

# ACKLANDARTMUSEUM

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL



# Agenda

- Project Process to Date - Paula
- Update Store - Scott
- Build Stronger Ties to UNC - Thomas
- Partner with Museum - Hide
- Survey Past and Potential Customers - Bret
- Conclusions & Next Steps - Paula

# In Phase I our initial findings shaped 3 hypotheses, to question how AMS can become profitable

Downtown is a competitive retail environment, with declining customer base

Extending product mix and marketing efforts could lead to more sales

Understanding the customer could allow AMS to position itself more appropriately

Adopting gift shop and gallery competitor strategies could be beneficial

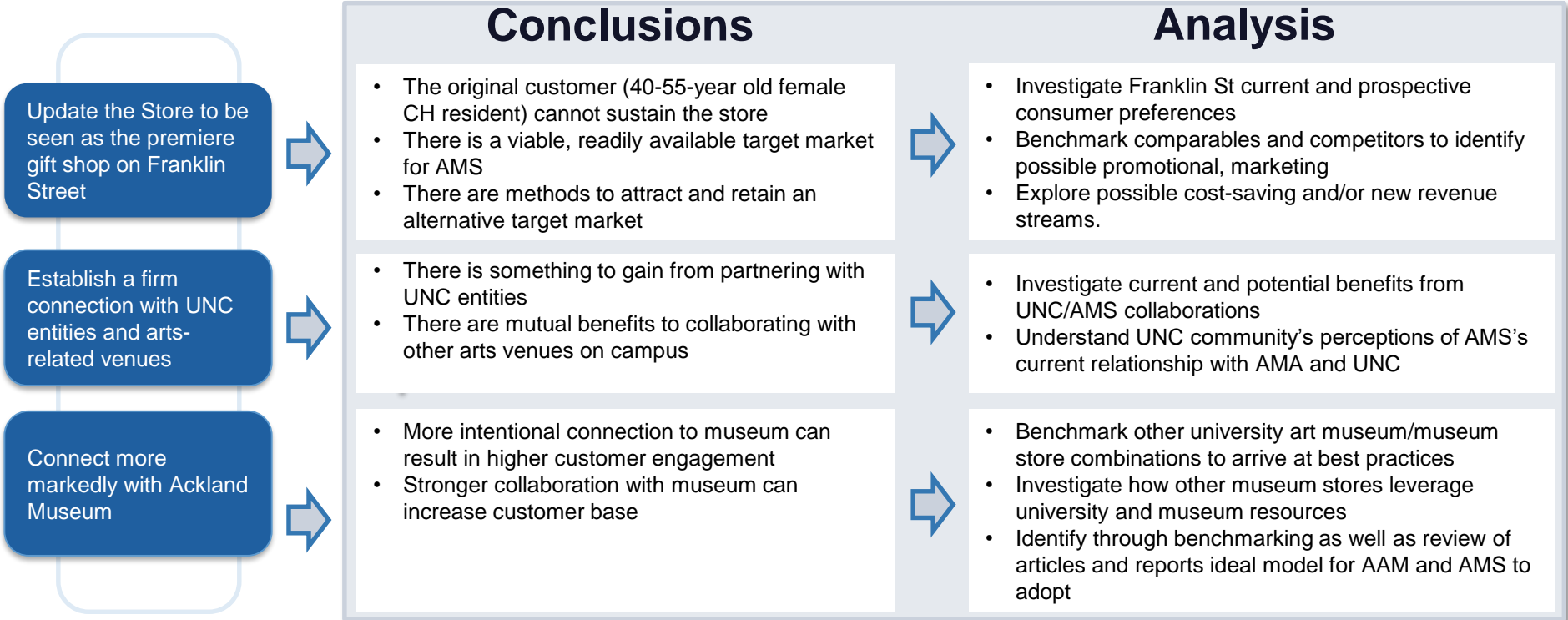


Update the Store to be seen as the premiere gift shop on Franklin Street

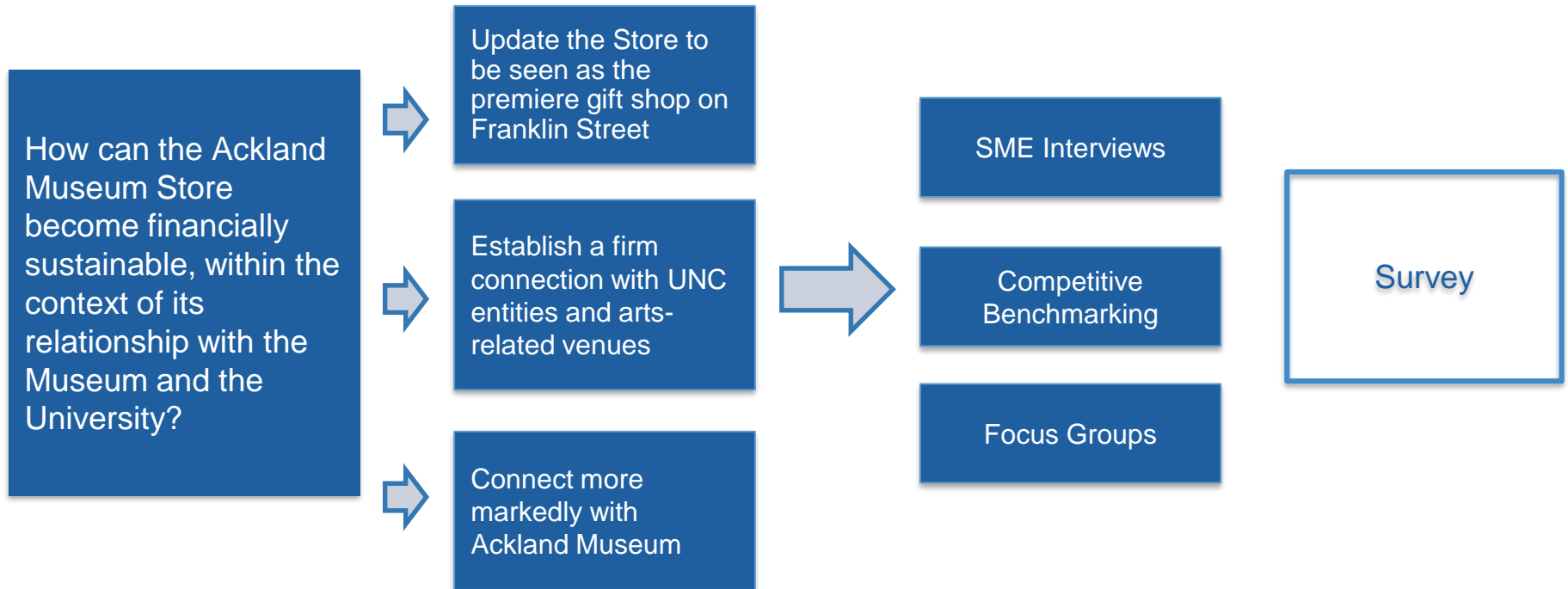
Establish a firm connection with UNC entities and arts-related venues

Connect more markedly with Ackland Museum

# Phase II Summary of work and conclusions



# Team has spent Phase II benchmarking and beginning to probe current and prospective customers



# Primary research conducted by team has shaped initial hunches

## Update Store



- Cater to foot traffic on Franklin St
- Raise awareness that store exists
- Community connected in-store events are an important driver of sales

## Build Stronger ties to UNC



- Collaborate with university to increase awareness
- Utilize student body to decrease overhead and increase engagement
- Create better cross promotion with other UNC entities and arts venues

## Partner with Museum



- Draw Ackland Museum visitors to AMS with signage, displays, and enticements
- Tie Substantial Part of Product Mix to Permanent and Temporary Exhibits
- Increase cross promotional efforts between AMS/AAM

Update AMS

Build stronger  
ties to UNC

Partner with  
museum

Survey past and  
potential  
customers

# Update AMS by targeting, attracting, & retaining a “new” customer

Conclusion	Analysis	Data	Actions Taken
The original customer (40-55-year old female CH resident) cannot sustain the store	Investigate Franklin Street consumer wants/needs/ behaviors	Customer and pedestrian surveys	Conducted UNC student focus groups Designed a preliminary survey
There is a viable, readily available target market for AMS and there are methods to attract and retain an alternative target market	Competitive Benchmarking	Detailed competitive landscape including product mix, layout, and price points	Conducted interviews with comparable museum stores and CH gift shops



# SMEs included gift shops, galleries, non-profits, and UNC Employees

## SME Interviews Conducted:

Bonnie Barr – Museum of the Shenandoah Valley  
Store Manager

Maureen Baughman – Calvert Marine Museum Manager

Jennifer Blessman – The Virginia Shop

Sara Gress – NC Crafts Gallery Owner

Torey Mishoe – Frank Gallery Manager

Matt Thys – Morehead Planetarium Store Manager

Carol Tresolini – Vice Provost of Academic Initiatives

Lew Kellogg – UNC Vice Chancellor Finance & Admin

Missy Julian-Fox – UNC Visitor's Center

Aaron Nelson – Chamber of Commerce



# SME interviews focused on museum stores and galleries best practices for product mix and foot traffic

Museum Store / Gallery	Sample Questions
Morehead Planetarium Store	<p><b>1. What sort of criteria do you have to host events in your store?</b>  <i>We only host events if there is greater community interest such as 2nd Friday Art Walks – NC Crafts Gallery</i></p>
Calvert Marine Museum Store	<p><b>2. How do you determine your ideal inventory to cater to guests?</b>  <i>If items are too far away from being related to the museum, then they will not sell – Calvert Marine Museum</i></p>
The Virginia Shop	<p><b>3. What other methods have been successful to drive traffic to the store?</b>  <i>We have two annual "sales" to get through leftover inventory. I am allowed to set up tables in our lobby – The Virginia Shop</i></p>
Museum of the Shenandoah Valley Store	<p><b>4. Do you have any analytics or software the you use that has been helpful to run the store?</b>  <i>Counterpoint / QuickBooks – Calvert Marine Museum / Frank Gallery</i></p>
NC Crafts Gallery	<p><b>5. Are there purchase options over the phone and/or on line?</b>  <i>We closed the online store because it did not make money– Museum of the Shenandoah Valley</i></p>
Frank Gallery	<p><b>6. Are customers asked if they'd like to get emails regarding items or events?</b>  <i>The store does not send emails to customers or collect customer emails – Morehead Planetarium Store</i></p>

# Sample SME Q&A for store presence, product mix, & online sale experience

**Calvert Marine  
Museum**

What methods have been successful to drive traffic to the store?

*"We set up a satellite store when the museum has a large event"*

**Museum of  
the  
Shenandoah  
Valley**

*"Marketing department has been successful with Facebook blasts to bring people in"*

How do you determine your ideal inventory to cater to guests?

*"If items are too far away from being related to the museum, then they will not sell."*

*"Try to carry as many local products as possible"*

Are there purchase options over the phone and online?

*"Privately, the online store is a joke. We sell only about three things on the online store"*

*"We closed the online store because it did not make money"*

# SME interviews focused on UNC and Chapel Hill non-profits focused on interactions with AMS

UNC / Government Employee	Sample Questions
Carol Tresolini – Vice Provost of Academic Initiatives	<b>What sort of University support is provided to AMS?</b> <i>“Just rent”</i>
Missy Julian-Fox – UNC Visitor’s Center	<b>How does the UNC Visitor’s Center support AMS?</b> <i>“Included in tours and visitors guide publications”</i>
Lew Kellogg – UNC Vice Chancellor Finance & Admin	<b>What’s your work been like with Ackland and AMS?</b> <i>“Their primary focus for me has been in that they have an interest in an online store”</i>
Aaron Nelson – Chamber of Commerce	<b>Would the Chamber of Commerce be able to send a survey to its members regarding AMS?</b> <i>“Yes, we can put the survey on our Facebook page”</i>

# Comparable stores and galleries leverage students and volunteers to lower costs

Museum Store	Student / Volunteer Program?	Number of full-time staff (store only)
Morehead Planetarium Store	Yes	1
Calvert Marine Museum Store	Yes	1
Virginia Shop	Yes	1
Frank Gallery	Yes	1
Ackland Museum Store	No	2
Museum of the Shenandoah Valley Store	No	1
NC Crafts Gallery	No	1

# SMEs focused on location, signage, and store presence as key factors

## To cater to foot traffic, museum stores and gift shops:

1. Try to capture impulse purchases by being near the corresponding museum or in a prime real estate location
2. Use window displays or street displays to entice customers into their shop
3. Have attractive and prominent signage
4. Some museum stores have pop-up stores in the museum or at off-site events
5. Try to convert foot traffic at museum and community events into sales





# Comparable museum stores focus on museum-related and local products

- Comparable stores carry museum-related items and sell products from local artisans
- Online sales for museum store benchmarks have been very low and unprofitable
- Customers need a reason to come back, for events or updated merchandise



# Summary

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## Partner with Museum



- Draw Ackland Museum visitors to AMS with signage, displays, and enticements
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Update AMS

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# Hypo 2: Establish a firm connection with UNC entities and arts-related venues

Conclusion	Analysis	Data	Actions Taken
<p>There is something to gain from partnering with UNC entities</p> <p>There are mutual benefits to collaborating with other arts venues on campus</p>	<p>Investigate current and potential benefits from UNC/AMS collaborations</p>	<p>Info from UNC entities/venues on the ways they partner with each other and the resulting sales figures</p>	<p>Interviews with Ackland Museum associates, UNC entities/venues</p>
	<p>Understand UNC community's perceptions of AMS's current relationship with AAM and UNC</p>	<p>UNC community opinions</p>	<p>Conducted focus groups of UNC students (undergrad/grad)</p> <p>Will conduct focus group of UNC art department students</p>

# SMEs include University-related positions at AAM and various UNC stores, offices and programs

**SME interviews are intended to verify the conclusion that AMS could benefit from collaboration with UNC entities and art venues**

## **SME Interviews Conducted:**

Allison Portnow Lathrop – AAM  
Emily Bowles - AAM  
Elizabeth Manekin – AAM  
Matt Thys – Morehead Planetarium Store Manager  
Jonathan Prinz – Brand Consultant  
Chuck Sockell, Michele Gretch-Carter – Student Stores

## **Upcoming SME Interviews:**

UNC Admissions Office  
PlayMakers  
Carolina Performing Arts  
NC Botanical Garden  
Focus Group with undergrad/grad art students



# SME interviews included questions directed toward understanding need for and benefits from collaboration

## **AAM University Programming**

“Do you collaborate with the AMS on academic projects?”

“Are there any opportunities for the AMS to create unique academic programming with UNC?”

## **AAM Communications**

“Do you communicate specifically with the UNC community?”

“Does AAM collaborate with AMS in marketing/advertisement?”

## **Morehead Planetarium Gift Shop**

“How do you promote yourself to UNC faculty, staff, students?”

“How many of your customers are UNC affiliated?”

# Collaboration could address need for more customer communication at the AMS

Customer Group	Communication Method
Existing Store Customers	AMS email newsletter <sup>1</sup>
Existing Museum Visitors	Museum's email newsletter (bi-weekly)
Potential Museum Visitors	None
UNC Community (students, faculty, staff)	None <sup>2</sup>
Chapel Hill/Carrboro Community	None <sup>3</sup>

1: To be confirmed

2: Occasionally University Gazette

3: Occasionally WUNC Radio Spots (given to store by museum)

Source: Emily Bowles - Director of Communications at Ackland Art Museum



NORTH CAROLINA PUBLIC RADIO® 91.5

## AT THE STORE

### Jewelry Sale

Through the month of February, select jewelry is 50% off (or more)! And, of course, the Store has a fantastic selection of valentines!

### UNC Employee and Member Discount

Ackland Art Museum Members and all UNC Employees receive a 10% discount on most Museum Store purchases. In addition, Ackland Members enjoy special discounts during several designated Member Shopping Days throughout the year. Become a Member in person at the Store, by calling 919.843.5637, or online at [ackland.org/support/membership/](http://ackland.org/support/membership/).



**Ackland Museum Store**  
109 E. Franklin St., Downtown Chapel Hill  
Open daily! See full hours [here](#).

# Focus Groups revealed that UNC students do not visit the AAM/AMS very often, creating room for opportunity

## Focus Group Setup:

9 undergrad students  
9 graduate students  
1 hour for each group

## Meaningful Quotes

“I go to stores in CH when I’m looking for things unique to CH.”

“I’m more inclined to buy things in different places because it makes me think of that place.”

## Meaningful Takeaways

Only 1 undergrad student had visited the AMS

8 of 9 undergrads visited the AAM

Graduate students visit museums more often

Undergrad students visit Franklin more often

## Why do you go or not go to the Ackland Art Museum?

“I don’t know much about what’s going on there. I know the gift shop because I’ve walked by.”

“I had no idea it was free and I could come whenever!”

## Is there any other information you would like to share about why you do / do not shop at the Ackland Art Museum Store?

“I would want gifts to be associated with exhibits.”

“I walk by and associate it with the museum, so because I didn’t go into the museum I don’t feel right going in.”

# AAM's engagement with UNC through academic programming could be a collaborative area

## Insights

Numerous academic events are held at the museum (lectures, tours given by professors)

General museum events involve faculty, such as Ackland Film Forum

UNC Faculty are involved with museum curation (American Studies professor curated Ronald Lockett exhibit)

**ACKLAND**  
**FILM**  
**FORUM**



Source: Elizabeth Manekin - Head of University Programs and Academic Projects at Ackland Art Museum

# Morehead Planetarium Gift Shop compares well with the AMS and could be a beneficial future collaborative partner

## Insights

Despite similarities, Planetarium and Gift Shop attract different visitors and gift purchasers than AAM and AMS

Queue for theater results in visitors waiting in the gift shop and seeing the products

Lack of selling UNC-related items results in visitors saying “Where’s Rameses?”



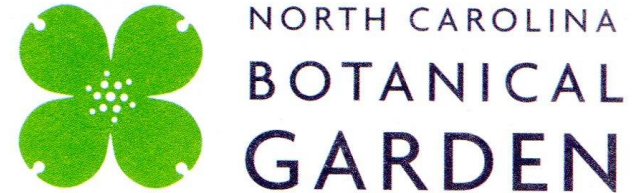
Source: Matt Thys - Retail Director at Morehead Planetarium Gift Shop

Activity	MPGS	AMS
<b>Discounts for UNC faculty/students</b>	None	Yes, for students and faculty
<b>Proximity to main institution</b>	High	Low
<b>Publicizing of Store to UNC community</b>	None	Low



# Other UNC entities/arts venues could also provide opportunities for collaboration

SME interviews with these entities are being conducted now and in the coming weeks



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# Hypo 3: Connect more markedly with Ackland Museum

Conclusion	Analysis	Data	Actions Taken
More intentional connection to museum can result in higher customer engagement	Understand how AMS and the Ackland are currently collaborating	Information shared by AMS, AAM, and focus groups	Interview with the Ackland Museum managers
Stronger collaboration with museum can increase customer base	Competitive Benchmarking	Investigate how other museum stores leverage university and museum resources	Interview other university art museum store managers

# SMEs include faculty/staff from AAM and UNC's Art Dept. and other university museum store managers

## **SME Interviews Conducted:**

### **UNC art community**

Allison Portnow Lathrop – Ackland Art Museum  
Emily Bowles - Ackland Art Museum  
Jim Hirschfield – UNC Art Department

### **Comparable university art museum stores**

Justin O'Connor - Blanton Museum of Art Store  
Marissa Onheiber - Weisman Art Museum Store

## **Interviews Questions:**

### **UNC art community**

Does the store have its own budget?  
How do you help market the store?  
Can the store sell/exhibit students' products?  
How are you involved with products selection?

### **Comparable university art museum stores**

Do you have your own budget or depend on museum?  
How does the museum help market the store?  
How is the museum involved with products selection?

# UNC community has mixed perceptions of relationship between the store and museum

“AMS looks more like a Franklin Street’s design store”

(Ackland Museum staff)

“I walk by AMS and associate it with the museum”

(Undergrad student)

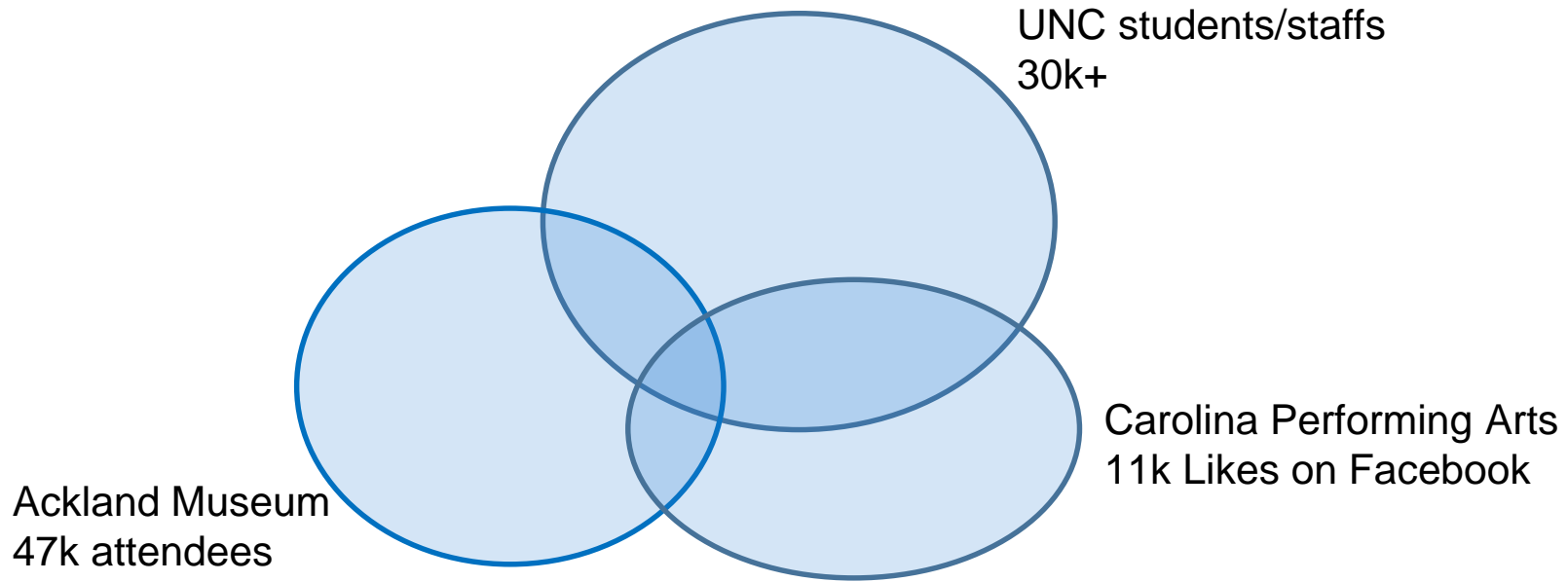
“I would want gifts to be associated with exhibits”

(Undergrad student)

“AMS doesn’t target people who are interested in art”

(Art department faculty)

# UNC Art Community may have great potential to become AMS customers



**TO BE CONFIRMED BY SURVEY**

# The museum interacts with Chapel Hill/Carrboro and UNC students through public programs

## Insights

There are many public programs at the Ackland bringing in a diverse group of people (wellness programs, family day, art-making programs)

The museum offers programs exclusively for UNC students (hands-on art making program, Art à la Carte)

Around 10,000 students of all ages visit the Ackland annually

Source: Allison Portnow-Lathrop - Public Programs Director at Ackland Art Museum



Yoga in the Galleries



Family Day



Art à la Carte



# Blanton and Weisman have stronger sales regardless of the store size, likely due to marketing efforts

	Museum Store			Museum Attendance	
	Annual Revenue	footage	Revenue/ft	Total	Univ Students
<b>Blanton Museum of Art</b>	<b>311,842</b>	<b>1,413</b>	<b>221</b>	<b>136,350</b>	<b>18%</b>
<b>Weisman Art Museum</b>	<b>243,559</b>	<b>838</b>	<b>291</b>	<b>67,000</b>	<b>35%</b>
Harn Museum of Art	164,129	335	490	110,907	0%
Chazen Museum of Art	153,027	896	171	108,154	40%
Indiana University Art Museum	103,550	1,100	94	73,087	15%
University of Michigan Museum of Art	91,170	703	130	210,000	17%
<b>Ackland Museum Store</b>	<b>275,491</b>	<b>1,800</b>	<b>150</b>	<b>47,829</b>	<b>n.a</b>

# Success for comparable stores depend on marketing support from their museums / institutions

	Blanton(Austin)	Weisman(Minnesota)
Own Budget	None (Museum's budget)	Self-sustaining
Museum related items	“Exhibition related products are <b><u>one of the best-selling items</u></b> ”	“Always have a <b><u>table of products that related to exhibition</u></b> or going on at museum”
Marketing with Museum	“No independent marketing” “A fair trade <b><u>trunk show in-museum was so successful</u></b> ”	“I do get <b><u>marketing support from the marketing director of the museum</u></b> for some events”

cf1) Of Total Sales Amount, Logo/souvenir/insignia items=15%, Exhibition specific items=27%

cf2) 77% of stores depend their marketing budget on their museums / institutions.

source : AMS Retail Marketing Report 2014, on average of 351 stores

source : Interview with store manager

# Blanton at Austin has strong customer base in both visitors and local government workers

In a large tourist town, near Texas capitol



## For travelers and museum visitors

- Exhibition items (socks, wallet...)

## For local workers

- Gifts which don't associate with museum (jewelry, scarves...)

## For both

- Local products, Art related items, hand made fair trade...

source : Interview with store manager



# Weisman at Minneapolis successfully makes up for lower traffic by catering to University's needs

- Low traffic to the museum → 67,000/year (no travel exhibition, no café)
- High involvement of students → 34% of 67k (Ave16%)



Museum is designed by Frank Gehry

**Primarily target university staffs and students**

source : Interview with store managers  
Website : <http://www.weisman.umn.edu/wam-shop>

# Weisman at Minneapolis successfully collaborates with University community in multiple ways

## 1. Build relationship with students community

- Featuring students/alumni artworks during holiday  
→ *Increased awareness from students/ alumni association.*
- Collaborating with Retail Merchandising students to develop window display  
→ *Helped draw students in store. Donors like the collaboration.*
- Employing student part timers as staffs  
→ *Reduced costs. Social media are run by students.*

## 2. Drive traffic to the store by targeted marketing

- Ads on the main university website and email.  
→ *Big increase in sales.*
- 10% discount for students  
→ *Most effective for students, spreading the word among student body*

Students designing window display



source : Interview with store managers

Website : <http://www.weisman.umn.edu/wam-shop>

# By modeling after Weisman Art Museum Store, AMS/AAM can find mutual success

	Blanton(Texas)	AMS	Weisman(Minnesota)
Museum Traffic	High(136k)	Low(40k)	Low(67k)
Target	Travelers (Museum visitors)	Locals (CH residents)	Locals (staffs, students)
Store Location	Next to Museum	Outside Museum	In the Museum
Parking	Paid parking	Paid parking	Free Parking
Cafe	In the same building	none	none
Revenue/Expense	312k / 270k	275k / 186k	244k / 190k

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Update Store

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# Distributing a customized survey will allow us to validate discoveries

**Overview:** A “branched” online survey with 38 total quantitative-focused questions to explore the different emerging trends we have identified.

## Update the Store



## Tie to UNC



## Connect with Museum



## Collection Goals

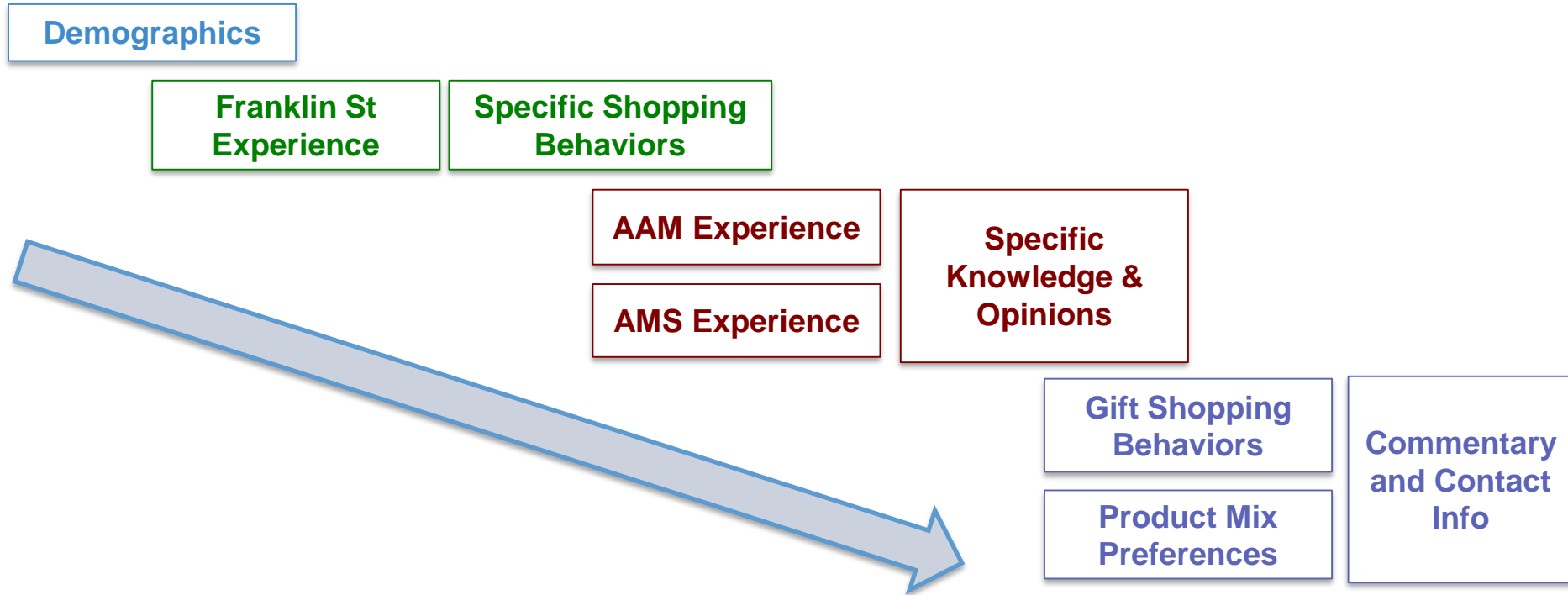
- Demographic trends
- Competitive outlook
- General commentary
- AMS signage and product mix evaluation
- Opinions & knowledge of AAM/AMS
- Chapel Hill & Franklin St shopping behaviors

# The survey distribution plan will capture an estimated 800 responses across a broad spectrum

Participants	Source of Distribution	Response Estimate
Students	<ul style="list-style-type: none"><li>• UNC Marketing Department</li><li>• Jim Hirschfield - UNC Art Department</li><li>• Student Clubs &amp; Organizations</li><li>• Facebook</li></ul>	400
UNC Faculty/Staff	<ul style="list-style-type: none"><li>• UNC Marketing Department</li><li>• UNC Arts Department</li><li>• ODOM Institute</li></ul>	100
UNC Alumni	<ul style="list-style-type: none"><li>• Alumni Network Databases</li></ul>	100
CH Residents	<ul style="list-style-type: none"><li>• Chamber of Commerce</li><li>• AMS Store Members</li></ul>	100
Visitors	<ul style="list-style-type: none"><li>• UNC Visitor Center</li><li>• Chapel Hill Visitor Bureau</li></ul>	100



# The “branched” survey structure allows us to capture highly specified data from participants



# This example explains how branches will deliver different questions based on the user's experience

What is your familiarity with the Ackland Museum *Store* on Franklin St?

- I've never heard of it.
- I've heard of it but never visited.
- I've visited before but didn't make a purchase.
- I've visited and made a purchase.

How did you first hear of the Ackland Museum Store?

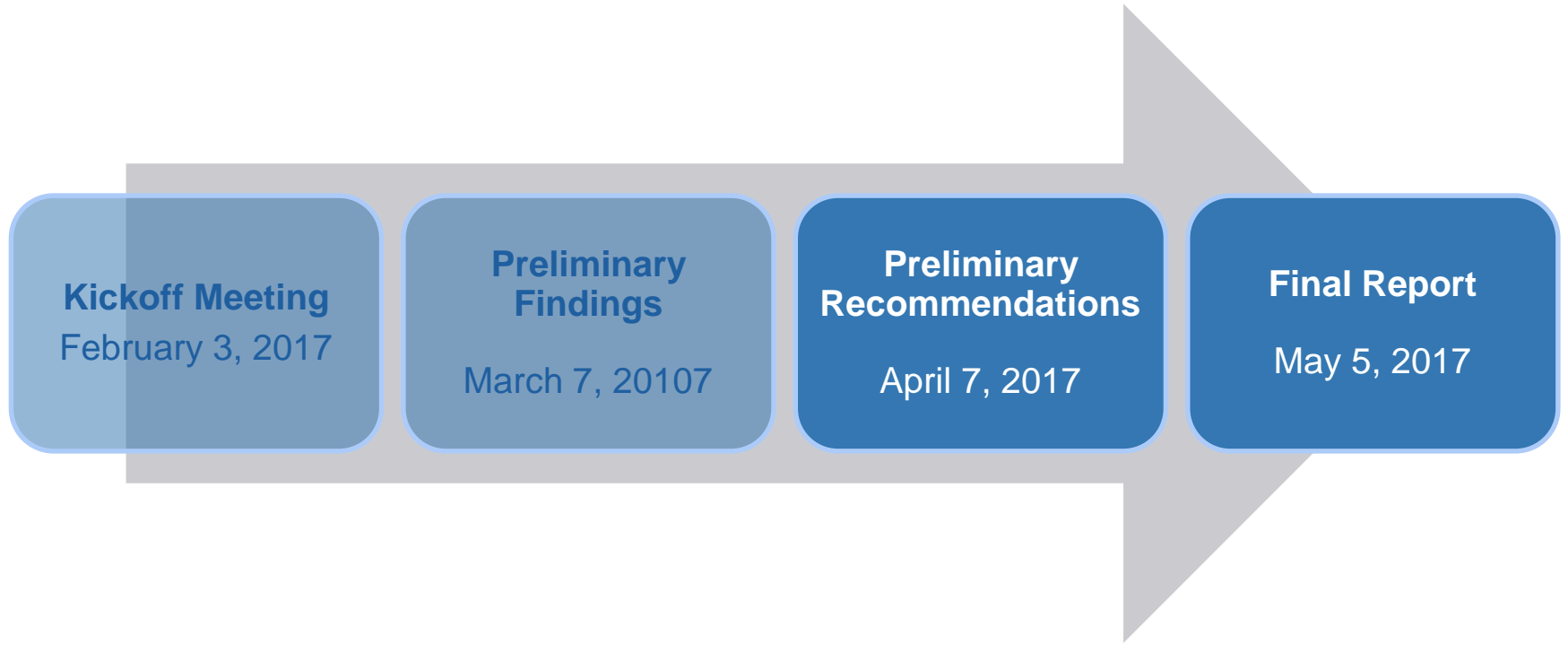
What is your satisfaction level with the store product mix?

How could AMS make you a more likely repeat purchaser?

# In addition to the survey, team will continue to conduct interviews, focus groups and benchmarking

Update Store	UNC	Museum
<ol style="list-style-type: none"><li>1. UNC work-study programs</li><li>2. UNC Visitor Center</li><li>3. Chapel Hill Visitor Center</li><li>4. University Communications</li><li>5. Talk to the following stores<ul style="list-style-type: none"><li>• Cameron's</li><li>• Woman Craft</li><li>• University Florist</li><li>• Twig</li><li>• NC Botanical Garden Store</li><li>• Dana McMahan (UNC Admin) - former owner</li></ul></li></ol>	<ol style="list-style-type: none"><li>1. Chuck Sorbell and Michele Carter-Hayes of UNC Student Stores</li><li>2. UNC Undergraduate Admissions Staff</li><li>3. PlayMakers, Carolina Performing Arts Staff</li><li>4. Focus Group with Undergrad/Grad UNC Art Students</li><li>5. Roll out survey specifically to Undergrad/Grad UNC Art Students (in addition to other survey audiences)</li></ol>	<ol style="list-style-type: none"><li>1. More competitive benchmarking against other museum stores (Chazen Museum of Art, University of Michigan Museum of Art)</li><li>2. Feasibility research of cross promotion with AMM</li><li>3. Feasibility research of developing exhibition related products</li><li>4. Measure potential impact of those marketing activities</li></ol>

# Project timeline

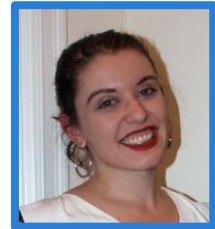


# Discussion

# Appendix



# Our Team – Make Bank\$y



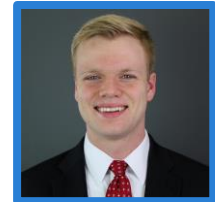
**Paula Gomes – Project Leader**

- UNC MBA 2018, Marketing Concentration
- Bucknell University, Business Administration Degree
- Experience: Financial Services, Profit and Non-profit
- Interests: arts, music, travel, reading



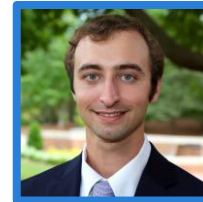
**Hideaki Tabata – Data and Logistics Officer**

- UNC MBA 2018, General Management Concentration
- Kyoto University, Art History Degree
- Experience: Corporate Strategy, B2B Marketing in Manufacturing
- Interests: arts, reading, Japanese tradition



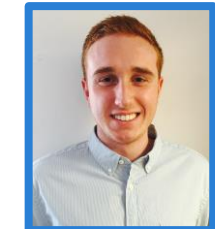
**Thomas Darden – Technology Officer**

- UNC BSBA 2018, Consulting Concentration
- Experience: Financial Analysis, Marketing, UNC Club leadership
- Interests: reading, exercising, travel



**Scott Wallshein – Communications Officer & Fun Officer**

- UNC MBA 2018, Real Estate Concentration
- University of Virginia, Commerce Degree
- Experience: Financial Services Consulting
- Interests: golf, travel, soccer



**Bret Senior – Team Focus Officer**

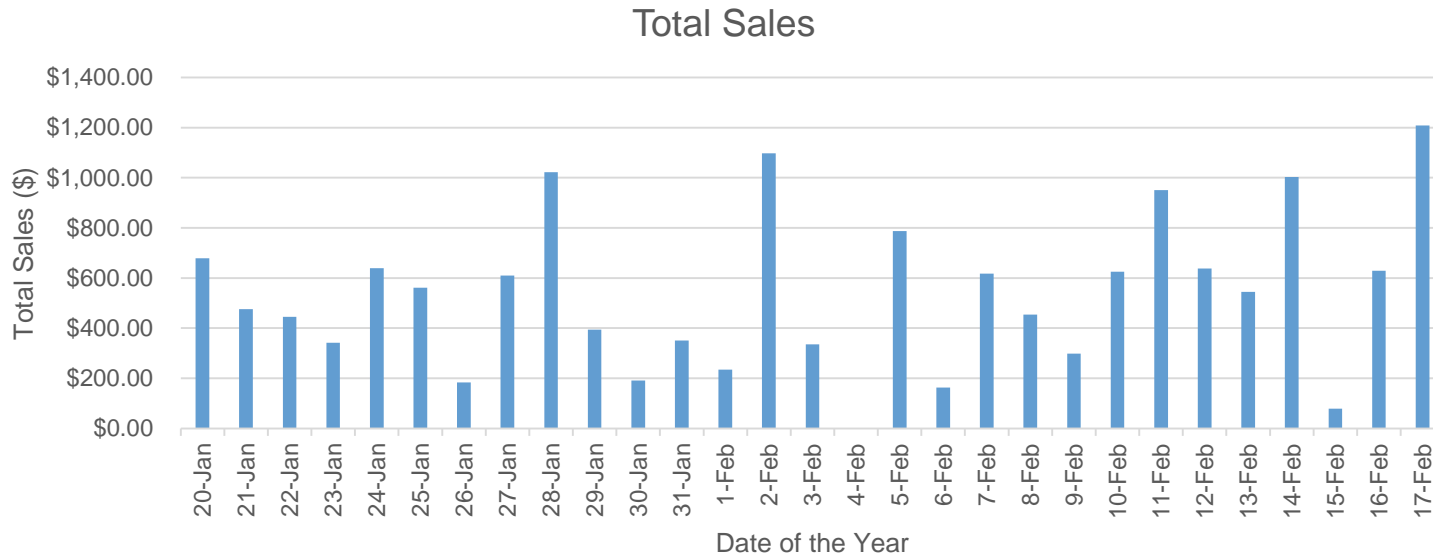
- UNC BSBA 2017, Consulting & Marketing Concentration
- Experience: Strategic & Digital Marketing
- Interests: travel, technology, books



**Dr. Lynne Gerber – Faculty Advisor**

- Former STAR & STAR Global Director
- EdD, NC State & MBA, UNC-Chapel Hill
- Experience: Adult Education, Program Administration
- Interests: Coaching, mentoring, Collecting America's Story

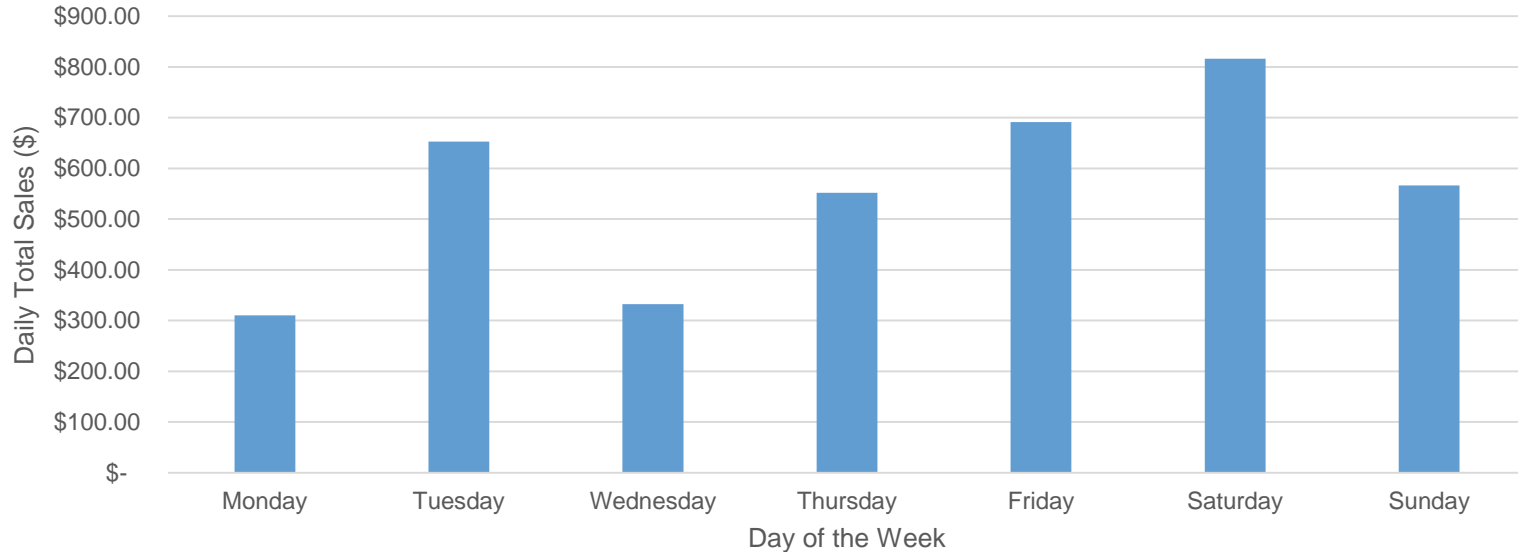
# AMS daily sales range from a high of \$1200 to a low of \$79



\*During the time period studied from January 20 until February 17th, 2017. Please note that the store was closed on February 4<sup>th</sup> due to a water outage in Chapel Hill.

# AMS average daily sales vary greatly with Saturday highs and Monday lows

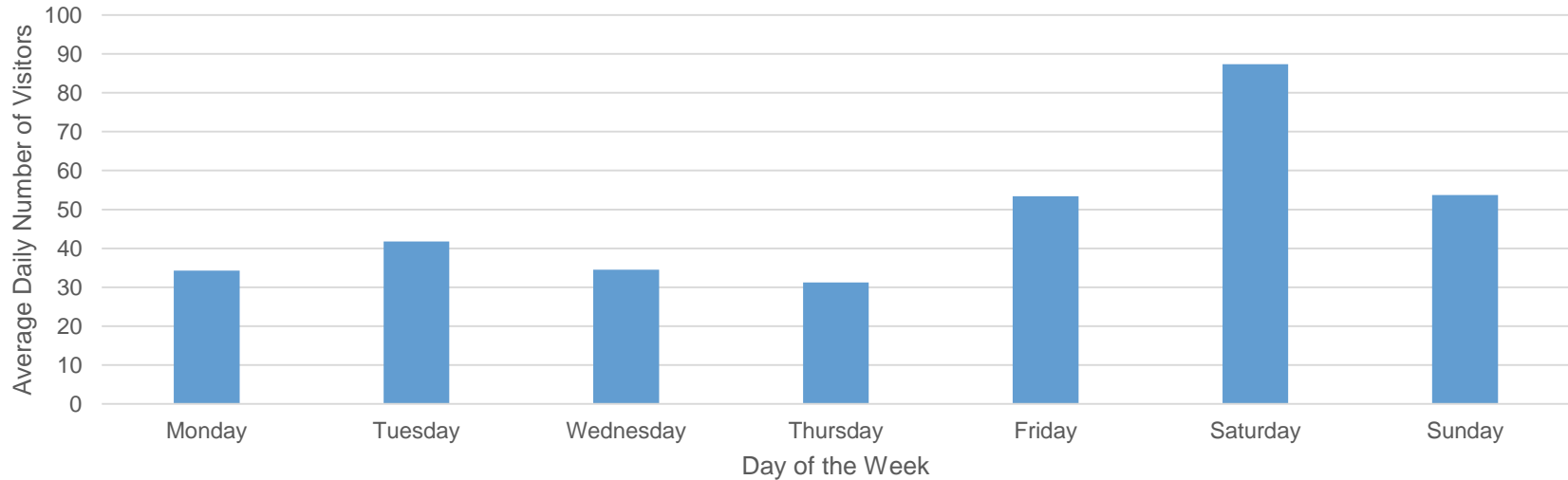
Average AMS Daily Sales



\*During the time period studied from January 20 until February 17th, 2017. Please note that the store was closed on Saturday, February 4th due to a water outage in Chapel Hill.

# Saturday has the highest average daily number of AMS Visitors

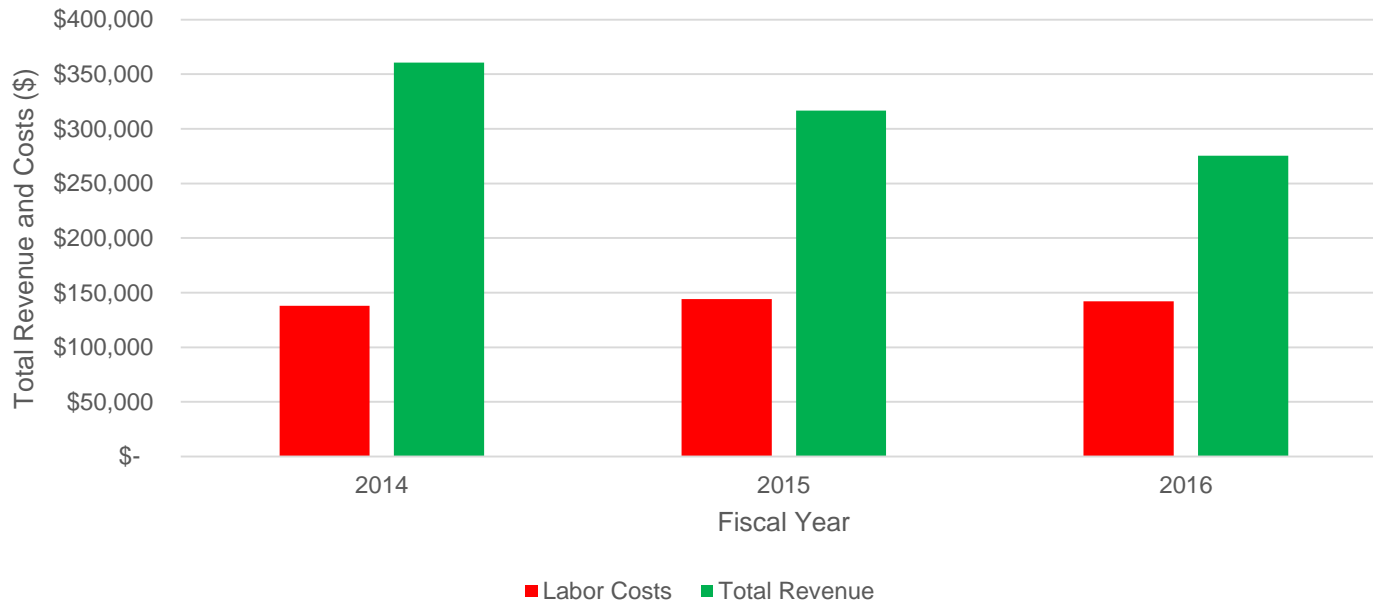
Daily Average Number of Store Visitors



\*During the time period studied from January 20 until February 17th, 2017. Please note that the store was closed on Saturday, February 4th due to a water outage in Chapel Hill.

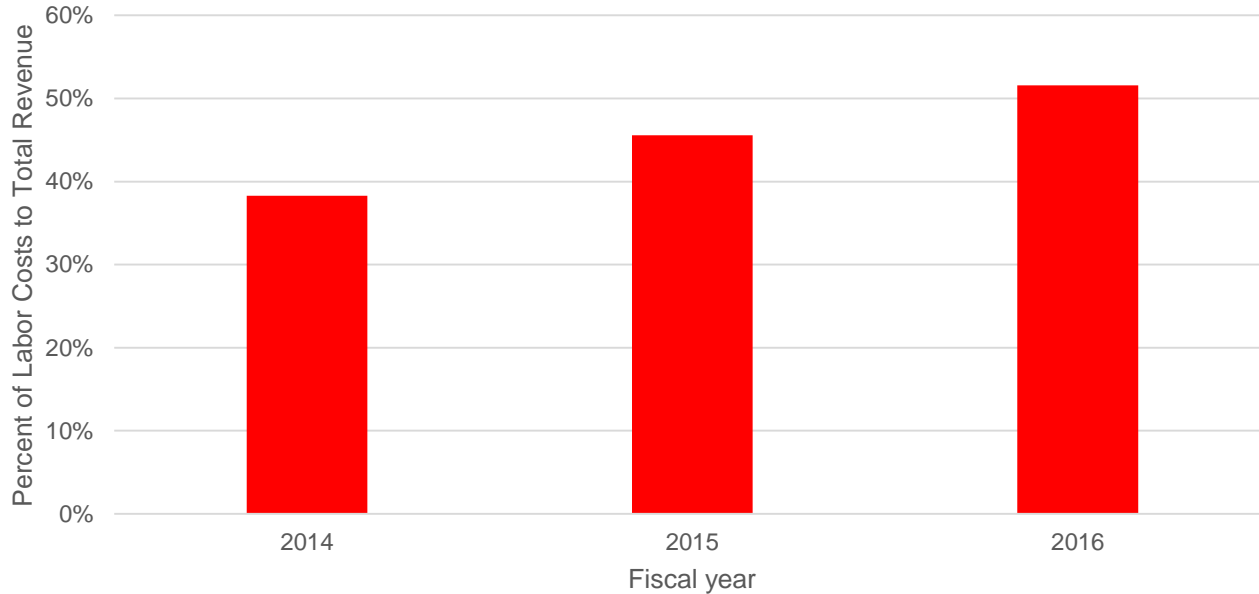
# AMS labor costs are stable, but sales have decreased substantially

AMS Total Labor Costs and Total Revenue 2014 to 2016

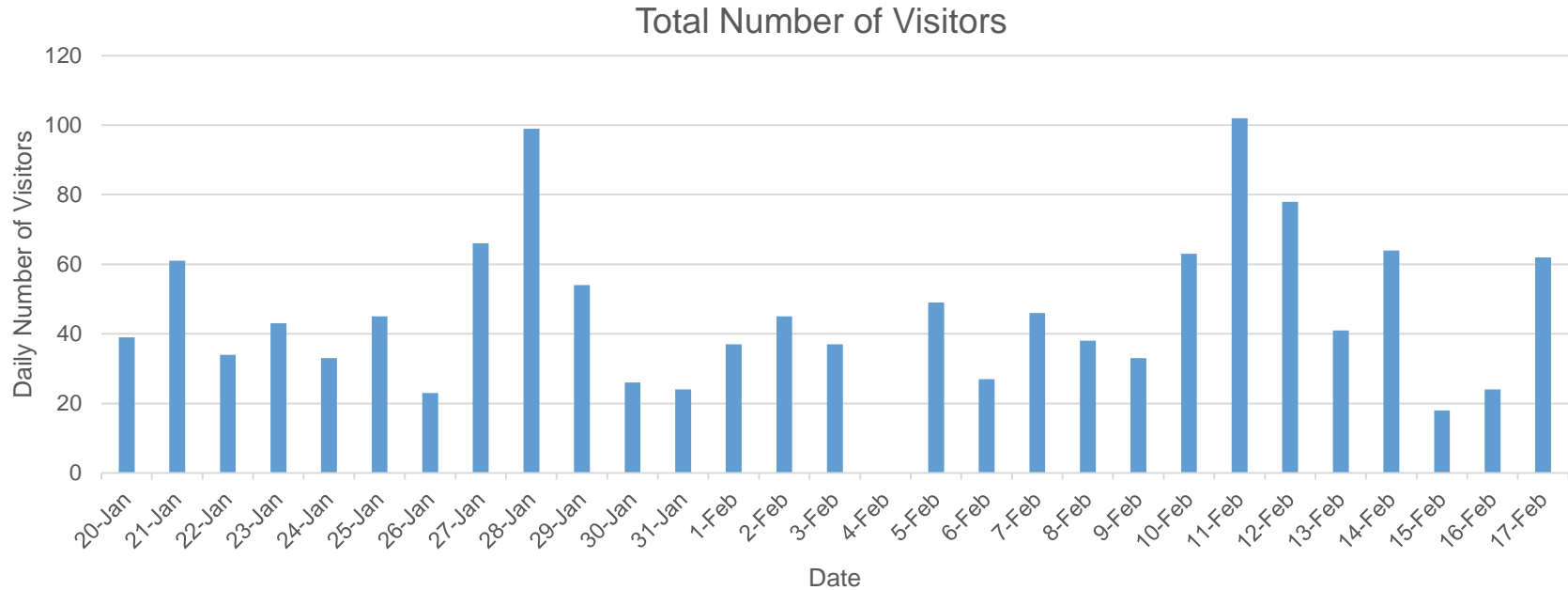


# Labor costs have increased as a % of total revenue due to lower sales

AMS Percentage of Labor Costs to Total Revenue from 2014 to 2016

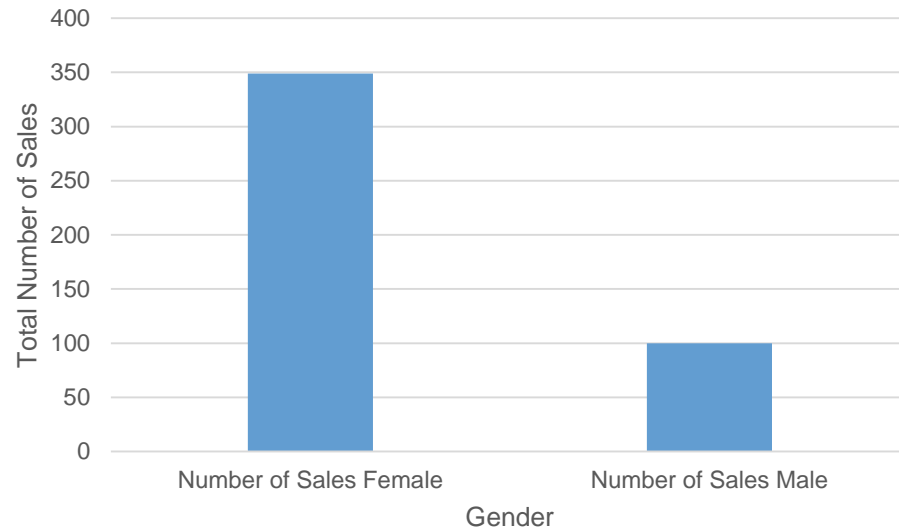


# AMS daily visitors varies greatly from a high of 102 to a low of 18



\*During the time period studied from January 20 until February 17th, 2017. Please note that the store was closed on February 4<sup>th</sup> due to a water outage in Chapel Hill.

# Females are more than three times more likely to be AMS customers



\*During the time period studied from January 20 until February 17th, 2017. Please note that the store was closed on February 4<sup>th</sup> due to a water outage in Chapel Hill.



# AMS gross margin % is slightly below comparable benchmark stores

Museum Store	Gross Revenue	Purchasing Budget	Gross Margin %
Morehead Planetarium Store	175,000	80,000	54%
Calvert Marine Museum Store	400,000	200,000	50%
Blanton Museum Store	350,000	175,000	50%
Ackland Museum Store	258,000*	139,000*	46%

\*Source: 2016 AMS Financial Statements

# Community connected in-store events are an important driver of sales

- The NC Crafts Gallery benefits from participation in the 2<sup>nd</sup> Friday Art walks sponsored by the Downtown Partnership and from its proximity to the Farmer's Market on Saturdays
- According to Sara Gress, stand-alone events that are not tied to the greater art community do not generate sufficient traffic to her NC Crafts Gallery Store



"Eyes Wide Open" at the Tiny Gallery  
Photographs of Elizabeth Galecke

# Interviewees

## Weismen Art Museum (University of Minnesota)

Annual Gross Revenue \$244k (AMS \$139k in FY'15)

Annual Expense \$190k (AMS \$186k in FY'15)

Floor Space 838 sqft

## Blanton Museum of Art (University of Texas at Austin)

Annual Gross Revenue \$312k (AMS \$139k in FY'15)

Annual Expense \$270k (AMS \$186k in FY'15)

Floor Space 1,413 sqft

# Other Museum Stores Have Big Sales of Museum Specific Items or Related Unique Products

source : MSA Retail Industry Report 2014  
(survey for 351 stores)

Of Total Sales Amount,

- Logo/souvenir/insignia 15% (AMS 0.2%\*)
- Custom products 27%
- Exhibition specific items 27%

(On average of 351 stores. Not exclusive each other)

\* pencils, T-shirts, mugs, post cards and tumble bags