

2025 Merchandiser of the Year Resort Award Candidate Bio Form

Please submit this form no later than **Friday, October 4, 2024 at 4pm.**

Email *

jdavison@harborshoresresort.com

Name of Nominee: *

Jackson Davison

Facility Employed at: *

Harbor Shores

Year Elected to Membership: *

2023

Do you own the Merchandise Concession? *

No

If not, who owns the Merchandise Concession? *

Harbor Shores

What percentage of time do you spend in the merchandising area of your facility? *

50%

Please share what you can to illustrate the financial success of your merchandising concession * over the past few years in 250 words or less: (**Note:** *These bios will be shared with the Michigan Section membership- a suggestion would be to use percentages rather than whole numbers to keep any sensitive information private*)

Harbor Shores has increased merchandise sales over 170% since 2019, while keeping the cost of goods sold below 67%. Gross sales in 2024 are expected to increase another 10% beyond a previous record year in 2023. Harbor Shores was also given the opportunity to spearhead the merchandise operation for the KitchenAid Senior PGA Championship, which achieved the 2nd highest gross sales in the 6 Championships held at Harbor Shores since 2012, with the highest gross sales occurring at the inaugural KitchenAid Senior PGA Championship at Harbor Shores in 2012 as well.

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

Yes

No

If yes, please explain the plan that is in place: *

We have implemented a merchandise buy-in program for our members as an additional option to their membership. It is not a requirement of their membership to purchase. They purchase a \$400 gift card towards the facility, which allows them to purchase merchandise at a cost of 20% above wholesale. Anyone who is not in this program is not entitled to this pricing. This program accounts for over 20% of our gross sales annually.

Please share your merchandising philosophy in 250 words or less: *

Our merchandise matrix consists of products and options that are unique to Harbor Shores and not typically found at public facilities or facilities alike. While focusing heavily on the daily guests and making sure we have as many options as possible for them during their round, we believe there is an importance in having an arrangement of boutique brands and unique merchandise options for our member and guests, that puts a personal touch on their Harbor Shores experience and allows them to be able to leave with something to commemorate it. Included with the golf merchandise, we include a variety of lifestyle goods for our members and guests to purchase, which has made a significant impact on gross sales. With limited space and a unique shape to the Golf Shop, we are constantly rotating our merchandise around to retain a fresh look at all times. We have to make the most of our space and capitalize on our merchandise per square foot. Our team is knowledgeable of the current trends, inventory, and educated on technology and all of the brands we carry. We have created a culture that our team has bought into, and each member of our staff carries a sense of ownership in the merchandise operation through revenue tracking, sales goals, sales contests, and celebration of successes.

List any other PGA Section or National Awards you've received and the year(s) you received them (50 word limit): *

N/A

This form was created inside of PGA HQ and sections - all Google users.

