

## PGA Junior League Math - Public Facility (Sample)

### Inputs:

Registration fee	\$200
Net Registration Income (Fee-\$75)	\$125
# of Players	24
# of home matches	3
Average # of spectators per match	20
Average F&B per match (players & spectators)	\$6
Cart rentals - % of spectators	50%
Cart fees	\$10
Average Merchandise per player per match	\$5
Average range per player per match	\$2

### Direct Revenue from PGA Junior League Golf

1) Registration Income = $\$125 \times 24$	\$3,000
2) Match Revenue = $\$580 \times 3$ home matches	\$1,740
a. F&B = $\$6 \times (24 \text{ players} + 20 \text{ spectators})$	\$264
b. Carts = $20 \text{ spectators} \times 50\% \times \$10$	\$100
c. Merchandise = $24 \text{ players} \times \$5$	\$120
d. Range = $24 \text{ players} \times 2 \text{ (visiting team)} \times \$2$	\$96
3) Sponsorship = \$500 from local restaurant	\$500
<b>Direct Revenue from PGA JLG (Total) =</b>	<b>\$5,240</b>

### Additional Revenue from PGA Junior League Golf

3) Additional JLG-Driven Programming	\$10,200
a. Spring league = $24 \text{ players} @ \$100/\text{player}$	\$2,400
b. Fall League = $24 \text{ players} @ \$100/\text{player}$	\$2,400
c. Bootcamp = $12 \text{ players} @ \$150/\text{player}$	\$1,800
d. Private Lessons = $6 \text{ players} @ \$100/\text{month} \times 6 \text{ months}$	\$3,600
4) Additional non-JLG Activity at Facility = \$4,800	\$4,800
a. Average per Player = $\$100/\text{year} \times 24 \text{ players}$	\$2,400
b. Average per Spectator = $\$100/\text{year} \times 24 \text{ spectators}$	\$2,400
<b>Additional Revenue from PGA JLG (Total) =</b>	<b>\$15,000</b>

**Total Revenue Impact of PGA Junior League Golf = \$20,240**