

2021 Special Awards Candidate Bio Form

Email address *

sniegoda@boyne.com

Name of Nominee: *

Stefan Niegoda

Facility Employed at: *

Bay Harbor Golf Club

Year Elected to Membership: *

2007

Award Nominated for: *

2021 Merchandiser of the Year - Resort

Briefly describe your achievements/accomplishments that would pertain to this award: *

2020 Gross Merchandise Sales -\$574,375.00
2019 Gross Merchandise Sales - \$529,366.00
2020 Gross increase in sales - \$45,009.00
2020 Cost of Goods Sold - \$213,025.00
2020 Profit percentage - 63%
Open May 15th – October 11th
2020 Golf Rounds – 22,239
2020 Retail \$ per golfer - \$25.83

Golf Shop Sq ft – 2,100

I spend roughly 60% of my time on the floor of my golf shop merchandising and selling to members and guests.

The clothing lines I carry at the Bay Harbor Golf Club are as follows.

Men: Adidas/Adipure/Adicross, UA Golf, Peter Millar, Travis Mathew, FootJoy, Kjus, Polo Golf/RLX, Greg Norman, Linksoul, Greyson, Straight Down, Levelwear, Galvin Green, Vineyard Vines

Women: Daily Sports, Greg Norman, Adidas, Levelwear, Lucky In Love, JoFit, Polo Golf/RLX, Vineyard Vines, Sport Haley, Straight Down

Kids: Polo Golf, UA Golf

Boyne Resorts owns the merchandise in the Bay Harbor Golf Club.

Bay Harbor Golf Club Merchandising Philosophy

Understanding that the Bay Harbor Golf Club is a seasonal operation that operates from early May through mid-October, the window of opportunity is very short for merchandise sales. With that said, it is imperative that the merchandise and displays continue to have a fresh and updated look. Our staff changes displays on a bi-weekly basis, and is continually rotating this merchandise within their respective collections.

It is common for us to implement themes with our weekly golf events to help drive traffic.

Within our season, we have a few holidays in which to capitalize on, those being Mother's Day, Father's Day, fourth of July and Labor Day. We incorporate these holidays into our shop displays. We also theme for local events, such as sailboat racing, which takes place in Little Traverse Bay in front of our clubhouse. Lake Michigan. It is a spectacular to see when all the boats are flying their spinnakers right outside of our clubhouse.

In my opinion, the logo of the Bay Harbor Golf Club is the most marketable part of any item in our golf shop. You will find it on just about every item in our shop and clubhouse.

I also feel that merchandising is always changing to the climate of our guests and trying new and fresh ideas is the best philosophy we can have.
