

From: [Ryan Logan](#)
To: [Infrastructure and Environment](#)
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[First Tee - Program Location Guide - Final.pdf](#)

To the City Clerk,

If I can be please include the attached as an Agenda item for 2022.IE27.6 - Review of City of Toronto Golf Courses.

Thanks kindly,
-Ryan

City of Toronto Agenda Item

2022.IE27.6 - Review of City of Toronto Golf Courses
<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2022.IE27.6>

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Program Location Guide



What is a First Tee — Canada chapter?

A First Tee – Canada chapter is a branch of Golf Canada responsible for administering the First Tee program within a designated service area. Chapter staff will work closely with schools, community centres and golf facilities to ‘build game changers’ through First Tee in their region.

What is a First Tee — Canada program location?

A First Tee – Canada “program location” is defined as a green grass golf facility (9- or 18-hole course, driving range or other golf complex) located in the chapter’s program service area that has agreed with the chapter to provide access for the delivery of First Tee lessons to participants.

Character is what you bring to everything you do, but we aren’t born with it.



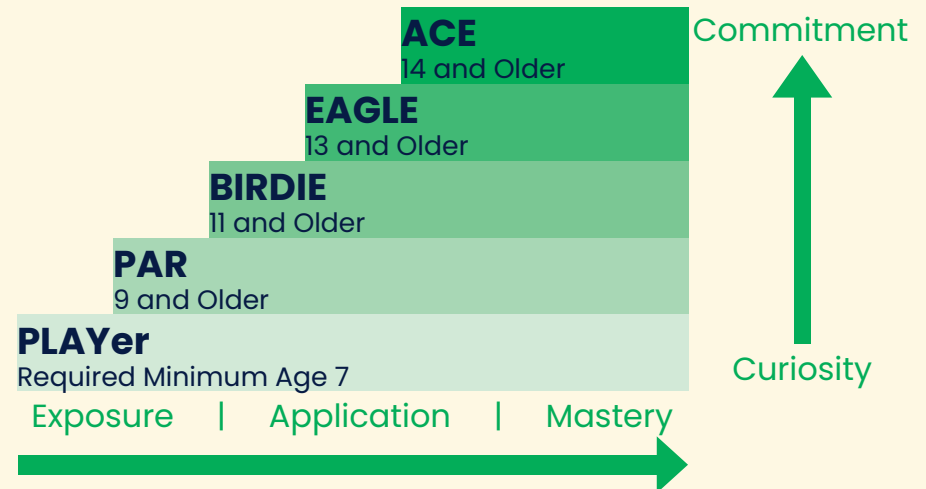
Character is learned, cultivated and shaped by our experiences.

First Tee builds experiences that build character. We believe experiences are our greatest teacher and that they should be both fun and meaningful, where kids feel excited to grow, safe to fail and better equipped for whatever comes their way.

By seamlessly integrating the game of golf with a life skills curriculum, we create active learning experiences that build inner strength, self-confidence and resilience that kids carry to everything they do.

First Tee Program

Participants progress through levels by demonstrating inner strength, character, and the life and golf skills they have learned. All participants regardless of age start at the PLAYer level.



Sample First Tee Life Skills Lessons

- Playing with Perseverance
- Living with Integrity
- Respecting the Rules
- Finding Your Personal Par
- Dreams and Goals
- Dealing with Challenges
- Building a Go-To Team
- Appreciating Diversity

Why become a program location?

As a program location you will receive:



Life Skills Curriculum



Coach Education



First Tee Virtual Partner Community



Revenue Generation



First Tee Branded Collateral

Your local First Tee chapter will provide:



Website Integration



Registration Platform



Financial Aid



Fundraising Support



Marketing & Promotion

What is expected from program locations?

To ensure our programs make a positive impact, program locations are required to:



Allocate sufficient hours to deliver the program.



Provide discounted play or range balls for participants.



Implement a First Tee fundraising initiative at your facility.



Commit to coach screening and multi-level training for the coaches at your facility.



Pay a nominal annual program location fee beginning in year 2.



How to become a program location:

1. Express your interest to your local First Tee chapter.
Find your First Tee chapter at firstteecanada.ca.
2. First Tee chapter will work with you to determine the feasibility of bringing First Tee to your facility.
3. Program location signs the golf facility agreement.
4. First Tee chapter initiates training for the individual(s) who will coach the program at your facility.
5. **Start Building Game Changers!**



What does it mean to be a program location?

Kids become a better version of themselves when they have the space to be who they are, surrounded by passionate people who guide them to see what they are capable of.

As a First Tee program location you will make an immediate impact on the youth your program serves. Research has demonstrated the extent of the program's impact on participants.

87%
reported improved
sense of self-
empowerment

100%
transferred what
they learned at
First Tee to school

73%
reported higher
confidence in
academic ability

82%
felt more confident
with social skills

Building Game Changers

Chase Johnson Alumnus, First Tee — Greater Akron

Chase attended the First Tee from age 5 through high school and he went on to play college golf at Kent State. Since graduating, Chase has continued on his path to the PGA TOUR.



"You prioritize things that need to come first and you do it, and the First Tee teaches you all of that," Chase said. "Because of the First Tee I've had all the opportunities to play collegiate golf, get to the Korn Ferry Tour and prepare to go to the PGA TOUR."

Dr. Amber Hardeman Alumna, First Tee — Greater Dallas



"The confidence I gained at First Tee has helped me make changes in my community and worldwide," said Dr. Hardeman, who is a resident physician at the Tulane School of Medicine in New Orleans.

"I strive to use the tools I learned at First Tee to meaningfully contribute to my patients and community. Because of my experience, I know that no matter what you are doing in life, you can always be better," she said. "You can always continue to work and grow to become the best version of yourself."



Changing the Game

Becoming a program location means more than simply offering First Tee at your facility. Program locations benefit from a close relationship with their local First Tee chapter.

This partnership is forged by a common interest in fostering positive youth development. First Tee chapters provide all the necessary resources, equipping motivated coaches at program locations with the infrastructure to make a lasting impact on youth in their community. **Together, this partnership can change the game.**

Belmont Golf Course

Program Location, First Tee — Greater Richmond

Belmont Golf Course once hosted the PGA Championship and several PGA Tour events won by the likes of Ben Hogan and Sam Snead. More recently however, the municipal course located in Richmond, Virginia has deteriorated due to dwindling revenues and came close to closing permanently.

First Tee — Greater Richmond saw an opportunity to revitalize the beloved, yet declining course. For it to be a fully inclusive course, one that fits First Tee's mission while also serving the community at large, First Tee — Greater Richmond is transforming Belmont into a multi-faceted facility.

The 18-hole course will be turned into a 12-hole routing and the remaining ground converted into a community-focused hybrid, composed of a driving range and short-game area, an 18-hole putting course and a six-hole par-3 course. When Belmont reopens, kids taking part in the First Tee program will have access to the entire facility for free. Those who helped reimagine Belmont describe it as a place “where the history of golf truly meets its future.”



First Tee Network

By partnering with your local First Tee chapter and becoming a First Tee program location, you become an integral component of the First Tee Network.

The First Tee Network includes over **1200 golf facilities** positively impacting over **3.7 million children** through First Tee programs.

150+
chapters globally

24,000
volunteers

100+
branded
promotional
materials

Participant Opportunities

As a member of the First Tee Network, the youth served by your program location will also be eligible for exclusive First Tee participant opportunities.

Participant Events

From being mentored by PGA TOUR Champions players at Pebble Beach to a five-day learning and empowerment academy, these events are all about expanding horizons, meeting new people, opening doors and guiding teens to be more confident in themselves. Examples of events include:

- PURE Insurance Championship
- John Deere Power For Good Contest
- Wells Fargo Succeeding Together

Scholarship Program

Designed to provide further support, life skills development and mentorship, the First Tee College Scholarship Program supports selected alumni throughout their college career including:

- Scholarships of up to \$5,000 per year.
- Dedicated adult mentor throughout college.
- Professional development workshops.
- Internship & employment assistance.



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[firstteecanada.ca](https://www.firstteecanada.ca)

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