

# 2025 Merchandiser of the Year Resort Award Candidate Bio Form

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

Email \*

sniezgoda@boyne.com

Name of Nominee: \*

Stefan Niegoda

Facility Employed at: \*

Bay Harbor Golf Club

Year Elected to Membership: \*

2007

Do you own the Merchandise Concession? \*

No

If not, who owns the Merchandise Concession? \*

Boyne Resorts

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

60% at Bay Harbor Golf Club. I am also the Corporate Hard Goods Buyer for Boyne Resorts

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)*

The Bay Harbor Golf Club averages around 25,000 rounds annually. Over the past few seasons, we have grown our gross merchandise sales from around \$575,000 in 2020 to around \$950,000 in 2024. That is roughly a 40% growth in retail business. This growth is directly related to the products that we carry as well as the great foot traffic through the golf shop from golfers as well as resort guests. We see on average a dollar per golfer of \$30 -\$38.

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 keystone pretty much everything in the soft good world and with the golf clubs and hardgoods we sell them at MSRP. We offer golf club members 15% above coset on all special orders and we give them 15% off retail items in the golf shop.

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

#### 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 the 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. 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.

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

2023 Michigan Section Merchandiser of the Year - Resort

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