

Retail Program

February 11, 2022

Chris Wenzel, Director of Sales

Anthony Palacios, Warehouse Manager

- Retail completed the year with sales for 2021 being elevated to 127% compared to 2020 and 35% compared to 2019, the greatest revenue year prior to now. The chart below shows statistics.
- Inventory for end-of-year was more of a challenge with 50% more merchandise counted than previous years. This is due to delayed summer deliveries that arrived in the Fall and early orders placed for sufficient merchandise for 2022 season.
- Retail office has had some significant changes with employees. Chris SW had resigned in December leaving his position as On-site coordinator for supervising clerks and website management. While we welcome, Anthony Palacios for accepting the position of Warehouse Manager in a critical time for conducting inventory for audit.

2021 YTD vs 2020 and vs 2019

Store Code	Store Name	Sales 2021 Year	Sales 2020 Year	Sales 2019 Year
AVC	Alpine Visitor Center	1,278,411.88	480,948.65	855,507.74
BVC	Beaver Meadows Visitor Center	1,728,801.33	919,943.40	1,708,128.36
FVC	Fall River Visitor Center	809,173.24	360,846.12	368,535.93
KVC	Kawuneeche Visitor Center	582,023.33	306,833.82	425,071.56
MVC	Moraine Park Visitor Center	466,768.58	76,987.74	254,353.77
Totals		4,865,178.37	2,145,559.72	3,611,597.36

Recent Accomplishments and Current Activities

- RMNP Visitor Centers
 - BVC at the beginning of 2022, the retail store was moved back to the original sales area. The store was approved by NPS to temporary expand thru Dec. 31st. This allowing retail to have more displays of merchandise from late deliveries. This benefitted all through improved revenue sales and ultimately supporting the Park.
 - The film at BVC has started to show once again in the auditorium last time was early 2020. This allowing for capacity of visitors in the VC to expand throughout the upper and lower levels and experience more, including the topography map and RMC donor wall.

- FVC is open daily and fully operated by RMC staff again during the winter season.
 - KVC for the winter months slows down dramatically and again this season is closed two days of the week. January sales for this location has dropped from last year, due to after the East Troublesome fire curiosity of visitors and support through retail sales.
 - Currently retail is utilizing having the two RMC Interns work in retail, clerking and warehouse. Each works half a day a week to understand the aspects of retail's role as a partner to the park.
- Retail Clerks
 - All RMC retail employees are 100% vaccinated, this giving reassurance of working together in close quarters some relief during the pandemic.
 - During the winter slower season at the visitor centers the clerks are getting a break before the crowds come again. This is much needed; they have been the front line of RMC, and these have been challenging times for them.
 - Outlet Visitor Centers
 - Most of these centers are still closed, through the winter season as normal, Grand Mesa or still closed from the covid pandemic, Medicine Bow, WY are two of them that will not be opening 2022 season because of covid. Florissant Fossil Beds NM is still undecided to what operations will be.
 - End of year inventory for Outlets that brought in revenue were completed and reports are being processed.
 - Warehouse
 - Inventory was completed successfully and the inventory audit for the warehouse and Beaver Meadows VC was completed on 1/11/22. This was late compared to prior years due to audit date changes.
 - All items in the warehouse, as well as our auxiliary storage areas, have been thoroughly counted, clearly labelled, priced, and documented on spreadsheets to help track and locate items more efficiently. Also integrated procedures to help organization and efficiency when pulling or restocking the warehouse.
 - Warehouse storage has become an issue again with filling all locations full of product deliveries that are in abundance for the 2022 season. Retail is once again temporary using the Field Institute rooms for storage.
 - Website
 - The website orders for December kept everyone busy and now they have tiered off after the Holidays. These duties of processing and filling orders have fallen on the warehouse to fulfill until the On-Site Coordinator position is hired.

- Retail Orders
 - Orders for merchandise is constant for being aware of the supply chain issues and making decisions to acquire product that are essential for the stores to have for 2022 season. This process is working close with Estee for approvals to order, storage product and pay invoices earlier. Instead of arranging for orders to deliver monthly, product is being delivered in bulk. This avoids product cancellations and some cost increases during the supply problem period.

Upcoming Activities and Projects

- KVC exhibit and retail area remodel project
 - The remodel for RMC store area is still in the process stage for being complete. It is moving forward with RMC suggestions and contributions to having a functional retail area. This project is in conjunction with working close with NPS.
- FVC entrance to RMNP kiosk project
 - Entrance station project will begin in April 2022. Operations for FVC is being discussed with NPS.
- New Estes Park visitor center project
 - If this project is approved to move forward with RMC being a partner with EPVC, a plan for a retail area will be initiated. The retail would be operated by RMC clerks and open for the 2022 season.

Challenges and Opportunities

- Retail office
 - The new Warehouse Manager was hired in November. Anthony has proven to be a great asset to the retail team with his talent of knowledge in inventory, product, and management skills.
 - A reorganizing of duties within the retail office is required to better benefit retail
 - Retail Manager position description is complete to move forward with hiring in February. Applications of candidates are being considered to fill this vacant position since 2020. This position consists of managing the RMNP and Outlet clerks of hiring, schedules, timecards, and training. Along with operations of Outlet stores, communication between agencies, product ordering and the process of sales.
 - On-Site Coordinator position description is complete, and advertising will begin shortly. This position consists of overseeing the website and all involved operations. It also details duties of IT at all locations for the retail stores in RMNP and Outlets.

Program Financials

*Hiring two retail office employees is budgeted for 2022.

*Retail clerks and most warehouse employees will receive a pay raise in 2022, to help retain them with the shortage of workers in Estes Park and surrounding areas.