



1. **Growth of the Game**
 - Get Golf Ready
 - Drive, Chip and Putt
 - PGA Junior League Golf
 - LPGA / USGA Girls Golf
 - The First Tee

2. **Image of the Game**
 - Media Campaign with Buffalo BIG
 - Defining and Reporting on Golf's Vitality

3. **Advocacy for the Game**
 - We Are Golf and Forbes Tate

4. **Communicating and Promoting the Game**
 - Promotion of 5 Initiatives
 - a. Annual Marketing Calendar
 - b. Weekly Reminders with Tool Kits
 - c. Social Media "Posts of the Month"
 - GOLF 20/20 Web Site
 - We Are Golf Web Site
 - Quarterly Newsletter to Stakeholders
 - Industry Whitepaper

5. **Researching the Game**
 - Economic and Charitable Impact
 - Perception of the Game
 - Health Benefits of Golf
 - Alternative Golf Experiences

6. **Promoting Women's Participation in the Game**
 - GolfForHer.com

7. **Promoting Minority Participation in the Game**
 - Careers
 - Recreational
 - Competitive
 - Suppliers

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To unite and activate the golf industry around key strategic initiatives that increase participation and retention of participants, inspire involvement and interest in the game, and promote sustainable best practices for golf facilities.



8. **Promoting Millennial Participation in the Game**
 - Communication of Best Practices at Facility Level

9. **Promoting Sustainability in the Game**
 - Communication of Environmental Best Practices

10. **Promoting Alternative Participation in the Game**
 - Top Golf
 - Foot Golf

11. **Coordinating Industry Participation in Aforementioned Efforts**
 - GOLF 20/20 Board
 - GOLF 20/20 Advisory Board
 - We Are Golf Board
 - Communications Task Force
 - Industry Collaboration Communications Committee
 - Women's Task Force
 - Diversity Task Force
 - Millennial Task Force
 - Sustainability Task Force
 - Caddie Task Force