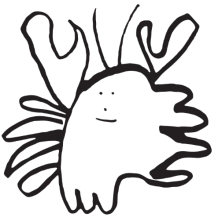




**In One
Word:**

*What is your
museum mission?*

Breaking the Invisible Line Between Museum Stores and Programmatic Play



LCM

LOUISIANA
CHILDREN'S
MUSEUM

Scott Family
AMAZEUM



kidspace
children's museum

**Why.
How.
Impacts.**



KRISTEN METZGER

Senior Manager, Play & Learning



KATHLEEN HICKEY

Senior Manager, Retail



KIMBERLY KAY

Retail Store Manager and Buyer

Scott Family
AMAZEUM



DANYELLE VILMENAY

Museum Store Manager and Buyer



LCM

**LOUISIANA
CHILDREN'S
MUSEUM**



Creating The Experience

Introduction: The Why

- Focus on Museum Mission
- Align With the Vision of Our Institutions
- Less Transactional and more PLAY Based!
- We Wanted to Be Collaborators
- Alignment with museum exhibits and onsite experiences

Museum Stores Matter



Bridging The Gap



LCM

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CHILDREN'S
MUSEUM

Align Experience and Product Selection



Amazeum Store Before Remodel



Transactional

Extend Museum Experience



The New Direction



Kidspace Store Before Remodel



- Dated
- Disconnected from mission
- Did not invite PLAY
- Did not convey excellence or quality

We had a lot of work to do!

Creating The Experience

The Why

We needed to make clear connections between the play in the museum, to the merchandise and play potential in the store. We wanted to make the store more than a transactional space.

We also knew we needed to create a foundation of data to help inform decisions.

We wanted to create:

- Collaborations and conversations!
- A seamless experience between the museum and the store



Taking Action

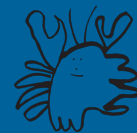
How we re-imagined the store experience

- Review Museum Mission and/or Core Values
- Create buying filters and questions
- Audit the environment and current products
- Make the Change Happen
 - Store Experience
 - Product Selection
 - Merchandising





Creating an environment to invite play



CM

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CHILDREN'S
MUSEUM



Exploring New Waters

Values Informed Criteria

The How - Challenges

- The Space
- Merchandise that was
 - Commonly Found
 - Overpriced
 - Bad Quality
- Little Historical Date
- Lack of Strong Operational Systems



Values Informed Criteria

The How - Goals

- The purge!
- Created guest personas
- Created specific play categories
- Tested new merchandise and merchandising on a smaller scale
- Opened two outdoor retail areas to make shopping more available to guests
- Leaned into collaboration and feedback
- Took chances!
- Knew we wouldn't always get it right



Values Informed Criteria

The How

- Remodeled the store to invite more play!
- Curated products
- Strategically selected unique products at various price points to widen the basket ring
- Continuously analyzed data to make decisions on:
 - Pricing
 - Category Buying
 - Merchandising
 - Sku Offerings





Utilizing Retail Space to Extend the Museum Experience

Scott Family
AMAZEUM

Cross Department Collaboration



Outputs and Outcomes



Outputs and Outcomes - LCM

Avg of 2017/2018 = \$150,000

New Museum opened in August of 2019

2019 Sales = \$204,000

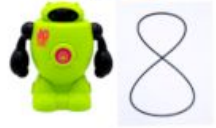
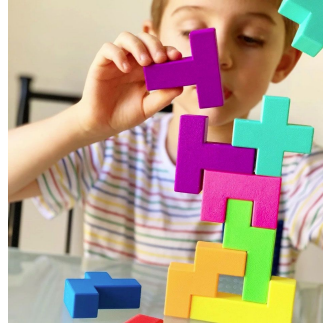
2022 Sales = \$272,000

2023 Goal = \$285,000

Avg \$ Per visitor = \$1.66



Scott Family AMAZEUM



- Two Year Sales Average -> \$295,000 (FY18, FY19)
- FY22 -> \$400,270
- On plan to end FY23 -> \$510,00
- \$2.26 Avg. \$ Per Visitor (FY23)
- \$18.63 Avg. Order Value (FY23)



Outputs & Outcomes

The Results



Four-Year Sales Average
(2016-2019):

\$332,000

Average Order Value
\$14

FY2021

Kidspace reopened in April

Year End:

\$274,000

Average Order Value
\$17.97

For FY2022

Plan \$490,000

Year End:

\$537,000

Average Order Value
\$24.80



In One Word:

*What is the most
important product
attribute to your guest
when shopping?*

Who can you collaborate with?



Let's
Play!



**Choose 8
products
using the
provided
filters**



Merchandising to invite play





Thank You!

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