

Survey Results

- **Total Participation: 426 Stores**
- **Heaviest Participation in the Midwest with 24% reporting, of 8 geographical areas**
- **Golden Spike Tower is considered a Historic site, which is considered the #3 most common museum in the study, behind Art and Other. (We did report in Other, as at the time of reporting, we did not know our category)**
- **25% of museums report Gross Sales of \$90,000-199,999. This is the most reported in category**
- **64% of Historic Site report a gross sale of less than \$200,000**
- **Midwest Stores report in less than \$90,000 in gross sales**
- **30% of reporting was small town or rural**
- **Stores with less than \$500,000 in gross retail sales are more likely to have regional visitors. Those above \$500,000 are more likely to have national visitors.**
- **Golden Spike Tower's gross sales in 2017 were \$189,189.97 in gift shop.**

Median Attendance by category:

	Historic Site	Midwest Area	\$90,000-\$199,000 in Gross sales	\$200,000	Golden Spike Tower
Full Attendance	37,774	46,292	35,800	51,000	34,531
School Groups	2,00	6,070	1,282	2,392	564
Tour Groups	2,803	1,428	2, 803	5,721	1,213
Special Events	2,786	5,000	3,619	4,500	1,218 (Plus RD 5,603)
Individuals	22,644	33,739	19,000	39,000	31,473

Store Location and Size

78% of museums charge a fee (29% of them offer FREE days)

95% of museums have an admission free store

71% of museums are a private, non-profit store

Only 17% of museum stores are designed with enter/exit access to museum

Historic Sites have the lowest Cost of Goods Sold and fewest transactions

Stores grossing between \$35,000 and above are open 11 months of the year

	Historic Site	\$90,000-\$199,000	\$200,000	Golden Spike Tower
Median Sq Footage	614	563	1,200	500
Visitors Per Sq Foot	62	64	115	47

In sq feet	Historic Site	Golden Spike Tower
On-Site Storage	275	120
Off-Site Storage	200	100
Office Space	200	Shared

	Historic Site	350-599 Sq Feet	\$90,000- \$199,999	\$200,000	Golden Spike Tower
Net Sales	\$138,807	\$133,190	\$138,807	\$259,259	\$105,649.13
Median Gross Margin	\$72,432	\$72,615	\$70,400	\$132,838	\$105,649
Median Gross Margin %	52%	55%	51%	56%	56%
Inventory Turn	1.2	1.1	1.1	1.6	2.1
Avg Inventory	\$59,000	N/A	\$61,700	\$77,402	\$38,500
Net Sale per visitor	\$3.67	N/A	\$3.88	\$5.08	\$5.48
COGS	\$68,617	N/A	\$67,454	\$126,421	\$76,435*

*based on avg of previous years. 2017 had an unusual COG.

- 50% of Museums are open 7 days a week.
- July, August, June are the busiest months for Historic Site, compared to December for all others (with exception of Science/Tech)
- Historic Sites have a more varied schedule compared to other types of museums. 31% close Sun, 23% close Wed
- Average museums are open 48 hours per week, 38% are open over 50 (we are open 70)
- 86% of starts are open year round

Products

Top 10 Selling Items

1. Books & Related Items
2. Gift & Home
3. Jewelry
4. Games & Toys
5. Apparel
6. Souvenir & Promotional
7. Accessories
8. Custom
9. Exhibit Related
10. Food

Golden Spike Tower

1. Souvenir & Promotional
2. Apparel
3. Books
4. Food
5. Toys & Games
6. Gifts & Home
7. Jewelry
8. Multi Media
9. Exhibit Related
10. Accessories

Historic Site Top 3 selling items: Books, Souvenir/Promotional, Gift & Home

Memberships

- 54% of Historic Sites offer memberships
- Historic Sites report that 10% or fewer customers have membership
- Less than 10% of sales come from memberships

Website

46% of Stores have website

77% of online stores have all online product available in the store, but not all store products are online

	Historic Site	\$90,000-199.999	\$200,000
% of sales from online	2.38	1.85	1.26
Avg Sale	20.87	26.00	35
# of products offered	50	75	100

Top Website Products

1. Books
2. Gift Home
3. Apparel
4. Custom Products
5. Souvenir & Promotional
6. Jewelry
7. Reproductions
8. Accessories
9. Games & Toys
10. Paper Products

Top Products for a Historic Site

1. Books & Related Items
2. Souvenir/Promotion

	Historic Site	\$90,000-199.999	\$200,000
Stores offering wholesale	21%	14%	46%
% of sales from wholesale	1%	3%	1%
Stores selling custom made products	95%	83%	90%
% of sales form custom	15%	10%	9%

- 57% of stores saw an increase from 2016 to 2017 Sales
- 1/3 of stores said reported online stores level 2016 to 2017
- 19% of store grew 6%-10% last year (this is the category we were in)
- Average discount offered is 25%, median is 20%

Employees & Volunteers (Dedicated to Store ONLY)

	Historic Sites	\$90,000-\$199,000	\$200,000-	GST
Full Time	1	1	3	1
Full Time Payroll	\$43,035	\$29,500	\$43,750	\$22,727.
Part Time	5	5	3	4*
Volunteers	8	8	2	3
% that receive a bonus	8%	12%	11%	3 per year
PT Median hourly wage	12.00	11.00	13.50	10.50
Amt on payroll for store only	\$65,000	\$56, 595	\$106,725	\$39,743.56*

*Based on 50% toward store, 50% toward museum. As most stores do sell admissions, that is handle separate.

- 76% of store employees are part time
- 20% of historic site use volunteers
- Overall museum stores have three full time equivalent sales associates
- Avg tenure for sale associate: 1-2 years (38%), 3-5 years (36%)
- 62% of stores have a store manager, 30% assistant store manager

Percent of stores that offer Benefits for Sales Associates

	Historic Sites	\$90,000-\$199,000	\$200,000-	GST
Health Insurance	38%	17%	32%	FT only
Paid Sick Leave	28%	26%	41%	FT only
Paid Vacation	28%	20%	36%	Based on hours
Retirement Plan	30%	24%	30%	None
Bonus	8%	3%	9%	3 per year
Other	15%	9%	14%	
None	35%	61%	41%	

Store Marketing

	Historic Sites	\$90,000-\$199,000	\$200,000-
% of stores w/ marketing for store only	21%	37%	36%
Median Store Marketing Budget	\$10,000	\$1,200	\$3,000
% of Total Sales	4%	1.3%	.92%

Top Marketing Methods for Store Marketing

- 33% of Historic Site use SEO, above 20% for other museums
- 19% use google ad words

Top 3, most effective:

- 82% Social Media
- 77% In-Museum Displays
- 70% Email Promotions