

Third Place: Cafe, Store & Visitor Services

Wed January 17/2024 - 2024 Plan

Who worked on this plan draft: Josh Retail - Manager/Buyer, Jane - Cafe & Admissions Manager. (Reviewed with Bob K. 2/24/24)
Karen, Robyn, Matthew, Amanda, Marissa, Anita, Bradley, Melody - Visitor Services

Goal: Generating more revenue to support the mission of the museum

Answer the following:

Q: Which strategic focus area does this goal address most directly and how? (One sentence: This goal addresses **Marketing, Branding & Constituent Communication.**

Q: Which other focus area/s does this goal also address? **Convening & Outreach, Vibrant & Experiential Campus**

Strategy 1: Draw More folks into Third Place

Objective 1: Increase Foot Traffic in retail spaces

- Tactic 1:** Coffee Punch Cards
- Tactic 2:** Book Punch Cards
- Tactic 3:** Digital Third Space Daily & QR Codes

Outcome (desired/intended): Increased revenue and awareness

Objective 2: Keep more people on Campus for a meal

- Tactic 1:** Ollie the Otter Children's meal
- Tactic 2:** Soup & Sandwich Combo
- Tactic 3:** Menu on 65" TV **planning 2024/25**

Outcome (desired/intended): More satisfied visitors where their basic needs are met while providing fun food options that reinforce our brand

Strategy 2: Increase Utilization of online store

Objective 1: Increase online sales

- Tactic 1:** Marketing thru Wild Wire, The Otter, on-line platforms
- Tactic 2:** Shopify receipt with online store information
- Tactic 3:** Target marketing towards holidays using specific products and promotions (ie free ship, spec disc)

Third Place: Cafe, Store & Visitor Services

Outcome (desired/intended): More people will be able to access Wild Supply and wildcenter.org to extend their museum experience, and results in more sales and more revenue.

Objective 2: Expand Wild Supply Customer Database

- Tactic 1:** Clipboard email sign up (old school no purchase necessary)
- Tactic 2:** Shopify POS name/email sign up with purchases
- Tactic 3:** Using Shopify to increase marketing

Outcome (desired/intended): A marketing campaign to create awareness of the online store, measuring click throughs, and purchases to evaluate if the collection of more customer service information is beneficial.

Strategy 3: Re develop the Outpost as an extension of the Third Space

Objective 1: Capture more customers during their visit by increasing traffic to Outpost and Kiosk area

- Tactic 1:** Special products not available in the store
- Tactic 2:** Clear the brush and scrub and create a more inviting picnic area with tables and chairs and a smaller tent similar to the tent on the patio. Planning 2024/25
- Tactic 3:** More signage promoting the space

Outcome (desired/intended):

Objective 2: Multi Use: Brown baggers/Create another space for educational programs

- Tactic 1:** After the space is cleared, and the new tent is installed, we will offer educational programs in the area.
- Tactic 2:** promote space for brown baggers

Outcome (desired/intended): Creating another 3rd space in the summer for brown baggers & increasing Outpost sales. Located across the path that leads to Wild Walk