

RETAIL PROGRAM

JUNE 14, 2022

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Retail Coordinator

- Retail 2022 summer season starts with all five Rocky Mountain NP RMC visitor center store openings May Sat. 28th Memorial weekend. The year sales for 2022 are up 28% compared to the 2021 sales last year at this time. This showing a trend of continued RMNP visitation and buying at RMC stores. The chart below shows statistics.
- Retail has welcomed two new employees in the office filling vacant positions that are essential to operations. Mary Malvern, the new Retail Manager that oversees the clerks, schedules and Outlets. Shealee Brown, the new Retail Coordinator that oversees the website, customer service and IT for all locations in RMNP and Outlets.
- Retail is prepared for the season with returning and newly hired staff of clerks and warehouse workers. Stores are set-up and merchandised with a variety of new product in anticipation of a profitable season.

2022 YTD vs 2021 sales

Store Code	Store Name	Sales 2022 Year	Sales 2021 Year
AVC	Alpine Visitor Center	153,525	145,225
BVC	Beaver Meadows Visitor Center	799,071	400,860
FVC	Fall River Visitor Center	242,486	296,952
KVC	Kawuneeche Visitor Center	137,834	162,043
MVC	Moraine Park Visitor Center	84,390	104,192
Totals		1,417,308	1,109,274

Recent Accomplishments and Current Activities

- RMNP Visitor Centers
 - Beaver Meadows VC continues to be the favorable center that has numerous visitors. This location has large revenue sales even though it was reduced to its original smaller store area. We require 2 employees to oversee the store due to the demands of operations.
 - Fall River VC sales have slowed down mainly due to the visitors wanting to go to the main entrance or to Bear Lake corridor during summer months. This location is allowed by the park to continue to have a larger store area for selling merchandise.

- Moraine-Discovery VC is being operated by both Rangers and RMC clerks that differs from last season when ran solely by RMC. Operations were compromised by receiving Rangers working the information desk, opening the upstairs exhibits, having education demonstrations and RMC store area to remain the entire lower level along with coverage of custodial duties for the season. This location represents the partnership we have with NPS.
- Alpine VC opened for a day, and they had record sales of \$16k. Then the weather changed to snow and closed the facility for days. This location continues to attract visitors being a tourist icon and remains very active. The store is back to its original store area. For the first time the warehouse has had to deliver more than once a day because product has sold by noon, needs replenished and having limited back-stock storage area.
- Kawuneeche VC is opened 7 days a week now, that started Memorial weekend just a later than last season. The store area has been condensed for opening more of the exhibits last April and a new display was added for apparel to keep sales up.
- Bear Lake kiosk store is open by RMC clerks and continues to sell merchandise related to safety and Bear Lake.
- Outlet Visitor Centers
 - The Old Gallery opened for the season being the same operations it has been the last few years. The support and partnership TOG provides keeps this visitor center gallery a gem with artwork and RMC tourist merchandise throughout the summer providing both for all customers.
 - Grand Mesa NF visitor center opened and is operated with RMC clerks. Because it is closed 8 months out of the year, all product gets delivered to Estes Park during the year. This location needs 4 RMC workers 4 days to U-Haul product, set-up the displays, merchandise and train clerks for the season. A bank account was opened close by due to needs of having large cash transactions and deposits.
 - Florissant Fossil Beds NM has opened the building to the public after being closed from the pandemic. This season new merchandise has been ordered, delivered and a promising season is in the works.
 - Other Forest Service outlets continue to remain closed to a staff shortage and operations are unknown for these. Other small locations are only open during the week and closed the weekends. Because of this, the Outlet revenue for RMC is affected along with the aid for these locations.
- Warehouse
 - Warehouse product has continued to arrive every week throughout the spring months from orders placed in the Fall. This allowing enough merchandise to support every store to the fullest with unique items. This also creates a challenge for storage space and organization for multiple pulling sites. A large storage area was leased “cage” next the “playhouse” all located under the Country supermarket that provides proximity for operations.
 - A full staff of warehouse employees have been hired to ensure the VCs are stocked. At Alpine VC the driver leaves for delivery at 5:30-6am to have the store ready for opening at 9am. If this isn’t completed prior to opening doors to visitors, it gets impossible to do. The driver continues to the west side of the park for KVC delivery. This is done every

day for the entire summer season. And now a second delivery may be done for AVC at noon. BVC continues to have 2 deliveries everyday due to volume sales.

- Retail has acquired 3 new 2022 Hybrid vehicles for warehouse deliveries, clerks traveling to Alpine VC, along with trips to Outlets for set-ups and check-ins.
- Set-up at all RMNP, TOG, Grand Mesa stores were done during the month of May, causing a very structure schedule with moving parts to complete and open on time. They all continue to require daily checks of items being inventoried throughout the season for successful sales. Product is continually being replenished to the warehouse as the entire stock of items on shelves is pulled completely.
- Product Ordering
 - This continues to be a struggle with the shortage of product and delivery. Order purchasing must be strategically placed for acquiring the merchandise when needed. Some companies that used to be 3 months out are 1 year for delivery. For next season to have product, most orders are currently being placed and product taken ASAP then stored. This changing the whole dynamics of retail. Example: Sept. 1st, 2021, placed order for JR vests and hats, approved for delivery Jan 1st, 2022, they are on a boat and the company can't give a delivery date. This causes the ripple effect of what to order now for JR vests next 2023 season.
- Website
 - The website has seen an increase in sales with the hiring of the Retail Coordinator position. It had been placed on hold for the spring with limited quantity of product. Moving forward, plans to continuously place new merchandise on the website while rotating items such as apparel. Improvements for the RMC store site is a priority.
- IT
 - RMC Retail Coordinator has been working with Greystone and Big Hairy Dog, POS system to facilitate updates to all visitor center computers. This has been completed without much disturbance at the VCs.
 - All retail office computers have been upgraded and continued work for some functions is being scheduled.
 - The VCs with satellite activity closed for the winter opened without any issues for the season with conducting sales.

Upcoming Activities and Projects

- Fall River Kiosk
 - Entrance to RMNP through Fall River kiosk project has moved its start date to July 2022. This will limit visitors to a one-way road in and out of the park. Resulting in more congestion at the Beaver Meadows entrance. The plan for operations is still being discussed by the park for selling park passes. This project should be completed in 2022. This will impact the store sells at FVC RMC store.
- Estes Park Visitor Center

- The EPVC partnering with RMC to open an RMC retail store downtown in the building has been delayed through June 14th pending an EP meeting. Both parties have met with plans for operations and store layout. Continued discussion will be soon for this project.
- Moraine VC Project
 - MVC historical building of chinking work between the rocks on the exterior is scheduled to start July 2022. This may require the front entrance to change to the side door when the front of the building is under construction. NPS and RMC will work together to create a safety barrier for visitors to continue to receive park information and shop.
- KVC exhibit and retail area remodel project
 - This project is in the final stages of reviews. The RMC store area has been approved and will function well.

Challenges and Opportunities

- Hiring and scheduling continue to be the dominant challenge for RMC retail. Ads were placed for hiring multiple clerks and warehouse for RMNP and Outlets store locations in the early spring. Retail has approximately 50-60 employees for a successful season. RMC continues to hire fully vaccinated applications, this providing safety concerns to be minimal for current employees and appreciated, but also limits applications.
- All Retail office employees attended the NPS orientation event recently and learned about the different aspects of the park. This enabled us to understand more of the NPS operations and collaboration that we are all working towards.

Program Financials

- Retail has purchased 3 new 2022 vehicles for visitor center deliveries. (One older vehicle traded-in for new vehicle, and 2 older vans transitioned from retail to Corps program).
- Retail hired 2 full-time office positions