

Third Place: Waterside Cafe, Wild Supply Co. & Visitor Services - 2024 REPORT

As we approach the end of the year we are reporting on our progress in regards to The Wild Center's Strategic framework that we outlined in January 2024.

Our goal was/is: Generating more revenue to support the mission of the Museum.

We increased foot traffic in Third Space and believe more folks stayed on Campus for a bite to eat by menu design/offerings. One example of this was visitors enjoyed a soup and sandwich combo this past summer season. We brought back the Oxbow Marsh crayon coloring page for our littlest learners to enjoy. An ongoing plan is to install two 65" flat screens. One at the Coffee bar for Membership messaging and beverage offerings. One in the Cafe with the menu.

We have increased the utilization of the online store which has increased online sales. This was achieved by marketing through on-line platforms. Shopify receipts were programmed with the information on how to access the on-line store. We offered free shipping on online orders of \$50.00 or more November 17th through November 24th.

Wild Supply expanded our customer service database digitally through shopify. This was with the intent of creating awareness of the online store.

In an effort to re-develop the Outpost as an extension of Third Space we added a few more visitor opportunities at The Outpost. In addition to the Hammock we added some games that were made available for the visitors to 'try before they buy.' One of them being the mini Raquette Roll game. In the planning stages this year for the 2025 season we would like to

clear some of the brush and install a tent and some more picnic tables. This could be multi-use. Brown bag picnic lunch folks could enjoy their lunch outdoors. It could also be space for Educational Programs/Outdoor classroom.