



**PGA**

Kentucky Section

## 2017 KPGA MERCHANDISER OF THE YEAR NOMINATION

**Facility Type:** Resort  
**Name of Nominee:** Colin Gooch, PGA  
**Facility Name:** Griffin Gate Golf Club  
**Facility Address:** 1720 Newtown Pike, Lexington, KY 40511  
**Facility Phone Number:** (859) 288-6193  
**Nominee E-mail Address:** colin.gooch@marriott.com

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?  
Marriott, Int.

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?  
18,000

5. How often are your facility's merchandise displays changed annually?  
Quarterly, however sometimes monthly depending on the season and demand.

6. What were your Gross Merchandise Sales last year?  
\$87,756

7. What are your projected Gross Merchandise Sales this year?  
\$125,985

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

We utilize the Keystone method for pricing clothing. Equipment we typically run anywhere from 60%-70% COGS % depending on the item. We do offer a 20% merchandise discount on any non-sale items to Annual and Corporate Members. Player's Card and Griffin Gate Community Residents receive a 10% discount off any non-sale merchandise.

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

The Annual Membership price is \$2,500, Corporate Membership is anywhere from \$1,350-\$7,000 and our Player's Card is \$100/year.

9. How many individuals participate in the plan?

12 Annual Members, 12 Corporate Members and over 100 Player's Card Members.

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

1,000 sq/ft

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

Here at Griffin Gate, we typically allocate our inventory dollars to the following percentages for men's apparel: 43% Shirts, 25% Shorts/Slacks, 20% Sweaters, 5% Socks, 5% Rainwear, 2% Miscellaneous. Ladies' apparel is allocated by the following also: 31% Shirts, 28% Skorts/Shorts, 26% Sweaters, 10% Accessories, 3% Outerwear, 2% Footwear. Junior apparel is allocated by the following: 75% shirts, 15% Headwear, 10% Shorts. Our footwear is 75% Men and 25% ladies. Junior footwear is special ordered, however in 2017 we will likely have some on hand at all times. Our equipment purchases typically run the following allocation: Golf Balls 60%, Golf Clubs 20%, Golf Gloves 15% and Golf Bags 5%. The majority of this inventory is brought in during the months of April – October, however we do have some items come in March and November depending on the item. Our COGS typically runs 50% for Clothing and 69% for Equipment. We utilize the Keystone Method for all Clothing and we want to hover around the 70% COGS for Equipment in the region to stay competitive. Special orders represent about 10% of our merchandise revenue. If we do not have an item, we can find it and order it for the guest. Even if the guest is not local, we have the company drop ship to them and we absorb the shipping cost.

We typically have a sale each month that generates buzz around property and with our loyal transient clientele that have been successful. Examples of these sales are: February – Super Bowl, Valentine’s Day, March – St. Patrick’s Day, April – Easter, Masters, May – Kentucky Derby, Mother’s Day, June – Father’s Day, July – 4<sup>th</sup> of July, September – Patriot Golf Day, October – Halloween, November – Thanksgiving (Black Friday), December – Holiday Sale to include Toy Drive for local charity.