

2025 Third Place: Cafe Store and Visitor Services

- submitted 12-14-24

Wed January 17/2024 - 2024 Plan (Original)

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

Updated- Saturday, December 14th, 2024- Josh Pratt, Jane Whitmore

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 (**Due to complete in 2025**)
- Tactic 2:** Book Punch Cards (**In consideration**)
- Tactic 3:** Digital Third Space Daily & QR Codes (**Due to complete 1st Q of 2025**)

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 (**In consideration**)
- Tactic 2:** Soup & Sandwich Combo (**Completed Summer 2024**)
- Tactic 3:** Menu on 65" TV (**Due to complete 1st Q of 2025**)

2025 Third Place: Cafe Store and Visitor Services

- submitted 12-14-24

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
(Completed in 2024)
- Tactic 2:** Shopify receipt with online store information
(Completed in 2024)
- Tactic 3:** Target marketing towards holidays using specific products and promotions (ie free ship, spec disc) **(Completed 2024)**

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) **(In Consideration)**
- Tactic 2:** Shopify POS name/email sign up with purchases
(Completed 2024)
- Tactic 3:** Using Shopify to increase marketing **(In consideration with marketing department)**

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.

In addition to the TV's at the Cafe and Coffee Bar our main focus for 2025 is the redevelopment and beautification of the Outpost area as an outdoor "Third Place".

Strategy 3: Re develop the Outpost as an extension of the Third Space 2025

2025 Third Place: Cafe Store and Visitor Services

- submitted 12-14-24

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