

**PGA**

Kentucky Section

**2014 KPGA MERCHANDISER OF THE YEAR
NOMINATION****Facility Type:**☐ Private☐ Public☒ Resort**Name of Nominee:****Bruce Bottom****Facility Name:****Dale Hollow Lake State Resort Park****Facility Address:****5970 State Park Road Burkesville, Ky. 42717****Facility Phone Number:****270-433-7888****Nominee E-mail Address:****golffpsy@duo-county.com**

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

Award	Year Received	Section

2. Do you own the Golf Merchandise Concession? ☐ Yes ☒ No

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

Kentucky State Parks

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

50%

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

20,000

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

6. What were your 2011 Gross Merchandise Sales?

\$97,000.00

7. What are your projected 2012 Gross Merchandise Sales?

\$94,000.00

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

No

8a. If so, what is the initiation fee for a person to join the program at your facility?

NA

9. How many individuals participate in the plan?

NA

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

900 square feet

11. Summarize your merchandising philosophy (maximum 300 words).

My merchandising philosophy is to offer quality products and services at a fair price ensuring that our customers are satisfied and are receiving an excellent value. Dale Hollow Lake State Resort Park Golf Course has been fortunate to receive national recognition and has consistently been ranked as one of the top ten courses in Kentucky since opening in 2003.

Because of our reputation and the fact that we are primarily a destination facility, many of our customers want to purchase memorabilia. Kentucky State Parks has developed a very attractive logo and I keep an appropriate selection of quality logoed inventory including men's and women's apparel, caps, towels, bag tags, ball markers, divot tools, etc. I also keep an adequate stock and selection of non logoed staples. Since most of our players are transient, I do not stock heavily with hard goods. I do offer ball and club fitting services and I custom order clubs based on each player's unique specifications. I stay informed about product innovations and how equipment specification variables impact ball flight and player performance.

I maximize profit margins on logoed merchandise and offer competitive pricing on all other items. We offer complimentary yardage cards, coffee, and cups of ice to our customers year round. The staff at Dale Hollow provides a clean, relaxed, and welcoming environment for our customers and guests and hopefully adds enjoyment to their experience at our facility.

Nomination Deadline – December 9th, 2013 4:00 p.m. EDT

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