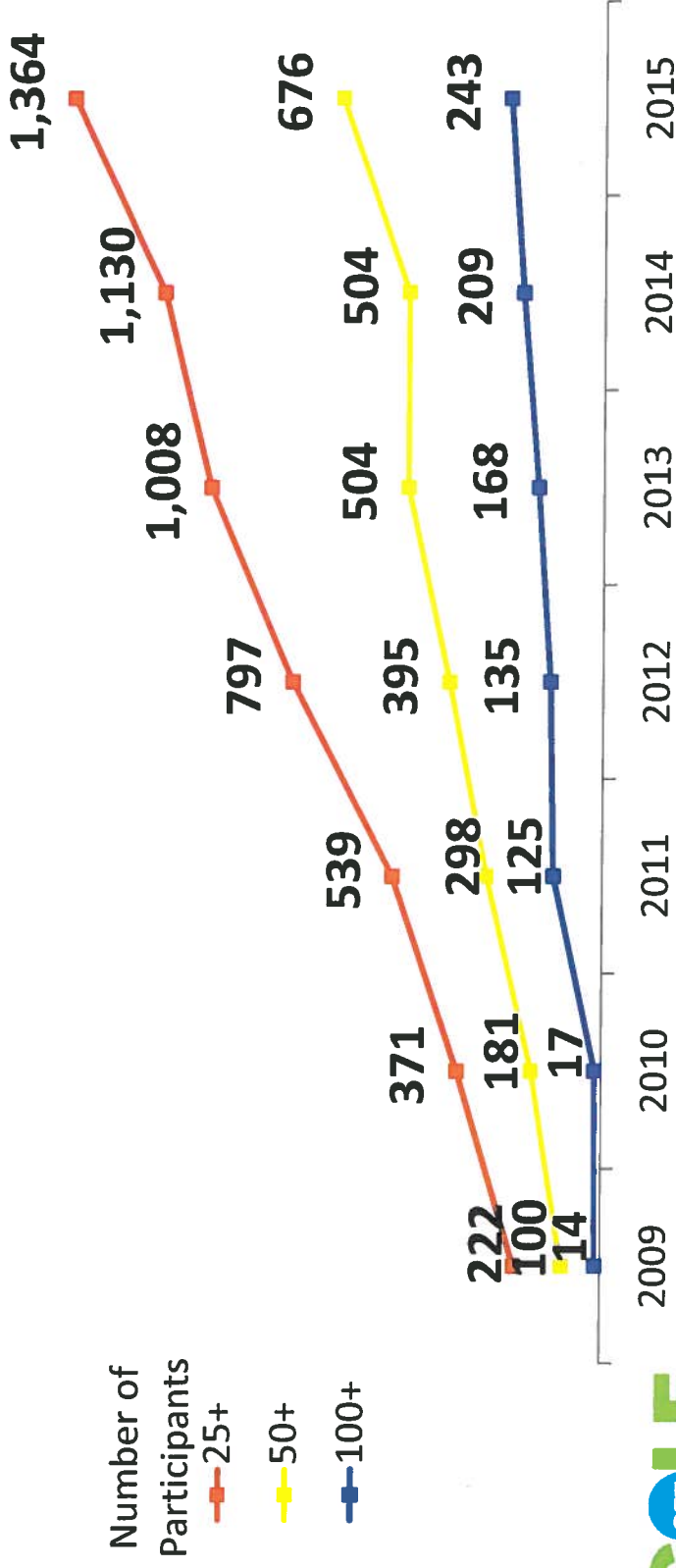
# Growth in Facility Execution



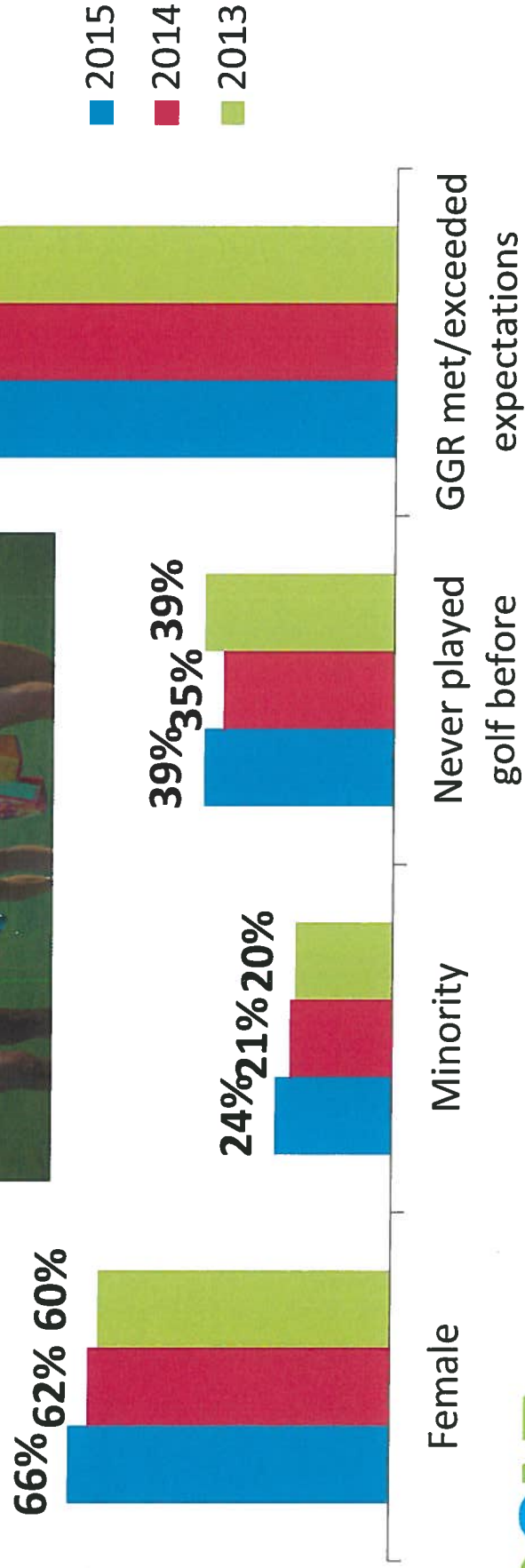
# GGR Facility Engagement

- The number of facilities reporting 25+ participants set another new high – growing by 234 (21%) in the past year.
- Over 240 facilities now reporting 100+ participants – a 16% increase over last year.

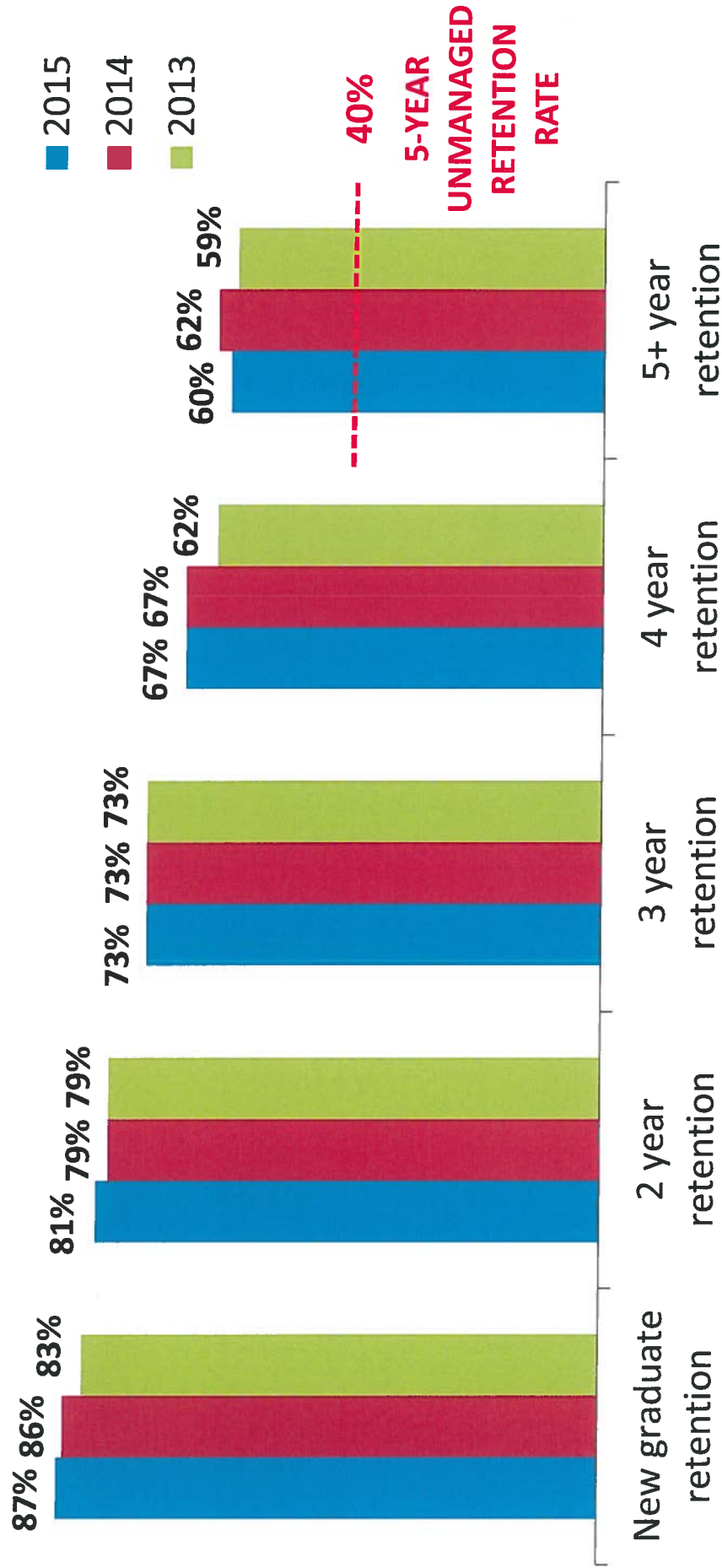
NUMBER OF GGR FACILITIES BY NUMBER OF PARTICIPANTS



# Participant Overview



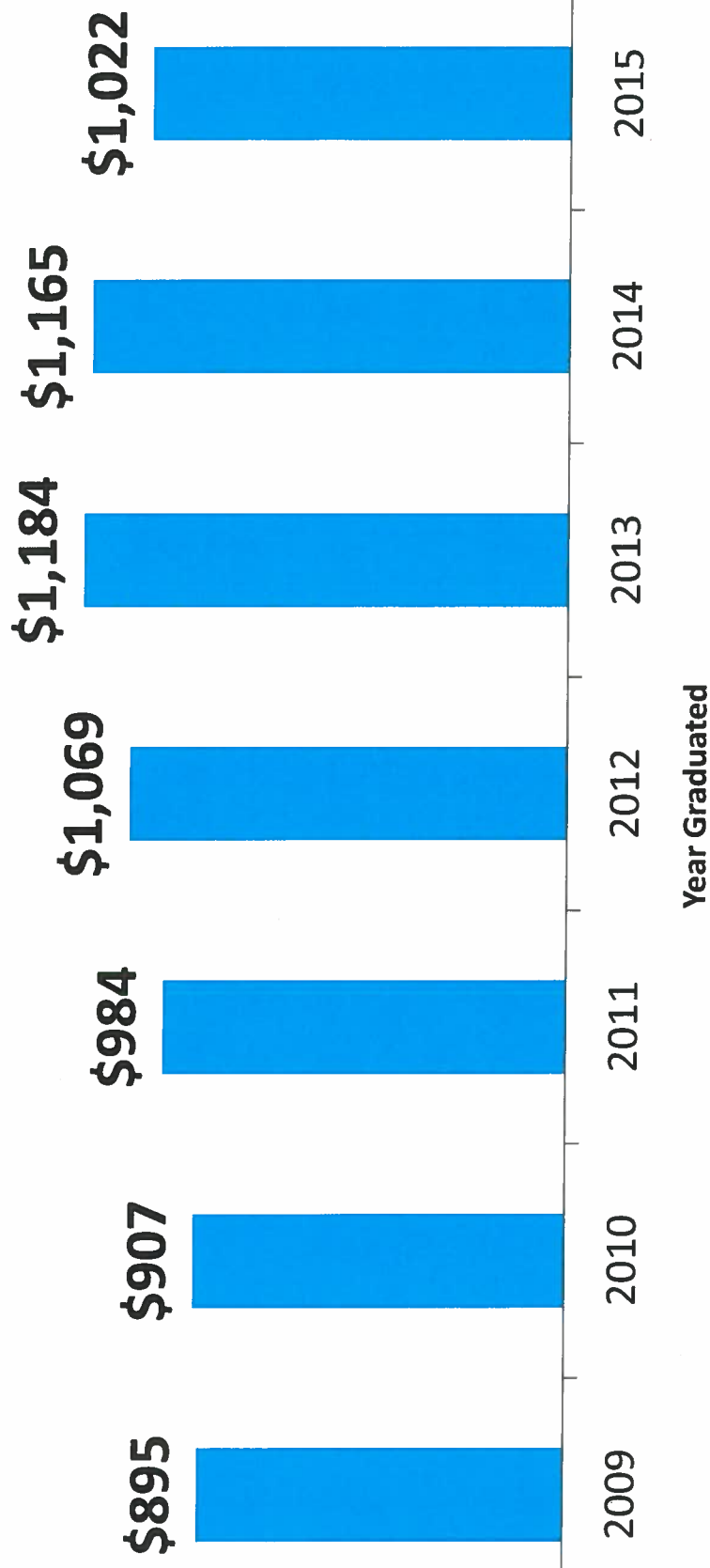
# Participant Retention



# Participant Spending

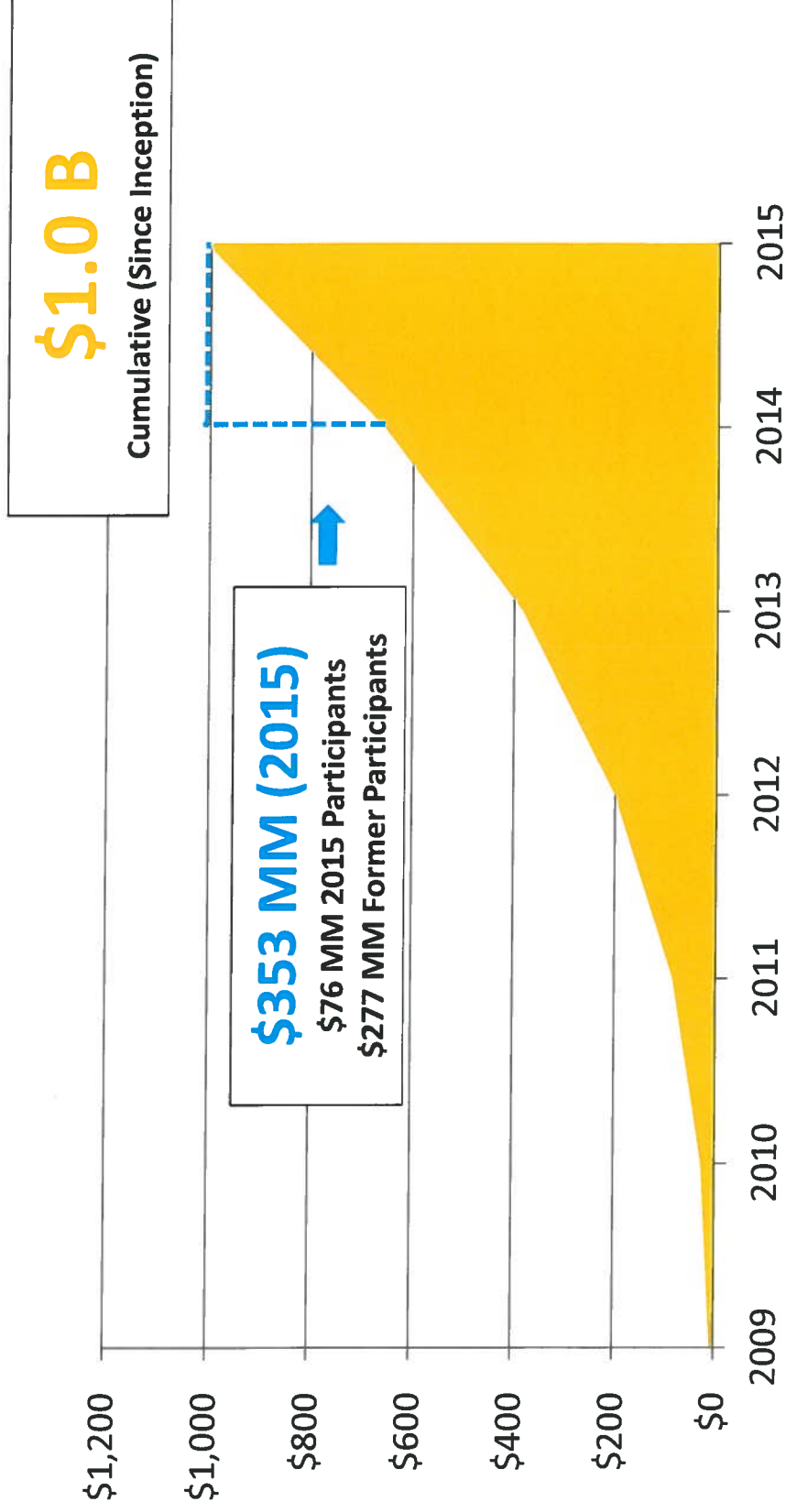
## PARTICIPANT SPENDING IN FIRST YEAR

7-Year Average = \$1,032



# Financial Impact

Based on facility estimated participant counts and consumer estimated spending

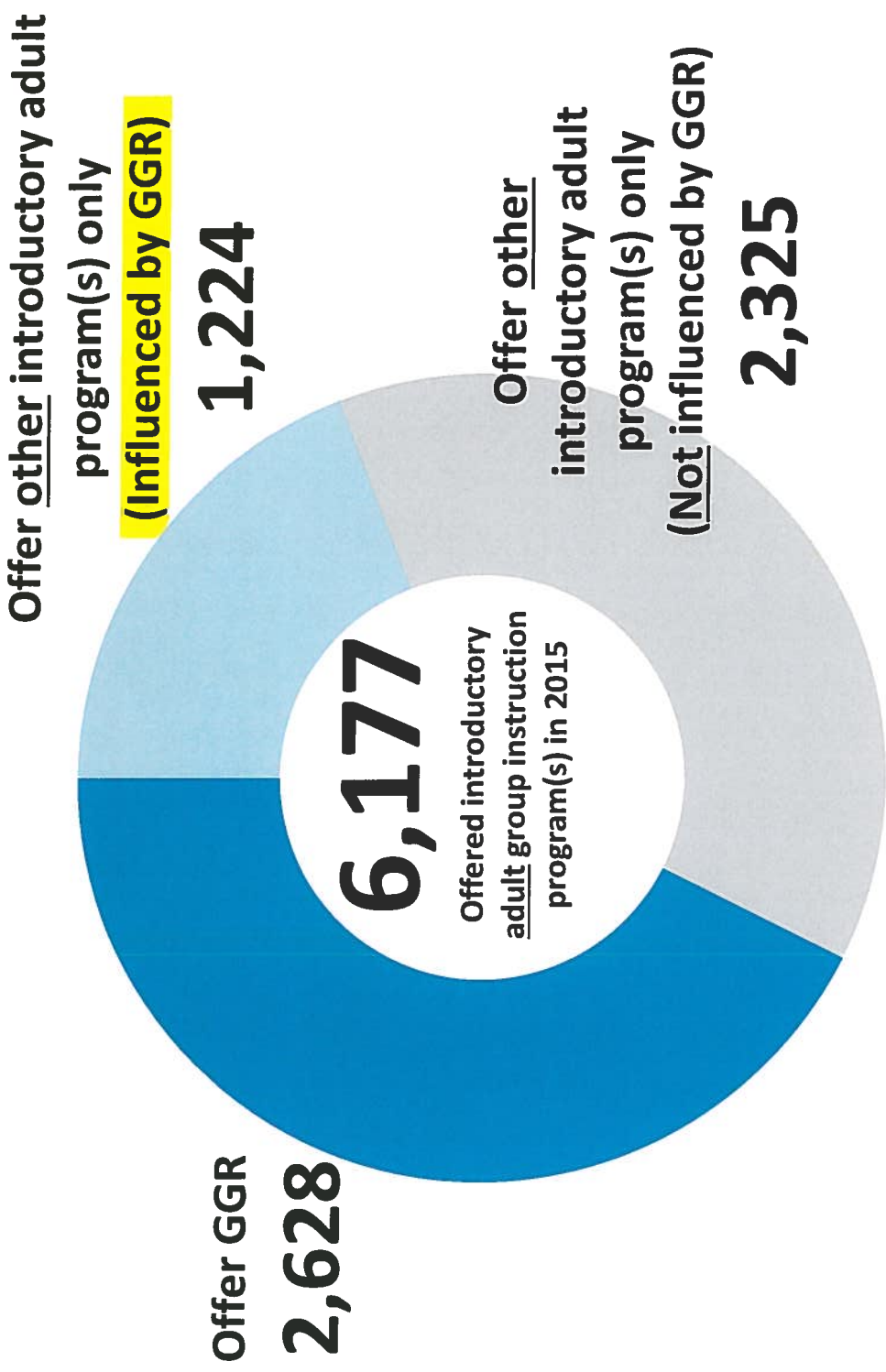


**NOTE:**

Cumulative spending (2009-2015) includes spending among legacy participants (*i.e.*, those who completed Get Golf Ready in each of the prior years) and considers retention over time.



# Introductory Adult Group Instruction





# Financial Impact

Based on facility estimated participant counts and consumer estimated spending

## Same Year Results

	2009	2010	2011	2012	2013	2014	2015	2015 CUM.
Golfers Retained	9,217	14,832	28,496	49,136	56,178	68,056	74,810	300,726
Total Golfer Spend	\$8.2 M	\$13.4 M	\$28.1 M	\$52.6 M	\$66.5 M	\$79.3 M	\$76.4 M	\$1,010.8 M
Golf	\$3.8 M	\$7.3 M	\$13.8 M	\$27.0 M	\$36.1 M	\$41.3 M	\$39.9 M	\$586.2 M
Food/Beverage	\$0.8 M	\$1.5 M	\$3.6 M	\$4.4 M	\$5.4 M	\$8.6 M	\$9.2 M	\$127.5 M
Equipment/Apparel	\$3.6 M	\$4.6 M	\$10.7 M	\$21.2 M	\$25.1 M	\$29.4 M	\$27.3 M	\$297.1 M

### NOTE(S):

Financials are among those who completed Get Golf Ready program in the specified calendar year. Cumulative spending (2009-2013) includes spending among legacy participants (*i.e.*, those who completed Get Golf Ready in each of the prior years) and considers retention over time.

