

**MERCHANDISER OF THE YEAR**

**NOMINATION**

**Facility Type:** 🞎 Private 🞎 Public 🞎 Resort

**Name of Nominee:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Member Number:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Facility Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Facility Address:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Facility Phone Number:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**E-mail Address:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Please list any Chapter, Section or National awards you have received.

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| --- | --- | --- |
| Award | Year Received | Chapter, Section, National |
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1. Do you own the Golf Merchandise Concession? 🞎 Yes 🞎 No

2a. If no, who owns the Golf Merchandise Concession?

3. What is the total number of 18-hole rounds played at your facility annually?

3. Does your facility employ a full time Buyer / Merchandiser?

4. What percentage of time do you personally spend in the merchandising area at your facility?

5. How often are your facility’s merchandise displays changed annually?

6. Give us some examples of your creativity in displaying and rotating your merchandise this year.

7. Give us any unique or successful ideas you have implemented this year with your merchandising.

8. What were your 2017 and 2018 Gross Merchandise Sales?

9. What is your projected 2019 Gross Merchandise Sales?

10. What were your Dollars per Round in 2017 and 2018?

11. What is your projected 2019 Dollars per Round?

12. What were your 2017 and 2018 Gross Margin on hard goods and soft goods?

13. What is your projected 2019 Gross Margin on hard goods and soft goods?

14. What have you done successfully in advertising or promotion that have produced increased sales or margin this year?

15. What product category has grown the most in revenue this year and what have you done to accomplish this?

16. Does your facility have the Mill River Plan or a similar merchandise-purchasing plan in place?

16a. If so, what is the initiation fee for a person to join the program at your facility?

16b. How many individuals participate in the plan?

17. What is the total square footage used for display of merchandise in your golf shop?

18. Please include merchandise pictures from your shop.

19. Summarize your merchandising philosophy.