

Third Place

Waterside Cafe, Wild Supply Co. & Visitor Services

2024 Year End Departmental Plan Report

Meet The Team



Jane Whitmore - Cafe/Admissions Manager



Josh Pratt - Retail Manager/Buyer



Visitor Services -Part Time, Year Round

Karen Bujold - Waterside Cafe

Amanda Azar - Wild Supply Co.

Melody Trombley - Waterside Cafe

Marissa Moeller - Wild Supply Co.

Anita Jones - Admissions

April Ward - Wild Supply Co.

Robyn Jacobs - Wild Supply Co.

Dylan McCauley - Wild Supply Co.

Sierra Welch - Wild Supply Co.

Chris Richmond - Cafe/Admissions



Third Place Goal:

Generate more revenue to support the mission of the museum, while also providing a relaxing and accommodating experience through mixed use retail and food service



Strategies:

- **Draw more visitors into the third place/Increase foot traffic through this part of the museum/Keep more visitors on campus for meals**
 - Coffee Punch Cards/Book Punch Cards/Digital Third Place Daily
 - Ollie the otter children's meals/Meal Combos/TV's to promote the menu*
- **Increase utilization of the online store**
 - Marketing through social media/The Otter/Wild Wire*
 - Shopify receipt with online store information
 - Target Marketing towards holidays with emphasis towards products and specials.*
 - Clipboard sign up (old school, no purchase necessary)
 - Shopify POS name/email sign up with purchase*
 - Using shopify to increase marketing of the store/cafe

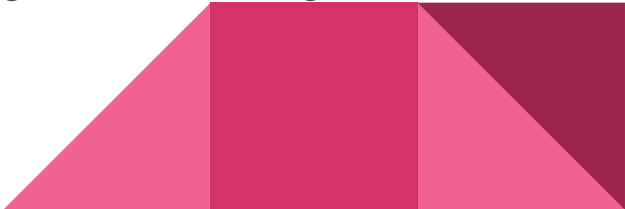
*implemented/in the works



Long Term Strategies:

- **Redevelop the Outpost as an extension of the Third Place/Capture more visitor revenue by increasing traffic and offerings to the Outpost/Kiosk area**
 - Clear brush and scrub and create a more inviting area/expanding the current picnic area/adding tables, chairs and a tent/sun canopy, where visitors can shop, eat, and relax and possibly take in a program in a fresh new area.
 - More signage promoting the area
 - Special products not available in the store that possibly help enhance the area
 - Create more picnic space for “brown baggers”
 - Create another outdoor area for educational purposes to enhance program offers

By redeveloping and reimagining this area, we can create another “Third Place” where visitors and the public can gather, eat, shop, and learn, with the underlying goal of increasing revenue to The Wild Center.



2024 Accomplishments

Through October our attendance was up about 19% from 2023



2024 Accomplishments

Cafe and coffee bar menu changes and additions resulted in an increase of revenue by 30% from 2023

Average transaction was \$1.88, up from \$1.73



2024 Accomplishments

Wild Supply Co. saw an increase in revenue by 26% over 2023

Average
transaction
was \$7.10, up
from \$6.72



2024 Accomplishments

Online store promotions, and capturing customer information

The Wild Supply Co.

The Wild Supply Co.
shop.wildcenter.org

TOTAL
\$45.26

Sunday, November 17, 2024 at 4:01 pm -0500

Staff at register: April W

Receipt: #9-47031

The Wild Center

45 Museum Drive

Tupper Lake, NY 12986

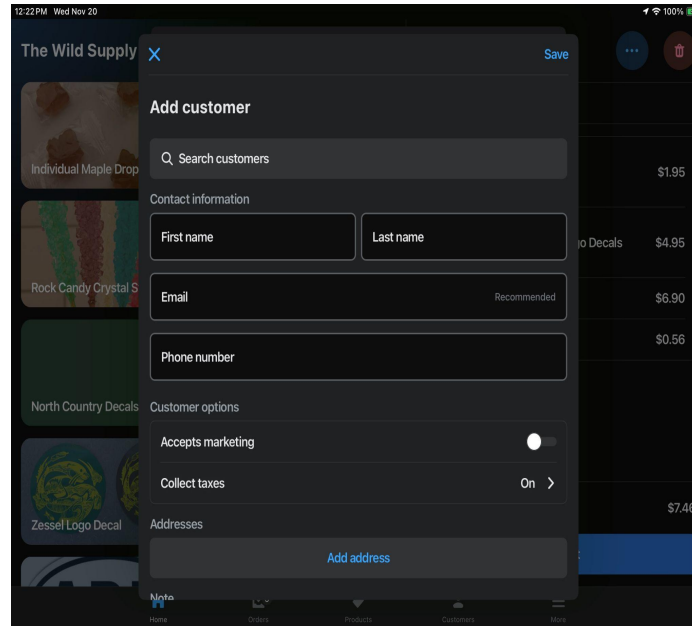
518.359.7800

shop.wildcenter.org

2024 Accomplishments

Online store promotions, and capturing customer information

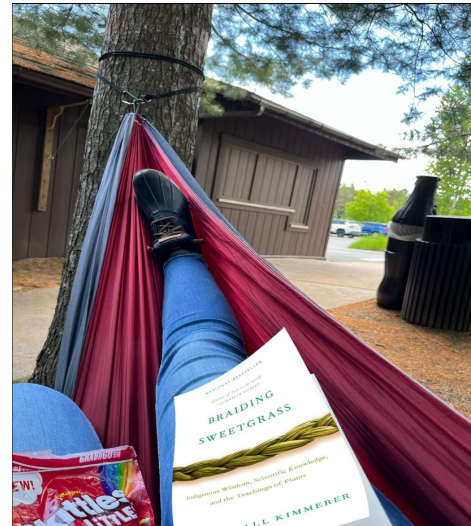
A pop up box at checkout allowing the customer to voluntarily give us their information for marketing purposes



2024 Accomplishments

Developing a place to “create and hang”

Coloring pages in the cafe to keep kids busy while parents shop and eat

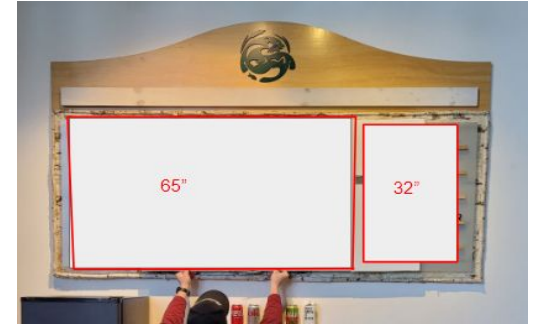


Hammock and games at the Outpost to encourage visitors to slow down and enjoy the space

In the works for 2025

TV's in the Cafe and Coffee Bar

- Menu offerings - Cafe & Coffee Bar
- Membership Information
- Digital Daily
- Promotions
- Making it easier for our visitors to get information, retain information, and be engaged to further their experience in the Third Place & Center.



2025 and Beyond

The Outpost expansion-developing additional picnic, classroom, and play areas



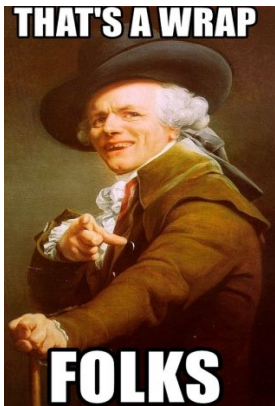
It's A Wrap

THAT'S A WRAP



That's a wrap.

Snap
THAT'S A
Wrap



That's a wrap

