

RETAIL PROGRAM

February 10, 2023

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- Retail completed 2022 with an increase in sales 17% over 2021, making this the highest growth in revenue to date for the RMNP Nature Stores. Below is the chart that shows 2022 sales at each RMNP location.
- The timeline for ordering products has changed and is now based on the economy and companies manufacturing to produce items. This means orders are placed earlier and ensures RMC receives orders for sale during our prime visitation season.
- Year-end inventory for 2022 was a primary focus for many weeks in Dec. with counts being at several warehouses and nature stores in RMNP. This was followed with reports and a scheduled audit in Jan. 2023.

Store Code	Store Name	Sales 2022 Year	Sales 2021 Year
AVC	Alpine Visitor Center	1,386,151.49	1,278,411.88
BVC	Beaver Meadows Visitor Center	2,505,884.88	1,728,801.33
FVC	Fall River Visitor Center	771,185.21	809,173.24
KVC	Kawuneeche Visitor Center	643,144.08	582,023.33
MVC	Moraine Park Visitor Center	377,631.14	466,768358
Totals		5,683,996.79	4,865,178.37

Recent Accomplishments and Current Activities

- **RMNP Retail Stores**
 - Retail revenue exceeded for 2022 over 2021 sales at 3 RMNP store locations: BVC, AVC and KVC. This is mainly due to these locations being completely full of merchandise, their entrance location in the park, high traffic locations and high visitation in visitor centers. Each of these locations sold out items extremely fast and had to be stocked multiple times by the retail warehouse team.
 - FVC location did not top 2021 sales with visitors focused on going to BVC and that entrance into the park, mainly due to Bear Lake and surrounding area being a popular site. Later in the year, sales were further reduced, related to impacts from the construction at and around the FVC kiosk entrance station.

- MVC location had its own issues with being closed earlier in the season than usual, around 7 weeks early due to bat activity. If that location was able to be open for the regular season, it too was projected to exceed sales. This location was remodeled into the largest selling area but was not fully utilized due to bat issues. It is scheduled for this 2023 season to be fully open.
 - All RMC stores that are open for the winter, the retail office worked with NPS on winter emergency operations plans in case of implement weather.
 - Continued NPS monthly meetings for 2023 season are scheduled to work on VC operations; this helps to determine plans with clerk hiring and duties at each location.
- **Estes Park Visitor Center Retail Store**
 - Estes Park town at the EPVC partnered with RMC to have an RMC nature store within the building to support the town visitors and facilities. Getting this project off the ground took almost a year for Estee to attend meetings to educate the positive benefits of partnering with RMC. This location is a primary spot for retail and the Field Institute, given its location in the center of town. The RMC retail contract is for 1 year, and we are taking advantage of all the store space provided. Store displays, register equipment, IT POS systems, RMNP and EP products were ordered and ready to install. Slat wall was constructed in certain areas for better merchandising and we developed a kids corner with fun items. A soft opening for Nov. 19th , prior to Thanksgiving, occurred within 2 days of transforming it to a store. We have received positive feedback on the store from the town, visitors and no complaints. Estes Park town in general is slow during the winter months for making revenue and so is this location with low visitation. We are excited to see the summer season operations and revenue for this store, expecting this to be profitable.
 - The EPVC final phase for adding molding to slat wall, setting up displays and merchandising should be completed by the end of February.
- **Retail Revenue for 2023**
 - BVC is up by 24% for the month of Jan. over last year. Statistics show most visitors enter the park through Beaver Meadows during the winter.
 - FVC is down by 28% from last year. RMC is solely operating this VC through the winter and spring season. The clerks give RMNP information and perform retail sales. The FVC kiosk entrance improvements project has impacted sales, as multiple signs in town are rerouting visitors to BVC entrance. FVC visitation is down.
 - KVC sales are slightly down from last year.
 - Overall, RMNP stores are up 9% for Jan vs LY. This month, the weather being colder than last year contributes to decreased VC visitation.

- EPVC sales don't have comparisons yet but are comparable to FVC sales for Jan. 2022 around \$8K.
- **Retail Website**
 - For 2022, the retail website store made \$61,577.95 in sales with \$44,449.17 in net, 1,576 total orders, and 3,129 products sold. So far, we are up 78% for the month of January 2023 compared to last year. Continuing to add new exciting products and updating item descriptions to have them be consistent and appealing.

Upcoming Activities and Projects

- **RMNP Nature Stores**
 - BVC, FVC and KVC nature stores will begin selling park passes to visitors that can't purchase them through the entrance kiosk due to NPS taking credit cards only. This does benefit RMC by making a small 10% revenue from each kind of pass sold. RMC currently, and in the past, sells RMNP passes at KVC during the winter months when the park entrance is not NPS stationed for selling them. We are in the process of getting the 2023 document agreements filled out to begin this when the park operations change.
- **Retail IT**
 - FVC will be getting an updated internet provider in the next few months. This includes pulling 3 fibers to FRVC. One for NPS data connection, 1 for the NPS Public Wi-Fi, and 1 for our RMC store which will benefit connectivity significantly.
 - Successfully opened the EPVC store, working with Big Hairy Dog, Greystone, and the EP IT Team to set up the new computer system and ensure communication with our systems. Still working on getting an RMC direct phone line added, this is essential for communication during the summer season.
 - Retail received new printers in the office and warehouse, making sure all computers are compatible for printing and scans.
- **Retail Trade Shows**
 - The retail team attended the Denver trade show and meetings with vendors went through the Fall and continues through this spring season. Many products are in production and being designed for all RMC locations. We are always looking to have unique exclusive items. Example: Casper WY Store is getting a new wagon logo that will be on an assortment of soft goods.

Challenges and Opportunities

- **Retail Product Ordering**

- Retail is continually working with vendors to get the best pricing available by taking advantage of specials in the Fall season off months for producing products, receiving deliveries early and warehousing. This saves retail large amounts of money even when having to place products in rented storage units. For example, Wild West apparel offers ordering between Nov. 1-20th and the special is to receive ½ off shipping and dating July 1st for payment. This saves thousands of dollars on shipping and then payment due in the summer months when revenue is coming in. The benefit to the company is they produce the order on their timeline and ship to the retailer when they are slow. This also means that we must have extra storage units to warehouse pallets of products before the high peak visitation begins in the summer. Another advantage for RMC is that the cost is lower before the new year pricing goes into effect. Also, the garments are in stock, and we will be guaranteed that the stores will be full of merchandise without running out during the season. The challenge is another storage unit needs to be rented.
- For other vendors that we order from, the costs of goods have increased, and all items must be retailed higher. Some items have risen \$2-5 dollars per item compared to a year ago.
- **Retail Inventory**
 - Year-end inventory was an issue this year to complete due to not enough warehouse workers on staff or sickness occurred during this time. Each item had to be counted at all 5 storage units and RMNP VCs along with still receiving pallets and stocking stores. This takes about 6-7 weeks to complete, adjust amounts in POS and audit was completed.
 - All Outlet stores that were open 2022 year had to complete inventory by Dec. 31, with all figures entered into RPRO and reports made for accounting/ audit.
- **Challenges**
 - Estes Park loop road construction starting Jan. 30th will affect BVC entrance into the park through the entire summer season. This may cause frustration in visitors prior to getting to the park at the VC's.
- **Retail Hiring Employees**
 - Hiring and scheduling continue to be the dominant challenge for RMC retail with clerk and warehouse. We need to have numerous employees to be able to fill all positions required for operations. We are hoping that the proposed increase in wages helps retain and gain new employees.

Program Financials

- Retail proposed budget includes hiring 2 full-time employees for the new EPVC store and 1 for RMNP stores.
- The warehouse has undergone changes in employee duties with the use of the computer, resulting in the need for a full-time warehouse assistant for better POS management.