

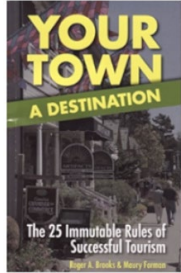
# Midway Must Haves Welcome Center

- Why the Store
- Community and Branding
  - Numbers
- Museum and Welcome Center





# Why Midway Must Haves



## YOUR TOWN a Destination by Roger Brooks

- Research suggests that successful downtowns need to have a critical mass of like businesses that span a minimum of three lineal blocks:
- Ten destination retail shops: galleries, antiques, collectibles, books, clothing, home accents, outfitters, brand-specific businesses, garden specialties.
- Ten places that sell food: soda fountain, coffee shop, bistro, café, sit-down restaurant, wine store, deli, confectionery.
- To be a successful community, you must have at least one or two anchor businesses, ones that people would drive an hour – or more – to visit
- Must have events monthly or even weekly to draw people to your downtown.



# Midway Must Haves

*It's not just a store, it's Welcome Center focused on helping people.*

- We currently provide flyers on local events, maps of Midway and the surrounding area, trail maps, restaurant guides, activity suggestions, and most importantly our enthusiastic staff of locals who love helping people and sharing their knowledge of Midway.
- We have quarterly staff trainings on happenings in the area, history, products, and how to help and share Midway with visitors.
- We strive to share the history through historical photos placed around the store, and we offer two historical books first being “Historical Homes of Midway” provided by the Historical Committee and the “The Portrait of Town” Provided by Randon Wilson with the Midway Boosters. We also have pamphlets on the history of Bonner's Corner and the Mountain Spa.
- We also sell locally produced items such as greeting cards, books, jewelry, photography, beauty products, etc.
- Create a “sense of place” for visitors to get connected with the area.





and  
**Welcome Center**

"It is our ambition to promote and share the culture of Midway through local brands, services and events that are meaningful and have been inspired by the heritage of the valley."





# Local Products & Information





# Numbers as of March 1, 2024



**Customers:** We have had 35,349 trackable customers visit the shop **excluding Founders Day, Swiss Days, and Tree Lighting.**



**Standing Inventory Currently in the store:** \$43584.78. This number changes everyday but has been slightly higher since moving to a larger space. Which can be easily moved or reduced in size to accommodate a possible future History section and museum piece.



**Visitor Information:** 3000 ( 10%)\_\_customers asked for local information.



**Requests:** We speak with everyone who comes in the store and listen to what they like or dislike and what suggestions they have on products. This information is then recorded in a book and referenced when it comes time to choose new products for the store.



**Purchases:** Out of those customers **excluding the big holidays and events,** 10,000 (25%)\_\_Customers bought something.

Sales are up 20%: July 1, 2023 to March 10, 2024  
**\$108,409.01**

Sales previous year: July 1, 2022 to March 10, 2023  
**\$89,340.36**



**Capital Improvements:** In the 2.5 years MMH has been in operation, we have spent significant amounts in renovations and start up costs. The last one involved major infrastructure to make the space useable for any operation.

2/3 of the Capital Improvement expenses in the Souvenir Shop's budget were for the infrastructure such as heating and cooling, wires to have lighting installed, replacement of electrical panels, new power lines due to fire hazards, and bringing in internet capabilities through a transformer making it possible to run a Point of Sale.

# Comments and Requests

1<sup>st</sup> most requested by customers is for tourism, restaurant and shopping suggestions.

Currently: Restaurant guide, pamphlets, info board and verbal communication.

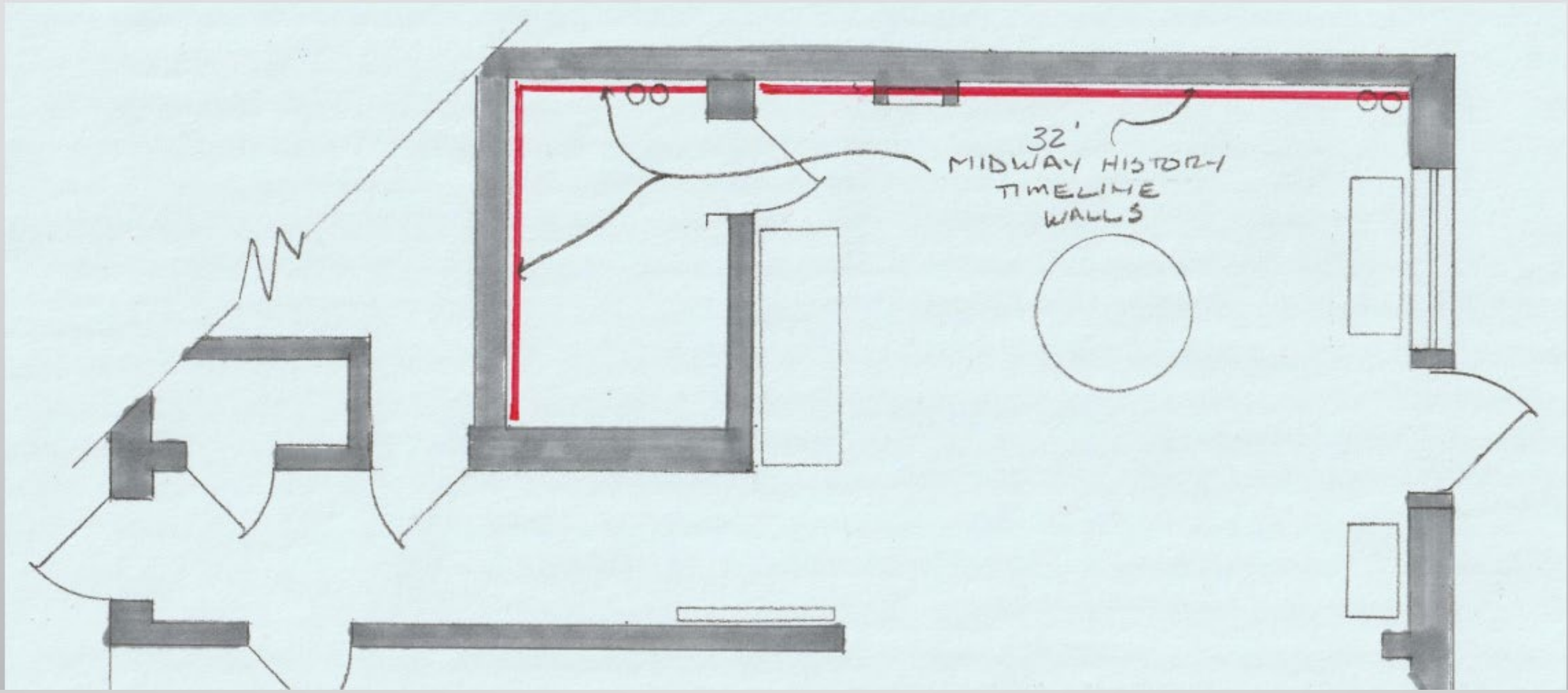
Display Ideas: Make it more visual with Logo's of each business and their QR Codes.

2<sup>nd</sup> most requested by customers is for the history of Midway.

Currently working on creating a history wall in the store with a timeline using photos of people and sites of interest and the history behind them.

3<sup>rd</sup> most requested by customers is Restrooms.

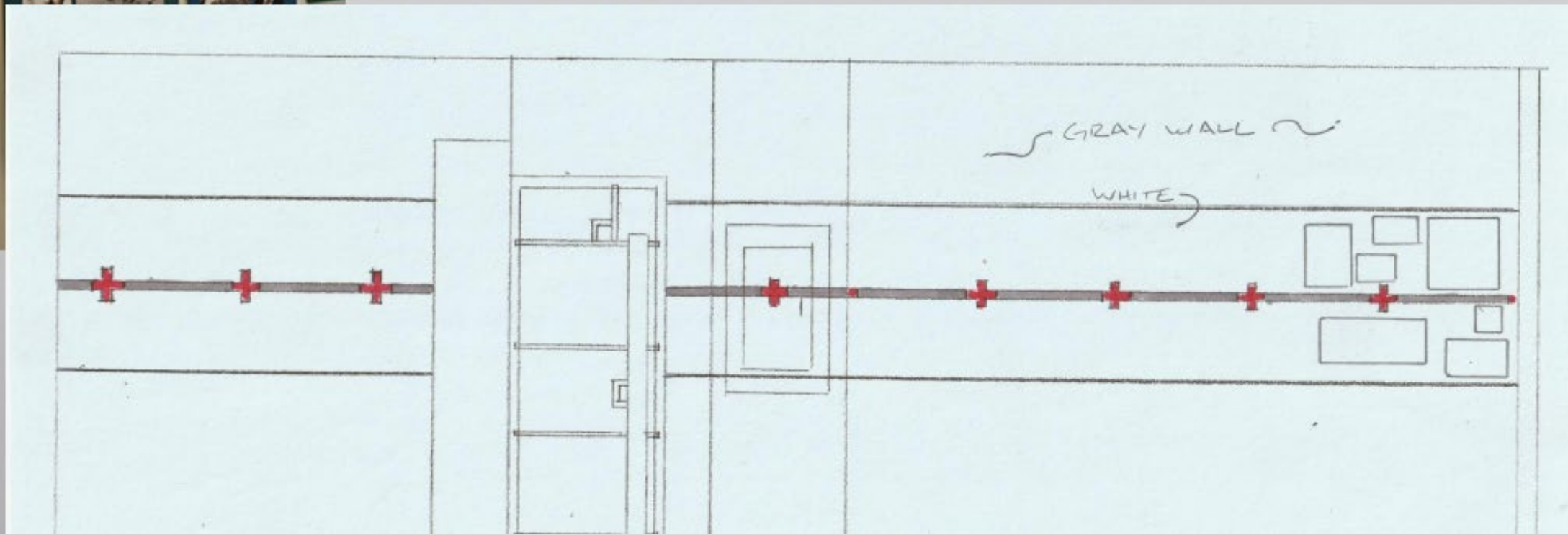
The Town Hall building is a point of interest. It is my suggestion to open up the front doors during business hours and allow people to use the restrooms and utilize the space on east wall to display the history of the Town Hall Building.



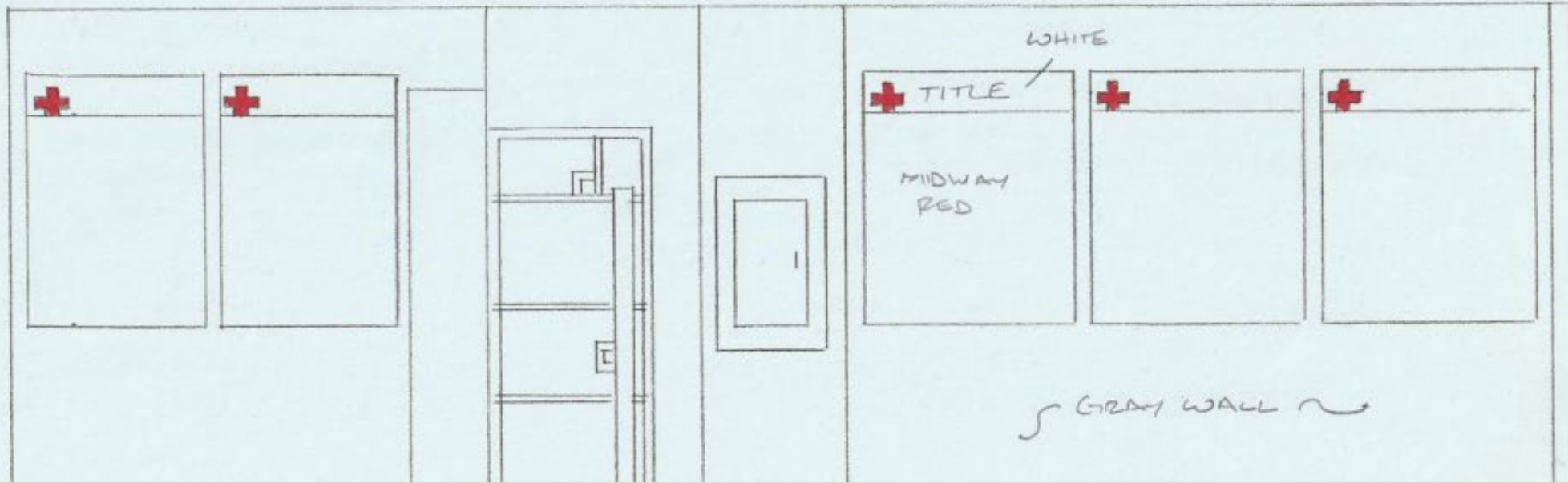
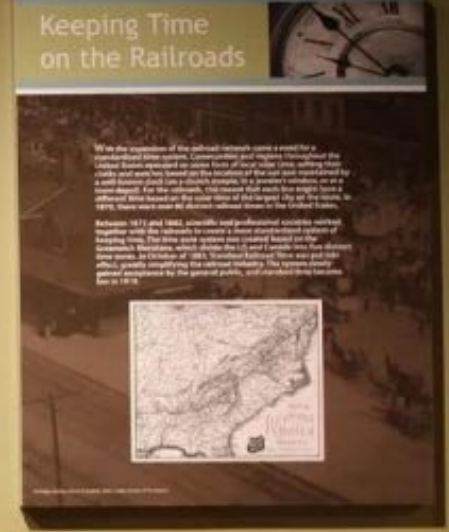




*Painted time line on wall with history display posters on top*



*Individual display boards with themes*





# Conclusion

"It is our ambition to promote and share the culture of Midway through local brands, services and events that are meaningful and have been inspired by the heritage of the valley".