

FEATHER RIVER RAIL SOCIETY

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ITEM: Museum Store Report
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The new mugs and puzzles have received strong positive notice from purchasers and we have also see an increase in toy and hat sales. New order of shirts and some WP books we have not stocked in several years are coming in.

The 2022 Calendars are due to arrive next week. We have already sold several.

We officially went fully live with the museum on-line store on September 24. Since that time, we have been averaging over \$76 per day in sales with an average sale size of over \$64. And this is with no promotion beyond the Train Sheet and a single email blast.

When the calendars, new shirts and books arrive, we plan to ramp up promotion of the on-line store.

We are looking at several new custom products for early 2022, including 1-2 new shirt designs, sweatshirts, and 2-3 new custom designs for magnets, postcards and coffee mugs.