



# PGA

Kentucky Section

## 2017 KPGA MERCHANDISER OF THE YEAR NOMINATION

**Facility Type:** Public  
**Name of Nominee:** Corey Stith  
**Facility Name:** Tates Creek Golf Course  
**Facility Address:** 1400 Gainesway Drive  
**Facility Phone Number:** 859-272-3428  
**Nominee E-mail Address:** cstith@lexingtonky.gov

1. Please list any Section or National awards you have received.  
None
2. Do you own the Golf Merchandise Concession? No
- 2a. If no, who owns the Golf Merchandise Concession?  
*Lexington Parks and Recreation (LFUCG)*
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?  
*21,000*
5. How often are your facility's merchandise displays changed annually?  
*15-20*
6. What were your Gross Merchandise Sales last year?  
*2014- \$37,000 (season prior to becoming Head Professional)*  
*2015- \$50,000)*

7. What are your projected Gross Merchandise Sales this year?  
*\$65,000*
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?  
*Not Applicable*
9. How many individuals participate in the plan?  
*Not Applicable*
10. What is the total square footage used for display of merchandise in your golf shop?  
*1,000 square Feet*
11. Summarize your merchandising philosophy (maximum 300 words).

*My merchandise philosophy has changed significantly the last couple of years. My years of learning the merchandise aspect as an Assistant Golf Professional were in the high-end private sector in which the highest quality products were top priority regardless of wholesale cost/retail price. Now, while I still believe in the highest quality merchandise, I have to be much more cognizant of costs. Due to my clientele, I am forced to order closeouts on a regular basis to net down my cost and raise my margins. My approach now has become more of a higher volume, lower price mentality. When I first became the Head Professional here, monthly gross margin percentages ranged from 10-25 % and in the last year, it has ranged from 30-40%. I estimate that about 90% of the apparel, shoes, golf bags and hats I bring in are closeouts. This way, I can cater to my customers by offering \$25 golf shirts, \$35-\$45 outerwear pieces, as well as affordable golf bags, shoes and hats. I have managed to raise gross margin 25-30% and almost double total goods sold in two years as Head Golf Professional.*