In One Word:

What is your museum mission?
Breaking the Invisible Line Between Museum Stores and Programmatic Play
Why.
How.
Impacts.
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kidspace
children’s museum
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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
Align Experience and Product Selection

Amazeum Store Before Remodel
Transactional

Extend

Museum Experience
The New Direction

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

We had a lot of work to do!

Kidspace Store Before Remodel
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
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
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
- 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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