



THE WILD CENTER

Visitor Services - Waterside Cafe & Wild Supply Co.
2025 Departmental Plans Report

MEET THE TEAM



JANE WHITMORE

Cafe & Admissions
Manager



JOSH PRATT

Buyer/Retail Manager



NICK GUNN

Director of Marketing &
Visitor Services



Visitor Services -Part Time/Seasonal/Year Round

Karen, Melody, April, Marissa, Amanda,
Betty, Amelia, Evelyn, Robyn, Anita,
Anna, Dane, Antwon, Ash, Noah, Ghost,
Sophia, Dylan, Meika, Garrett, Jenna,
Sierra, Sean, Ava





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



VISITOR SERVICES

STRATEGY 1

Draw more visitors into the third place/Increase foot traffic through that part of the museum/Keep more visitors on campus for meals.

Objectives:

- Draw more visitors into 3rd Place
- Keep visitor on campus for meals
- Provide digital dailies that promote the entire campus experience



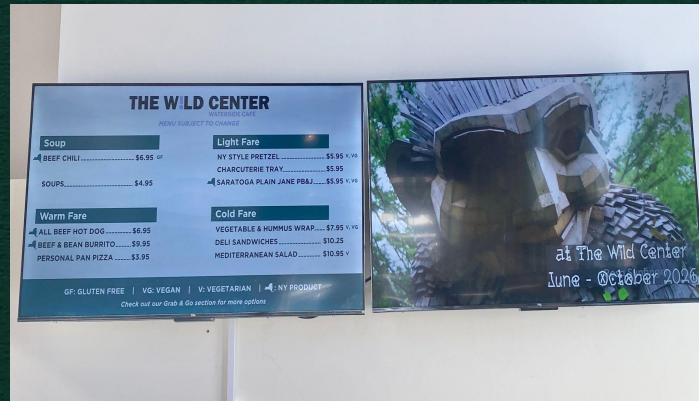
VISITOR SERVICES

ACCOMPLISHMENTS

Digital Daily (thanks Tim!)



TV's in Cafe for Menus



Additional Seating Areas



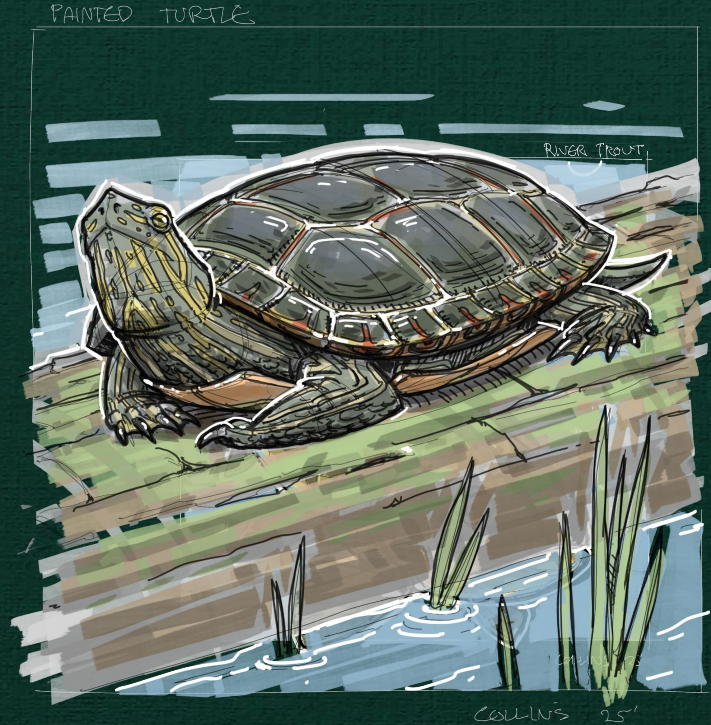
VISITOR SERVICES

STRATEGY 2

Increase utilization of our online store.

Objectives:

- More overall visibility across our platforms
- All receipts have information about the online store

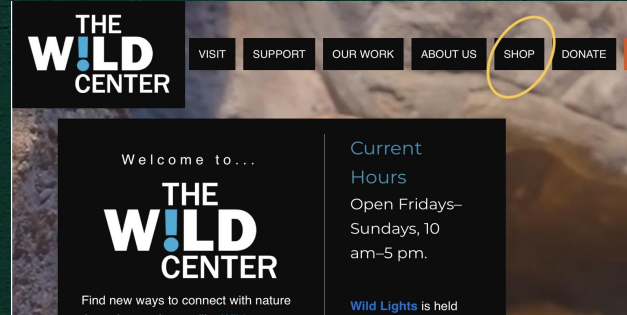


ACCOMPLISHMENTS

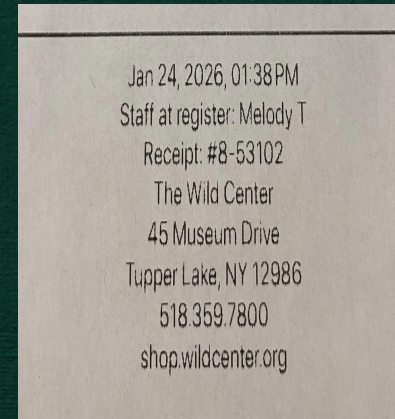
Every WildWire promotes the online store



Shop banner on home page



Online store info on every receipt



VISITOR SERVICES

STRATEGY 3

Redevelop Outpost to increase seating and create a respite spot.

Objectives:

- Capture more customers during their visit by increasing traffic to the Outpost/Kiosk Area
- Create a multi use area for picnics and programs



ACCOMPLISHMENTS



We wanted to create a new picnic and hangout area to provide another space for visitors and groups to eat lunch and gather. Visitors and school groups utilized it all season long! By redeveloping and reimagining this area, we created 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, while addressing basic needs.



BY THE NUMBERS

\$52,580

Memberships Sold

\$638,58

Store Revenue

\$212,61

Cafe Revenue

16,685

Drinks Sold

\$2.20

Cafe Capture Rate

2,906

Hot Dogs Sold

3,370

Birdly Rides

\$6.36

Store Capture Rate

2,722

Wooden Balls Sold

9,868

Maple Drops Sold

1,925

Ice Cream Units Sold

3,327

Pretzels Sold



\$979,041



Mind blowing AI Fact from our Shopify

You processed nearly 120 orders PER DAY in 2025 — that's 43,239 total orders, which means you fulfilled an order roughly every 12 minutes during business hours, all year long!

At an average order value of just \$21.24, you built a nearly \$1 million business (\$979,041) by mastering high-volume, accessible pricing. You moved 123,649 individual items, proving that consistent, everyday transactions can be just as powerful as big-ticket sales.

That's the retail equivalent of running a marathon at sprint pace — impressive stamina and execution! 🏃💨

