

## FEATHER RIVER RAIL SOCIETY

DATE: December 2021  
ITEM: Museum Store Report  
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Since opening, the on-line store has generated nearly \$4,500 in revenue. The average order size is about \$57.00. So far the 2022 Calendar, books and Headlights are the best sellers, but we have sold pins, shirts and hats.

Ann has been handling the mailout of products and after a few bumps we seem to have the system working. I am still helping Susan, Cheryl and Ann work out reporting to cover all the financial aspects.

Janet and I have reestablished contact with ImageStar, which was our other shirt supplier aside from Daylight Sales. ImageStar supplies the "Do Not Hump", "Hobo Signs" and several other shirts. We are looking at adding some new designs from them in 2022 and working with Daylight and ImageStar on a couple new custom shirts. We are also finalizing customs designs for new magnets, Sundance pins and other products to debut in 2022.

Since the store was hardly open in 2020, it is no surprise that sales this year are far beyond last year. However, even with the shortened season and lower visitor levels, we are over 50% of the sales totals for 2018 and 2019. About 30% of the store income for 2021 has come from the on-line store.