

Public Notice posted in accordance  
RSMO. 610 as amended

Date/Time Posted: Friday, October 7, 2022  
5:00 PM

By: Kimberly Barfield  
City Clerk

**Tourism Commission  
Meramec Valley Historical Society  
City of Pacific  
Pacific Government Center  
300 Hoven Drive**

**Wednesday, October 12, 2022  
5:30 p.m.**

**Note: This is a joint meeting of the Tourism Commission and Meramec Valley Historical Society of the City of Pacific.  
The primary purpose is to review the Operating Plan for the Red Cedar Inn facility**

**A G E N D A**

1. Call to Order
2. Roll Call
3. Red Cedar project updates
4. Decision items
  - a. Official Facility name and Official Facility logo
  - b. Discussion / Recommendation to Board of Aldermen
5. Red Cedar Operating Plan
  - a. Presentation by Kelly O'Malley, Director of Tourism
  - b. Discussion / Recommendation to Board of Aldermen
6. Tourism / Red Cedar Budget review
7. Miscellaneous
8. Adjournment



Red Cedar Inn Visitor Center and Museum  
Operation

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Business Proposal  
September 2, 2022

## Executive Summary

This proposal is the proposed operational plan for the Red Cedar Inn Visitor Center and Museum.

The Red Cedar Inn Visitor Center and Museum has been designed to promote Pacific as a destination for tourists not only locally but from around the world.

This extensive plan lays out the details in which the Red Cedar Inn Visitor Center and Museum will operate alongside two changes from the original design. This includes moving the Genealogy Center, including a Children's Museum, and adding an Ice Cream Shop snack bar. The full-length proposals are addendums to this overall operating proposal.

Red Cedar Inn Visitor Center and Museum Inn will aid in the promoting the City of Pacific and the History of Route 66. Our target market wants:

- A one stop-shop for visitors to learn about the City of Pacific and what there is to visit and do during their travels.
- An inviting atmosphere to welcome visitors of all ages.
- A place where Pacific history can be brought to life through rotating exhibits.
- A place where those touring the "Mother Road", can stop and explore how Route 66 was once prominent in Pacific, and how we celebrate its history.
- An area where children will want to visit again and again with hands on activities while learning.
- A place where someone can look up their genealogy and dive more into their own family history.
- A place where pictures and articles are kept from events held in Pacific throughout the years.
- A place where you and your family can stop and grab a hand-scooped ice cream or quick snack as you hike up to Jensen's point or finish your hike down at the Red Cedar Inn Visitor Center and Museum.

## 1. Mission Statement

The unofficial mission statement for the museum is as follows:

**"The Meramec Valley Museum serves as a site for interpreting, researching and preserving the rich history of the Meramec Valley. The museum establishes and nurtures meaningful connections between its visitors and the area's past through programming and exhibitions geared to excite, engage, educate and inspire."**

Our **WHY**:

*Red Cedar Inn Visitor Center and Museum Inn exists, ultimately, to welcome all visitors near and far to the City of Pacific. To engage all visitors to the center in the history of Pacific and Route 66 as well as allow them a place where they can learn all the City of Pacific has to offer, enjoy some time visiting, grab a quick snack or stay for an extended period of time.*

Our **HOW**:

*The "HOW" can be achieved from offering an environment that can engage any or all of their senses. A place where our patrons can enjoy a place to feel welcomed, educated, have all their questions answered about the tourism and events in the town, and enjoy spending time with family and/or friends while exploring, shopping, or even grabbing a quick snack. Strive to know our patrons by name and to create a place where once finished with their visit at the museum, they feel they are home in Pacific and want to visit many other businesses and attractions.*

Our **WHAT**:

*Red Cedar Inn Visitor Center and Museum Inn provides a variety of goods and services by offering our visitors a one-stop shop to learn the basics of what the City of Pacific has to offer during their travels. While visiting the museum, guests will learn about the unique history of Pacific and what Route 66 has to offer. We offer a fun place for kids and adults to enjoy learning, a place to shop to grab yourself or family and friends a souvenir or load up on candy, or even grab a quick snack on your way out the door to start exploring Pacific. The smell of popcorn is always hard to resist. We will provide our patrons with a place to enjoy visiting where conversation and study are encouraged and respected.*

## 1.1 Objectives

### Overall Objectives:

- To offer a one-stop shop for local guests and traveling visitors to get information on the current happenings in Pacific.
- To inspire, educate, engage, and excite through learning what Pacific has to offer through businesses, attractions, and entertainment.
- To offer information to inspire visitors to want to stay in hotels here in Pacific on their vacation journey.
- To teach and educate on the history of Pacific and the Pacific section of Route 66.
- To allow a space for children to engage and interact with exhibits and learn with hands on activities.
- To excite with tasty treats for the taste buds and fun souvenirs and gifts for all visitors.

## 1.2 Individual Area Objectives and goals

Welcome Center objectives and goals:

- Create an atmosphere where every visitor feels welcomed and valued from their first step in the door until they leave the building to explore the City of Pacific.
- To provide all visitors with information about current events and happenings in Pacific, along with local attractions and businesses.
- To provide information on surrounding attractions and entertainment.

Museum Objectives and goals:

- To educate all visitors on the history of Pacific, MO, and the history of the Pacific stretch of Route 66.
- Have rotating exhibits in the center of the museum to allow different parts of history to be studied more at length. Though there will be static museum pieces along the wall, the center can be advertised to help bring guests back again and again.

Children Museum Section's objectives and goals:

- Continue to create a unique and innovative environment that will help make Red Cedar Inn Visitor Center and Museum stand out from other local museums.
- Create an atmosphere where everyone feels welcomed and anyone with a thirst to learn about the history of Pacific, Route 66, their family, or more can come without hesitation and enjoy a relaxing and welcoming environment. All ages are welcome.
- Our gift shop selection will align with the rotating exhibits for both children and adults.

Genealogy objectives and goals:

- To allow easement of mobility. Guests will be able to walk into the door and see the number of resources available to them. Those guests that may not have an easy time moving around, this building lends itself to a quick walk to the door and not having to walk to the back of a building.
- To allow not only an area for genealogy research, but to add rooms that are dedicated to pictures and history of Pacific that may not be a good fit for the museum or for genealogy.
- Create a welcoming atmosphere for those wanting to study their family history in Pacific, without the distraction of those talking in the Visitor's Center or discussing the museum history or display.
- Allow guests to purchase/make copies or scans of their family history.
- Eliminate another move of resources.

Gift Shop objectives and goals:

- Allow guests to purchase a souvenir from their visit.
- To help with a part of sustaining the cost of operating the museum.
- To offer some unique gifts and some traditional gifts visitors would want to purchase at the gift shop.
- Offer some fun candy offerings that are not as traditional at grocery stores.

Ice Cream/Snack shop objects and goals:

- To offer ice cream not offered anywhere else in town.
- Quick and fun snacks to be eaten on the go, while sitting in the shop, or sitting outside enjoying the weather.
- A source of income to help sustain the cost of operating the centers.

### 1.3 Keys to Our Success

- Engaging local and surrounding businesses to give information on what they would like the Welcome Center to hand out, talk about, or stories we can offer to visitors about their individual business to help with aid in the choices of where the visitors will want to visit while in Pacific.
- Engaging children in fun activities from learning about topography, to allowing them to be creative, and seeing their drawings come to life, they will be asking their parents to bring them back for more visits.
- Creation of an environment that will not intimidate. Museums can be overwhelming. The Center will allow for shopping, learning, snacking, and some hands-on activities to keep the excitement alive for all ages.
- The new Genealogy Center would be a hub for study.
- Utilizing the Visitor Center for additional programming, presentations, and speakers.

Red Cedar Inn Visitor Center and Museum Inn objectives and goals for the next three years of operation:

- Continue to create a unique and innovative environment that will help make Red Cedar Inn Visitor Center and Museum stand out from other Visitor Centers and museums.
- Add rotating exhibits and unique souvenir shopping that make Red Cedar Inn Visitor Center and Museum stand out and become a “must” to visit for locals and travelers. Keep fun snacks and rotating inventory in the gift shop to allow new items to be purchased on trips through Pacific.
- Create an atmosphere where all feel welcome and will want to stop without hesitation. All team members and volunteers will be trained to greet with enthusiasm and create a family friendly atmosphere.
- Provide consistency in excellent knowledge and excitement to want visitors to stay for a while and to visit again and again.
- Reach out to all businesses and nonprofits in the community and surrounding communities to see how we can help talk up and advertise their goods and services to all who stop in the Red Cedar Inn Visitor Center and Museum.
- Have a staff engaged and knowledgeable of the museum and history. Alongside a fun snack, book and gift selection will appeal to the audience that is seeking to grow, learn and explore the City of Pacific. This invigorating aspect will attract younger and elderly members alike who are gaining interest in learning the history, the growth, and what Pacific has to offer. With Red Cedar Inn Visitor Center and Museum being on “the far side” of town, we intend to make our Welcome Center and Museum a destination point.
- To grow and add an outside attraction.
- To increase visitors at the new Genealogy and Pacific Research Center.
- Create an environment that will not intimidate but welcome. Red Cedar Inn Visitor Center and Museum will position itself as an educational resource for individuals wishing to learn.
- Be a hub for socialization and study.
- To create an attractive and tourism-based operation to help support local hotels and Airbnb’s by increasing visitor’s stays.

## **2. Products**

### **Beverages:**

Red Cedar Inn Visitor Center and Museum Inn will sell basic bottles and cans of soda and water.

### **Snacks:**

Red Cedar Inn Visitor Center and Museum Inn will have the ability to sell popcorn, as the smell walking through the museum teases your nose, you will have an overwhelming urge to purchase a box on the way out the door or may even take a short break from exploring the museum to have a snack and drink.

### **Candy:**

Red Cedar Inn Visitor Center and Museum will offer a variety of “old school” candy, along with “penny candy,” and your everyday chocolate bars.

### **Books:**

Red Cedar Inn Visitor Center and Museum Inn will offer a variety of books. From local authors to books educating about our rotating exhibits, to fictional fun books for kids, we want to ensure we can cater to those of all ages.

### **Gifts:**

Red Cedar Inn Visitor Center and Museum offers a variety of gifts and souvenirs for others or oneself. Shirts, mugs, keychains, magnets, wooden train whistles, to other unique items geared towards the rotating exhibits, there is something for everyone in all walks of life. With a strong focus on Route 66, Red Cedar Inn Visitor Center and Museum, and Pacific items to help remind visitors near and far of their stop at Red Cedar Inn Visitor Center and Museum. Red Cedar Inn Visitor Center and Museum may offer seasonal merchandise such as spring, Easter, Christmas, etc.

### **Ice Cream and Snacks:**

In the bar area, we would offer hand scooped ice cream. It would be offered in a cone or cup. We will offer basic concessions such as candy, cotton candy, prepackaged chips, and shakes. As the Ice Cream shop becomes more popular, we can add additional snacks to offer such as premade sandwiches, salads, pretzels, etc.

## **3. Technology**

Red Cedar Inn Visitor Center and Museum will use numerous media platforms to reach out to visitors of all ages. There is a Facebook page that will be updated weekly once opened. Red Cedar Inn Visitor Center and Museum will also have an Instagram account, TikTok, and Twitter. For more detailed information, reference the Marketing section.

Red Cedar Inn Visitor Center and Museum will have a page on the City’s website.

Red Cedar Inn Visitor Center and Museum would use Lightspeed as their POS system. This POS system allows for Red Cedar Inn Visitor Center and Museum to be mobile if booths are set up at events.

Lightspeed would cost \$144.30 a month if paid for a full year up front. Locking into a full year, will allow for the discounted price of \$144.30 and allow for multiple features. Lightspeed offer a variety of reports and the software is strongly focused on inventory and reporting. Some of the reasons to choose Lightspeed is:

- The ease of use. There is an onboarding training to help new team members learn the system.
- It is a cloud-based system. This will allow for accounting to access the POS reports without having to have them printed from the gift shop and then taken to City Hall.
- It is the number one based software when it comes to inventory management.
- There is a member portion that can be utilized when the membership program goes into place. The software will allow us to use the member's phone number to check out. With the phone number, an automatic discount can be attached without having to search for a button. It would be possible to allow different level of memberships different discount levels. The phone number in the system will allow us to have the correct discount preset.
- The system would allow for an online set up for general admission events, such as The Iron Horse Rodeo. A guest may go online and purchase a ticket to The Iron Horse Rodeo and will not take a portion of the proceeds. It does not currently have the capability to assign seating.

Red Cedar Inn Visitor Center and Museum would use the \$144.30 program for a full year to see where Red Cedar Inn Visitor Center and Museum will reap the benefits of the reporting. There would be two stationary POS systems. One would be located at the Gift Shop, the other would be at the Ice Cream Snack Shop. Red Cedar Inn Visitor Center and Museum would also purchase a portable one to allow us to sell items from a booth at remote locations and events.

Red Cedar Inn Visitor Center and Museum would have a surcharge on those using debit or credit cards of 2.6%. Lightspeed charges the 2.6% +\$.10 per card transaction, on ecommerce it is 2.6% + \$.30 charge per transaction. Using Lightspeed will allow us the opportunity for visitors to use Apply Pay.

The Children's Museum will bring technology through the Animated Sand and Draw Alive exhibits. Animated Sandbox is utilizing a projector and interactive sensors to detect changes made to the sand and projection adjusts in real time. Draw Alive exhibit will use a scanner and projector making drawings come to life.

Genealogy brings technology using computers, a scanner, and a plotter. Allowing their history to stay alive for generations to come. Alongside those items, will be interviews that can be watched to allow visitors to listen to stories from those who have made a life in Pacific and can give a wonderful rendition of the history they have lived. The goal would be to get the interviews onto a YouTube channel in the future.

The Genealogy Center will offer USBs for purchase and will not be allowing personal USB's to be used in the computers to help eliminate a possibility of a virus.

Red Cedar Inn Visitor Center and Museum and Children's Museum will offer touch screen interactives. This will allow a deeper dive into items and stories that pique the interest of the individual visitor. A couple of the interactives will be changed as the rotating exhibits will change to keep visitors engaged.

Red Cedar Inn Visitor Center and Museum will utilize the PastPerfect software to allow us accessioning and deaccessioning of the items acquired for exhibits, including what is in the archives now and future items. This is full encompassing cloud-based software that smaller museums use to help track inventory of items, pictures, and articles. Once all items are into the software, Red Cedar Inn Visitor Center and Museum will have the opportunity to purchase the Public Access portion of the software for approximately an additional \$400 a year. This allows anyone to visit online the items we have accessioned. It will offer pictures and a description of the items. Currently, only one museum in Missouri offers the Public Access. Red Cedar Inn Visitor Center and Museum will decide if this is an expense that the public would like to see and an expense the City of Pacific would want to offer in the future.

The Welcome Center will have a TV display behind the desk on a stand to help give a visual of the attractions in the City of Pacific. The TV will be movable for when there are presentations, programming, or speakers in the Center and need to use the TV as a visual.

#### **4. Future Ideas**

- As Red Cedar Inn Visitor Center and Museum grows, more features will be added. The Ice Cream Snack Shop would offer a wider variety of snack, especially during the summer months when families are exploring Jensen's Point. The family can stop and grab a quick bite to picnic with outside.
- Add a small coffee bar to the Ice Cream and Snack Shop.
- Add a small wine bar.
- To complete Phase 2 with the pavilion to allow Red Cedar Inn Visitor Center and Museum to host some events, such as local bands. This will allow a family friendly picnic area as there would be picnic tables to sit outside and enjoy your ice cream. As the area continues to grow, the possibilities become endless on the snacks and beverages that could be sold.
- Red Cedar Inn Visitor Center and Museum would add behind the building with more Children's activities along with something for adults to enjoy such as fire pits and benches.
- Red Cedar Inn Visitor Center and Museum will continue to grow the store as well as learn the desires in the community and the visitors. We want to offer the gifts and books that are important for learning history while encouraging others with fun and memorable memorabilia.
- Red Cedar Inn Visitor Center and Museum looks to a put a membership program in place to allow a yearly donation to allow newsletters, merchandise discounts, and possibly special events or sneak peaks of new exhibits.
- The current proposed operating schedule for Red Cedar Inn Visitor Center and Museum is proposed to run Wednesday-Saturday from 10am-4pm. It will open on Sundays from 12pm-4pm. A goal for the future is to be operational 7 days a week.
- Small event center that can be rented out for small gatherings.

## **5. Strategy and Implementation Summary**

Red Cedar Inn Visitor Center and Museum promises a uniqueness in the marketplace through the one-stop shop of knowledge of the events, attractions, and businesses in town. The exhibits we offer, the history of Route 66, a place for children to come and learn outside of the classroom setting, the products we sell, the snacks we offer, and the atmosphere we create will help enhance their visit. We create an atmosphere that lures the curious, engages the historical gurus, excites the young, feeds the snack and candy cravings of all, and allows visitors to be themselves and explore because of the quality of the atmosphere. We want every guest to have an experience. We want to be part of the community, part of their lives, and help guest in their search of a great visit in Pacific.

For guests who may have a more difficult time standing for a long period of time, the Red Cedar Inn Visitor Center and Museum will have numerous benches throughout the building to allow visitors to sit. There will be one wheelchair and one ECV available on a first come first served basis.

### **5.1 Competitive Edge**

The competitive advantage of Red Cedar Inn Visitor Center and Museum is threefold:

***Our uniqueness in the market*** – Red Cedar Inn Visitor Center and Museum is currently the only Welcome Center and Museum in the area. With it being a one-stop shop, it will be hard to duplicate what is offered.

The Museum is unique to the aspects of not only Pacific, but to Red Cedar Inn, and the importance of the Historic Route 66 in Pacific.

With a section geared towards children, it will help eliminate some trips outside of Pacific to find something fun for children to do. While parks may be muddy on a rainy day, we will still be open to allow children to play and be engaged. There is no other one-stop shop that allows for you to learn about all the attractions, events, and businesses that Pacific has to offer.

Our Genealogy Center is unique to Pacific and the history of their families.

***Excellent Service*** - Because competition is always on the rise, Red Cedar Inn Visitor Center and Museum will continue to work to ensure that each visitor is treated in the same respectful manner as the next. Our quality team members and volunteers will play a key role in ensuring that our visitors will get that special one-on-one feeling. We want each visitor to have a positive experience each time they come into the Red Cedar Inn Visitor Center and Museum.

We will ensure that each team member and volunteer understand the fundamentals are the base of any successful service organization.

***Quality*** - We are committed to giving a quality visit each time at Red Cedar Inn Visitor Center and Museum. Be it a first-time visitor or a local who enjoys what is offered, the museum will ensure exhibits are put together in a quality fashion.

For the visitor who needs a place to seek, have fun, relax, and enjoy their time, Red Cedar Inn Visitor Center and Museum is a place to feel welcome, special, informed, and energized. Red Cedar Inn Visitor

Center and Museum meets the needs of this market. Unlike other museums and Welcome Centers that have different locations in their city, Red Cedar Inn Visitor Center and Museum has character and a purpose in a one-stop shop.

The look and feel of the center will ensure that anyone who walks through the door feels at ease and welcomed.

## **5.2 Marketing Strategy**

Red Cedar Inn Visitor Center and Museum marketing strategy currently focuses on key elements of our communities' soft needs, and the focus of community.

Soft Needs:

- A welcoming and educational place for visitors of all ages
- Learning & communication

Venture Focus:

- Community Involvement
- Visitors stopping from around the world
- Volunteers

## **5.3 Sales Strategy**

The trained team members and volunteers will work with all visitors that come to the Red Cedar Inn Visitor Center and Museum. They will be trained to run the gift shop, Ice Cream Snack Shop, Genealogy and Research Center.

All sales data logged on the computerized point-of-sale square terminal will later be analyzed for marketing, cost of sale, and volume purposes.

To build up client base, Red Cedar Inn Visitor Center and Museum will use custom flags, banners, fliers, social media platforms, a sign in book and map to see where people are visiting from, along with referrals and community involvement. At the same time, we will start a membership program or punch cards to make sure the visitors are coming back, visiting, and spending more at the gift shop and Ice Cream Snack Shop.

For the gift shop, we will focus on the rotating exhibit, along with events being held in the area such as the Car Show, Big Foot's Open House, the Rodeo, etc. For year-round attractions such as Jensen's Point, Blackburn Park, Historic Route 66, and local attractions we will have fun and unique gifts for guests to purchase for memories

Red Cedar Inn Visitor Center and Museum plans to include local businesses and surrounding communities to start building a foundation to grow in a relationship. We strive to be the go-to for all visitors. Red Cedar Inn Visitor Center and Museum also strives to have guests come in from around the globe to learn and explore.

## 5.4 Sales Programs

- Membership Program to be developed. This will allow for extra discounts and exclusives.
- Punch cards. After so many ice cream purchases, a guest can receive a free ice cream or a snack of equal value.
- Community events- Red Cedar Inn Visitor Center and Museum will jump on opportunities to set up vendor booths at events such as craft fairs, or other events downtown Pacific, to allow more guests to see items Red Cedar Inn Visitor Center and Museum offers, where visitors can purchase some of our gift and snack shop offerings. Red Cedar Inn Visitor Center and Museum will also bring pamphlets and materials advertising Pacific. This will help visitors and locals see the gems they have in Pacific.
- Small event center that can be rented out for occasions, speakers, and educational programs.

## 6. Marketing

Current trends and a recent Pacific survey indicate for there is a high demand for a place for children to learn and play in their hometown. The Children's Museum is designed with children in mind. From locals to visiting children, they will enjoy what the museum has to offer.

Keeping history alive in smaller towns is not only expected but is now a reason visitors stop. With the Museum focusing on Pacific and its history along with the Historic Route 66 focus, the number of visitors will increase. The history of Red Cedar Inn Visitor Center and Museum, how it got its start and claim to fame on Route 66, and the fact the building is still standing is something to celebrate. Visitors will have the opportunity to explore the Route 66 history in Pacific and get a selfie next to the old neon Red Cedar Inn Restaurant inside the museum. Outside the museum, there will be another selfie opportunity next to the Route 66 shield located on the concrete wall next to The Red Cedar Inn Visitor Center and Museum.

With the 2026, 100<sup>th</sup> anniversary of Route 66, Red Cedar Inn Visitor Center and Museum anticipates a large growth in visitors. To be ready, marketing must be at the top of the list to show visitors why we are "The Place" to stop. With numerous opportunities for selfies in the museum and in Pacific, visitors will remember their visit and come back again.

Showing the hometown hospitality to all that come through the City of Pacific, is vital. From word of mouth to pictures across the social media platforms, Red Cedar Inn Visitor Center and Museum will be the place to go to learn where the next stop should be on your journey in Pacific.

Older guests love to have a place to meet with friends and family in a small and safe environment with a calm atmosphere be it at the Genealogy Center or walking through the Museum and exploring history together. Those with grandkids can watch the excitement on their faces as they explore in the Children's Museum.

## 6.1 Marketing Needs

### Proposed logo:

The proposed logo for Red Cedar Inn Visitor Center and Museum is on the cover page of this proposal. This logo would be used on T-shirt, mugs, caps, and other gifts shop items. It would be placed on banners for sponsored events.

### Proposed Final Name for Red Cedar Inn Visitor Center and Museum:

The Red Cedar Project has had many names throughout the project. A final name needs to be decided upon to allow for signage, marketing materials, and for souvenirs. In this proposal, it has been listed as The Red Cedar Inn Visitor Center and Museum, as it has been referred to at different times. This proposal would like to submit the following name for approval "Red Cedar Inn Visitor Center." The reasons are defined below.

The International Council of Museums defines a museum as:

**"A not-for-profit, permanent institution in the service of society that researches, collects, conserves, interprets and exhibits tangible and intangible heritage. Open to the public, accessible and inclusive, museums foster diversity and sustainability. They operate and communicate ethically, professionally and with the participation of communities, offering varied experiences for education, enjoyment, reflection, and knowledge sharing."**

The usbr.gov site defines a Visitor Center as:

**"A visitor center is a public educational facility or dedicated space within a building for interpretive displays, programs, services, and information. Visitor centers generally have support facilities and conveniences for the traveling public."**

After a brief discussion with the Director of Community Development, the architect from Patterhn-Ives, the exhibit designer, the contractor, and the representative from Navigate Building Solutions, the idea was thrown out that "Red Cedar Inn Visitor Center and Museum" was too long of a title for signage and marketing. With Visitor Centers around the United States now encompassing exhibits, interactives, and displays, along with talking about the tourism of the town, the name "Red Cedar Inn Visitor Center" would be shorter and inviting to all. Red Cedar Inn Visitor Center will have many parts of a museum through the research, history, and collections shown along with offering a variety of experiences and persevering many parts of the original Red Cedar building. The museum will not be a lost part of the visitor center but will be one of the largest experiences for all who walk through the doors to learn about the history of Pacific and what Pacific has to offer.

If "Red Cedar Inn Visitor Center" is not approved. A final name would still need to be decided upon to allow for signage and marketing. The second proposal would be "Red Cedar Inn Visitor Center and Museum." This would still allow visitors to know there are multiple opportunities in the buildings, not only a historic museum.

## 6.2 Social Media Platforms

The Red Cedar Inn Visitor Center and Museum will have the following:

- A Facebook page that will be updated at least once a week encouraging the events in the City of Pacific
- Instagram
- TikTok account
- Twitter account
- There will be a dedicated page to The Red Cedar Inn Visitor Center and Museum on the City of Pacific website
- There will be mentioning of The Red Cedar Inn Visitor Center and Museum on [discoverpacificmo.wordpress.com](http://discoverpacificmo.wordpress.com)

## 6.3 Additional Marketing Tools

- Banners for events
- Large promotional flags grabbing attention of those driving by
- Billboards along 44
- Promotional items

## 6.4 Large Electronic Sign

### Proposed Electronic Sign:

A double sided 5'x10' electronic message board sign is being proposed to be placed in the center of the parking lot next to the road to allow for easy viewing and marketing. The board will be utilized to advertise what is going on in the Red Cedar Visitor Center and Museum and will allow for advertising of upcoming events in Pacific. The electronic board will allow up-to-date information to be posted in a timely manner versus a letter or static board. The electronic sign allows for eye catching visuals to help excite and inform locals and visitors.

## 6.5 Storage

As tourism continues to grow in the City of Pacific, storage for items used for events and rotating exhibits will need to be stored in an easy access and climate-controlled environment. This proposal is requesting the shared use of the garage side of the proposed Genealogy Center with the Parks Department. This storage will allow us to continue to keep our equipment from year to year versus having to purchase new replacement items due to them being lost or taken for other projects. Items such as snow fencing, fence posts, tables, tents, marketing tools, banners, and other items that will be used to market Red Cedar Inn Visitor Center and Museum along with City events such as the Rodeo, will be placed into storage and not accessible without prior approval. If the storage request is granted, money will be saved from replacing equipment and allowing the City of Pacific to purchase other items to continue to grow events.

## 7. Management and Personnel Plan

### Personnel:

The personnel plan is to include part time employees and volunteers. The employees and volunteers will take care of the day-to-day operations of the museum, gift shop, Welcome Center, and Genealogy

Center. The Genealogy Center proposal would be to open by appointment or when there are available volunteers during the same hours as Red Cedar Inn Visitor Center and Museum. Appointments will allow a staff member or volunteer to come in later in the evening if a student would need to do research outside of the normal business hours.

All team members will learn the events and opportunities Pacific is offering, the history of all the exhibits in Red Cedar Inn Visitor Center and Museum, the history of Pacific and Route 66, the basics of how to run the Children's Museum, how to operate the ice cream/snack shop, learn the gift shop and the offerings, and the basics of the Genealogy Center.



Red Cedar Inn Movement of Genealogy Center and Adding  
Children's Museum Section

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Business Proposal

Addendum 1

September 2, 2022

## Executive Summary

Proposal to transforming the original proposed Genealogy Center into a Children's Interactive Museum inside the Red Cedar Inn and shifting the proposed Genealogy Center over to the current Parks and Recreation Building's front room.

After a brief online survey was taken in Pacific and surrounding areas, adding a Children's Interactive Museum section was overwhelmingly welcomed with over 78% of the votes saying they would love to see the museum have something for children. In the same survey, a large amount of people stated they would not be visiting the Genealogy Center, or they would rarely frequent the center. Some said they would use it monthly/annually.

This proposed transformation and shift will answer a demand in the community wanting more kid's activities yet allow for ease of access when looking up Genealogy and Pacific History.

### 1. Mission Statement

The unofficial mission statement for the museum is as follows:

**"The Meramec Valley Museum serves as a site for interpreting, researching and preserving the rich history of the Meramec Valley. The museum establishes and nurtures meaningful connections between its visitors and the area's past through programming and exhibitions geared to excite, engage, educate and inspire."**

Through the proposed Children's Museum section, the exhibits will excite, engage, educate, and inspire children.

#### **1.2 Objectives**

Children Museum Section's objectives and goals:

- Continue to create a unique and innovative environment that will help make Red Cedar Visitor Center and Museum stand out from other local museums.
- Create an atmosphere where everyone feels welcomed and anyone with a thirst to learn about the history of Pacific, Route 66, their family, or more can come without hesitation and enjoy a relaxing and welcoming environment. All ages are welcome.
- Our gift shop selection will align with the rotating exhibits for both children and adults.

Genealogy objectives and goals:

- To allow easement of mobility. Guests will be able to walk into the door and see the number of resources available to them. Those guests that may not have an easy time moving around, this building lends itself to a quick walk to the door and not having to walk to the back of a building.
- To allow not only an area for genealogy research, but to add rooms that are dedicated to pictures and history of Pacific that may not be a good fit for the museum or for genealogy.
- Create a welcoming atmosphere for those wanting to study their family history in Pacific, without the distraction of those talking in the Visitor's Center or discussing the museum history or display.

- Allow guests to make copies or scans of their family history.
- Eliminate another move of resources.

### **1.3 Keys to Our Success**

- Engaging children in fun activities from learning about topography, to allowing them to be creative, and seeing their drawings come to life, will have them asking their parents to bring them back for more visits.
- Creation of an environment that will not intimidate. Museums can be overwhelming to children when they are not allowed to touch and need to remain quiet. Their room will allow for them to explore history through touch and play.
- The new Genealogy Center would be a hub for study.

## **2. Technology**

The Children' Museum section would be adding the Draw Alive and Animated Sandbox allowing for the most up to date technology for children of all ages to play.

The museum would also feature an interactive touch screen that would change quarterly with the information on the screen. This allows for exhibit rotation every quarter as we will be doing in the Red Cedar Visitor Center and Museum.

The Genealogy Center will be receiving a new printer and scanner to allow those researching to make copies of family history. Our goal is to have a printer that will allow even maps to be copied and/or scanned.

We will have 2 computers to do online research for items the Center may not have physically.

## **3. Future Ideas**

For Genealogy, utilize a room or two in the Parks and Recreation building and dedicate it to Pacific History. This would be books, pictures and articles related to Pacific that do not fit into the museum or into Genealogy but are important and interesting.

This could be used for students that are needing to do a project on Pacific and the information is not found at the library.

For the Children's Museum section future, we would add fun activities outside in the back of Red Cedar Visitor Center and Museum, such as mining and water tables to help mimic river activity. Mining will give us an opportunity to make money as the bags to mine do have a cost.

## **4. Strategy and Implementation Summary**

The promise is in our uniqueness in the market and the history we offer, the people we attract, and the atmosphere we create. We will create an atmosphere that grows the mind and lures the creative. We want to be part of the community, part of their lives, and help aid in their search of growing in knowledge and fun.

### Strategic Assumptions:

1. All ages will enjoy the Children's Museum section. Everyone is a child at heart.
2. The Genealogy Center will allow for a quieter atmosphere to help aid in learning.

### Value Proposition

The Children's Museum section offers value to the community as it may serve as a place for field trips for schools in Pacific and surrounding areas, along with bringing more tourism to the area. It will be a value to educators and tourists as they can embark on a journey of history and play.

### 4.1 Competitive Edge

The competitive advantage is threefold:

***Our uniqueness in the market*** – The museum will be one of a kind as no one in the close surrounding area offers a Children's Museum experience. Our community-based focus will be hard to duplicate, even if other places start to offer something similar.

***Excellent Customer Service*** Our quality team members will play a key role in ensuring that our guests get that special one-on-one feeling they might experience at a high-end museum and Visitor's Center. We want each guest to have a positive experience each time they come into visit and/or learn.

The same will happen in the Genealogy Center. Our team members and volunteers will help guide you to the resources we have available to allow you to dive in and learn about your distinct ancestors and the specialized history of events Pacific has hosted in the past.

We will ensure that each team member or volunteer understands the fundamentals which is the base of any successful service organization.

***Quality*** - We are committed to serving. We want our visitors to know all Pacific has to offer from our unique history to our hands on children's activities, to places for the family to check out before heading to their next destination.

For the person who needs a place to have fun, relax, and enjoy history, the Children's Museum section is a place to feel welcome, special, informed, and energized. The Children's Museum and Genealogy center has character and a purpose.

These are both places where all are welcomed. The look and feel of the Children's Museum and new Genealogy Center will ensure that anyone who walks through the door feels at ease and at home.

## **4.2 Marketing Strategy**

The Children's Museum section marketing strategy currently focuses on key elements of our communities' soft needs, and the focus of community.

Soft Needs:

- A welcoming place
- Learning & communication

Venture Focus:

- Community Involvement
- Volunteers

To build up our tourist and guest base, we will use banners, ads, billboards, Facebook, Instagram, and TikTok along with community involvement. At the same time, we will focus on repeat visitors by changing out part of the museum with a quarterly rotating exhibit. We want to be a stop for all tourists coming through the area, be it to travel Route 66 or those heading to vacation.

Plan to reach out to all the schools in Pacific and surrounding communities to start building a foundation to grow in a relationship. We strive to be a stop for field trips.

## **4.3 Marketing Programs**

Community events- We will jump at opportunities to do a booth at all events in Pacific. We will have information on the museum and have gift shop items for sale.

## **4.4 Marketing Needs**

Current trends indicate there is a need to have something for children to do in the community. This is expected to continue to grow as people move into the area and for those on vacation wanting something fun to do for the family. We strive to become a stop on vacations. If kids are happy, parents are usually happy.

There is a want and need to have resources available to help those learn the history of their family. Though there are many resources online to help guide in that area, it does not replace the want to be able to hold and physically see family history. The Genealogy Center will help with that want with the resources that have been collected over many years, yet, allowing them to research online by the computers located in the center.

## **4.5 Competition**

The uniqueness in the children's section of the museum there is no other place close around to compete.

## **5. Management and Personnel Plan**

### **Personnel:**

The personnel plan is to include part time employees and volunteers. The employees will take care of the day-to-day operations of the museum, gift shop, and Welcome Center. The Genealogy Center would be open by appointment or when there are available volunteers. The hours would be the same as the Red Cedar Inn Visitor Center and Museum.

## **6. Cost**

The cost of the Children's section would be minimal as we would be moving money allocated to the exhibits to pay for the exhibits in the Children's section. Please reference the spreadsheet with costs.

The cost of the Genealogy shift would be minimal as all that was allocated on spending in the center would shift to the same spending in the new proposed location. There may be a small cost as we will want to ensure we have a security system put in place.

**Estimated cost on security cameras: \$1,000**



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Red Cedar Inn Ice Cream Snack Shop

Business Proposal

Addendum #2

# August 30, 2022

## Executive Summary

Proposal to transform the empty bar side of Red Cedar Inn Visitor Center and Museum into an ice cream and snack shop.

While the bar side originally was proposed to stay empty and for visitors to get a glance at what the bar looked like when added years ago, this proposal is a guide to help create a revenue stream to help aid in the cost of Red Cedar Visitor Center and Museum.

Rather than an empty bar, this proposal is to make that side of the building active and inviting.

The target market in this proposal:

- Hungry travelers
- Those who crave hand scooped ice cream
- Those who enjoy spending time with family and friends over a fun snack
- Families and hikers who need a quick break from Jensen's Point

With a conservative sales forecast, a proposed projection will give Red Cedar Visitor Center and Museum a positive cash flow after one year of full operation. It will take a full year of operation to see what months need more product than others.

## 1. Mission Statement

The unofficial mission statement for the museum is as follows:

**"The Meramec Valley Museum serves as a site for interpreting, researching and preserving the rich history of the Meramec Valley. The museum establishes and nurtures meaningful connections between its visitors and the area's past through programming and exhibitions geared to excite, engage, educate and inspire."**

The Ice Cream Snack shop will follow this mission statement as it helps guide visitors to continue to engage meaningful connections between each other. When stomachs are full, it becomes more enticing to stay a while longer and see what the museum side would have to offer, rather than search out an immediate place to eat.

### **1.1 Objectives**

**Ice Cream/Snack shop objects and goals:**

- To offer hand scooped ice cream not offered anywhere else in town
- Quick and fun snacks to be eaten on the go, while sitting in the shop, or sitting outside enjoying the weather.
- A source of income to help sustain the cost of operating the center.
- A fun place to visit with friends

## 1.2 Keys to Our Success

- Fresh products daily to ensure the highest of quality.
- Be a hub for socialization.

## 2. Products

The Ice Cream and Snack Shop will offer:

**Beverages:**

- Bottled Soda
- Bottled Water
- Bottled Coffee
- Hot Coffee (regular and decaffeinated)
- Shakes from any of the ice cream flavors offered
- Hot Chocolate
- Root Beer Floats

**Ice Cream:**

The ice cream may be purchased in a cone or a cup.

The shop will start with an offering of 8 different flavors including:

- Chocolate
- Vanilla
- Strawberry
- Dairy Free Vanilla
- 2-4 additional flavors

The ice cream may have an option of adding a couple additional topping such as: hot fudge, caramel, chocolate sauce, whip cream and/or sprinkles.

**Snack and Concession Foods:**

- Cotton Candy
- Prepackaged Chips
- Prepackaged Ice Cream bars and popsicles
- Hot dogs

## 3. Technology

The Ice Cream Snack Shop will use Lightspeed POS system.

## 4. Future Ideas

**Future Foods:**

As the Ice Cream Snack Shop grows, other food items may be added on based on the popularity of the shop and the seasons. Future foods and beverages could consist of:

- Banana Splits
- Soft Pretzels
- Prepackaged sandwiches

- Fruit Cups
- Prepackaged salads
- Additional ice cream flavors or toppings
- Nachos and Cheese
- Items that can be made in a small convection oven or microwave
- Iced Coffees and Espressos
- Smoothies
- Dippin' Dots
- Mini doughnuts
- Dole Whip
- Snacks that can be made in air fryer

## **5. Strategy and Implementation Summary**

The Ice Cream Snack Shop promises our uniqueness in the market and the products we sell. The shop will be the only place in Pacific that will currently offer hand-scooped ice cream.

### **5.1 Competitive Edge**

***Our uniqueness in the market*** – The shop will be the only places in Pacific that will currently offer hand scooped ice cream.

To make the area friendly for all, a booth would be removed and utilized as benches in the Visitor Center. The booth that would be going back against the wall, will not be put back into use. Both areas will be replaced with tables and chairs. This will allow 2 booths and 2 sets of tables and chairs for visitors to sit inside and enjoy their snacks.

We will offer outside seating with benches and rocking chairs that allow for families to enjoy their ice cream outside when the weather is perfect or if the shop becomes crowded.

***Excellent Customer Service*** - Because competition in the concession market is on the rise, the Ice Cream Snack Shop will continue to work to ensure that each visitor is treated in the same respectful manner as the next. Our quality team members will play a key role in ensuring that our visitors get that special one-on-one feeling they might experience at a high-end ice cream shop. We want each guest to have a positive experience each time they come into the Ice Cream Snack Shop.

All volunteers and team members will be trained in how to make each of the snacks and how deliver guest first service

***Quality*** - We are committed to serving only the best quality food and beverages. The look and feel of the shop will make every visitor smile.

### **5.2 Marketing Strategy**

The strategy will be geared towards those who want a fun time and a snack.

### **5.3 Sales Strategy**

The trained team members and volunteers will handle the sales transactions. All sales data logged on the computerized point-of-sale square terminal will later be analyzed for marketing, cost of sale, and volume purposes.

To build up client base, we will focus on smells that arouse the brain and flavors that excite taste buds.

Work on a field trip program that would include the children getting a snack in addition to learning in the museum.

Sell snack items at City events in a vendor booth to allow more revenue flow.

### **5.4 Sales Forecast**

With the uncertainty of a first year Ice Cream Snack Shop, a conservative approach is being take into forecasting. In the future, our goal is to grow a minimum of 4%, which is in line with industry estimates. With our unique look and service offerings, along with our aggressive marketing strategies, there is confident in the growth.

## **6. Marketing:**

### **Marketing Needs:**

From the International Dairy Foods Association: "The average American eats roughly **20 pounds** of ice cream each year, or about 4 gallons." Current trends indicate for there is a high demand for ice cream.

To market the Ice Cream Snack Shop, social media platforms will be used to show the fun foods they are eating.

The focus will be for visitors to exit through The Ice Cream Snack Shop and grab something for the road.

Some snack items will be brought to events to sell in booths to get others to sample different products offered.

## **7. Management and Personnel Plan**

### **Personnel:**

The personnel plan is to include part time employees and volunteers. The employees and volunteers will be trained on the process and production of the items offered in the Ice Cream Snack Shop along with being knowledgeable of the St. Louis County Health Department rules and regulations. The hours would be the same as the Red Cedar Inn Visitor Center and Museum.

The proposal would be to hire one additional person than is currently budgeted. This person would work on the weekends (Saturday and Sunday), during the winter months and during the summer with the projection of being busier, the additional employee would work three days a week to help with the additional foot traffic that is expected. The numbers can be seen on the breakdown of the additional Cost Breakdown Spreadsheet.

The Director of Tourism and a minimum of two others would become ServSafe certified to help manage the Ice Cream Snack Shop, as at least one person in the building must be ServSafe while it is opened to serving visitors.

## **8. Cost**

With the Ice Cream Snack Shop not being part of the original proposal. There will be an added cost involved. The bar side would need to follow the St. Louis County Health Code. The added Ice Cream Snack Shop costs would need to be approved by the Mayor and the Board of Alderman.

### **Contractor budget would include:**

- Food safe/wipeable ceiling
- Three compartment sink
- 2 hand sinks
- Added plumbing for sinks
- Dipping well install
- Additional electric
- FRP around the back side of the bar to ensure it is food safe and sanitary
- The back shelves need to be sanded and sealed with a food safe sealer
- A backsplash to not allow food to fall into the windowsills
- Seal to protect the cedar and chinking and allow it to be to code per St. Louis County Health Standards.
- Cove flooring around the edges and in both bathrooms per St. Louis County Health Standards
- Food safe floor behind the bar

**Estimated Contractor Cost: \$52, 710.00**

### **Serving equipment and labor needs to open with the basics include:**

- Refrigerator
- Freezer
- Ice Cream Dipping Freezer
- Cotton Candy Machine
- Soda cooler(s)
- Chip rack
- Mini Fridge
- Microwave
- Hot dog Roller
- Blender for shakes
- Tables and Chairs
- Anti-fatigue mats
- Additional Labor

**Estimated Serving Equipment Costs: \$48,000**

**All additional costs will be found on the Cost Breakdown Spreadsheet.**

Summary

**Red Cedar budget summary**  
**Updated 9/30/22**

**Summary**

Outside	\$ 69,481.12
Welcome Center	\$ 15,900.39
Museum exhibits	\$ 235,995.33
Gift Shop	\$ 11,537.18
Office	\$ 13,143.97
Children's Museum	\$ 53,571.49
Genealogy	\$ 21,099.48
Money Spent	\$ 3,071.48
<b>Total</b>	<b>\$ 423,800.44</b>

**Proposed Future Expense**

Ice Cream Snack Shop	\$ 100,000.04
Ice Cream Snack Shop Future	\$ 4,281.16
Future items	\$ 520.00
Reoccurring Yearly Expenses	\$ 15,670.19
<b>Total</b>	<b>\$ 120,471.39</b>

**Budget**

Exhibits	\$ 400,000.00
Equipment	\$ 10,000.00
IT	\$ 15,000.00
Furniture	\$ 15,000.00
<b>Total</b>	<b>\$ 440,000.00</b>

**Budget versus Expense**

Budget	\$ 440,000.00
Expenses	\$ 423,800.44
<b>Total Difference</b>	<b>\$ 16,199.56</b>

Outside

<b>Item</b>	<b>Cost</b>	<b>Total</b>	<b>Link</b>
Rocking Chairs	1 \$	595.99	\$ 595.99
Trashcan	3 \$	290.71	\$ 872.13
Replacing Red Cedar Inn Restaurant sign	1 \$	6,900.00	\$ 6,900.00
Benches	2 \$	359.00	\$ 718.00
Electric Sign	1 \$	60,395.00	\$ 60,395.00
<b>Grand Total</b>			<b>\$ 69,481.12</b>

0

Welcome Center

Item	Quantity	Cost	Total
Wheelchair	1	\$ 425.00	\$ 425.00
ECV (Mobility Scooter)	1	\$ 2,814.00	\$ 2,814.00
Coat Rack	1	\$ 985.80	\$ 985.80
Bench	4	\$ 330.00	\$ 1,320.00
Computer	1	\$ 759.99	\$ 759.99
Microsoft (yearly)	1	\$ 69.99	\$ 69.99
Chair	2	\$ 169.99	\$ 339.98
Printer	1	\$ 499.99	\$ 499.99
Magazine Racks	2	\$ 139.00	\$ 278.00
Rotatating Rack	1	\$ 884.80	\$ 884.80
Display/Brochure Rack	1	\$ 846.20	\$ 846.20
Chair Carpeting	20	\$ 20.00	\$ 400.00
Rug in front of door	1	\$ 89.00	\$ 89.00
Business Card holder	1	\$ 6.75	\$ 6.75
Counter brochure holder	2	\$ 12.49	\$ 24.98
Counter brochure holder	1	\$ 301.47	\$ 301.47
Open Sign	1	\$ 69.95	\$ 69.95
TV and mount	1	\$ 750.00	\$ 750.00
Umbrella Holder	1	\$ 34.49	\$ 34.49
Penny Press Machine	1	\$ 3,200.00	\$ 3,200.00
Shipping	1	\$ 800.00	\$ 800.00
Contingency/Misc	1	\$ 1,000.00	\$ 1,000.00
		\$	-
		\$	-
<b>Grand Total</b>			<b>\$ 15,900.39</b>

Museum

	Square Feet	Material Cost	Labor Cost	Total
<b>Ex Wall Structure</b>				
Aluminum extrusions, 80/20, color black	20	\$ 750.00	\$ 8,000.00	<b>\$23,000.00</b>
Aluminum connection hardware	36	\$ 400.00	\$ 4,000.00	<b>\$18,400.00</b>
<b>Ex Wall Graphics</b>				
Light jet prints mounted to 2nd surface of 36" x 96" x 1/4"	800	\$ 45.00	\$ 3,200.00	<b>\$31,328.00</b>
<b>Digital Interactives</b>				
24" beetrionics touchscreen	6	\$ 739.00	\$ 1.00	<b>\$4,435.00</b>
media player, hard drive	6	\$ 368.00	\$ 1.00	<b>\$2,209.00</b>
power supply	6	\$ 153.00	\$ 1.00	<b>\$919.00</b>
sound wand	6	\$ 320.00	\$ 1.00	<b>\$1,921.00</b>
IT company install/labor	1		\$ 6,000.00	<b>\$6,000.00</b>
<b>Floor Paint</b>				
RT66				<b>\$0.00</b>
River				<b>\$0.00</b>
Shield				<b>\$0.00</b>
				<b>\$3,389.45</b>
<b>Glass Case Tops</b>				
34.75" x 22.75" x 8" tall (1/4" low iron ultra clear glass)	10	\$ 784.00	\$ 500.00	<b>\$7,840.00</b>
34.75" x 22.75" x 16" tall (1/4" low iron ultra clear glass)	10	\$ 800.00	\$ 500.00	<b>\$8,000.00</b>
Shipping			\$	<b>100.00</b>
<b>Case structures</b>				
Alluminum extrusions, 80/20, color black qty: 20	20	\$ 500.00	\$ 15,000.00	<b>\$25,000.00</b>
Aluminum hardware, 80/20 color black	20	\$ 400.00		<b>\$8,000.00</b>
casters	20	\$ 50.00		<b>\$1,000.00</b>
Gas Spring Shock Struts	20	\$ 40.00		<b>\$800.00</b>
<b>Tall Cases</b>				
36" wide x 19" deep x 76" tall black and glass case with int	2	\$ 5,000.00	\$ 500.00	<b>\$10,500.00</b>
<b>Special frames/cases</b>				
8'x4' piece of Red Cedar shed side hand painted sign (Fran	1	\$ 2,000.00	\$ 500.00	<b>\$2,500.00</b>
Carrigan twins trophy + pics case	1	\$ 1,200.00	\$ 500.00	<b>\$1,700.00</b>
Booth table top graphics (2'x4', qty 3)	24	\$ 35.00	\$ 500.00	<b>\$1,340.00</b>
Uniform shadow boxes	4	\$ 500.00	\$ 500.00	<b>\$2,500.00</b>
<b>Track lighting</b>				
carry over from arch budget	1	\$ 12,000.00		<b>\$12,000.00</b>
<b>Software</b>				
PastPerfect (1st year plus set up costs)	1	\$ 996.00	\$ -	<b>\$996.00</b>
Adobe Creative (Monthly)	12	\$ 84.99		<b>\$1,019.88</b>
AASLH	1	\$ 98.00		<b>\$98.00</b>
Contengency/still in process of designing exhibits				<b>\$61,000.00</b>
<b>Grand Total</b>				<b>\$235,995.33</b>

Gift Shop

Item	Quantity	Cost	Total
Counter Rack w/ Sign Holder, 3 Tiers, (12) 3" Hooks - Black	1	\$ 10.99	\$ 10.99
Price Gun	1	\$ 16.99	\$ 16.99
Tag Price Gun	1	\$ 59.99	\$ 59.99
POS hardware	1	\$ 1,409.80	\$ 1,409.80
Receipt Paper	1	\$ 49.00	\$ 49.00
Monthly cost of Lightspeed	12	\$ 130.90	\$ 1,570.80
Basket displays	2	\$ 144.50	\$ 289.00
Display	1	\$ 249.99	\$ 249.99
Spinning slatwall for t-shirts and souv	1	\$ 549.99	\$ 549.99
Magnet Display	1	\$ 189.99	\$ 189.99
Plastic containers	10	\$ 21.99	\$ 219.90
Baskets	10	\$ 13.99	\$ 139.90
Rack	1	\$ 249.99	\$ 249.99
Peg baskets	6	\$ 7.99	\$ 47.94
Postcard Counter Rack	1	\$ 65.99	\$ 65.99
Folding board	1	\$ 27.99	\$ 27.99
4 Tier Wood Barrel Display Rack with	1	\$ 149.97	\$ 149.97
Rack	1	\$ 53.99	\$ 53.99
5 Black Basket Metal Wire Floor Stanc	1	\$ 169.99	\$ 169.99
Fold Up Display Rack	2	\$ 208.50	\$ 417.00
Impulse display	1	\$ 179.99	\$ 179.99
Cooler for beverages	1	\$ 2,633.00	\$ 2,633.00
Popcorn Machine	1	\$ 683.00	\$ 683.00
Barrels	2	\$ 250.00	\$ 500.00
Cotton Candy Machine	1	\$ 828.00	\$ 828.00
Dome	1	\$ 173.99	\$ 173.99
Contingency/Misc	1	\$ 600.00	\$ 600.00
			0
<b>Grand Total</b>		<b>\$</b>	<b>11,537.18</b>

Office

Item	Quantity	Cost	Total
Desk (Walnut Color)	1	\$ 1,499.00	\$ 1,499.00
Chairs	4	\$ 139.00	\$ 556.00
Cabinet	1	\$ 839.00	\$ 839.00
Printer/Copier	1	\$ 7,740.00	\$ 7,740.00
Printer/Copier Service (monthly/year)	12	\$ 36.70	\$ 440.40
Light	1	\$ 62.99	\$ 62.99
Shelf	1	\$ 749.00	\$ 749.00
Coat Rack	1	\$ 140.00	\$ 140.00
Name Plate	1	\$ 25.00	\$ 25.00
Door Plate and holder	1	\$ 12.98	\$ 12.98
Drawers for desk	1	\$ 549.00	\$ 549.00
Dry Erase Board	1	\$ 130.60	\$ 130.60
Contineny/Misc	1	\$ 400.00	\$ 400.00
			\$ -
			\$ -
			\$ -
<b>Grand Total</b>			<b>\$ 13,143.97</b>

Children's Museum

Item	Quantity	Cost	Total
Draw Alive Hardware	1	\$ 5,500.00	\$ 5,500.00
Draw Alive Software	1	\$ 7,500.00	\$ 7,500.00
Annual Subscription	1	\$ 588.00	\$ 588.00
Animated Sandbox Hardware	1	\$ 10,500.00	\$ 10,500.00
Animated Sandbox Software	1	\$ 10,000.00	\$ 10,000.00
Annual Subscription	1	\$ 588.00	\$ 588.00
Shipping	1	\$ 1,700.00	\$ 1,700.00
Liquid Tiles	2	\$ 170.05	\$ 340.10
Coloring Equipment (Crayons, Markers, etc)		\$ 100.00	\$ 100.00
Sound Tiles	12	\$ 59.45	\$ 713.40
Touchscreen/Interface	1	\$ 3,000.00	\$ 3,000.00
TV	1	\$ 200.00	\$ 200.00
TV Mount	1	\$ 125.00	\$ 125.00
Color Changing Table (20"x20")	2	\$ 474.05	\$ 948.10
Magnatiles Master Set	1	\$ 123.49	\$ 123.49
Magnatiles Metropolis	2	\$ 123.49	\$ 246.98
Counter for right side room with locking	1	\$ 1,000.00	\$ 1,000.00
Kid Table 30"x60"	1	\$ 284.05	\$ 284.05
Kid Table 30"x48"	1	\$ 274.55	\$ 274.55
Chairs	12	\$ 71.24	\$ 854.88
Light Table Pegs and Pegboard	1	\$ 85.49	\$ 85.49
Frames/shadow boxes	1	\$ 1,000.00	\$ 1,000.00
Jumbo Tiles	1	\$ 455.05	\$ 455.05
Paper	2	\$ 49.99	\$ 99.98
Misc (nuts/bolts/conduit, etc)	1	\$ 1,000.00	\$ 1,000.00
Projection Mounts	2	\$ 200.00	\$ 400.00
Train Table and accessories	1	\$ 500.00	\$ 500.00
Installation	1	\$ 1,500.00	\$ 1,500.00
Small learning projects for counter area	1	\$ 1,000.00	\$ 1,000.00
Shipping and Contingency Money	1	\$ 1,500.00	\$ 1,500.00
Train Table	1	\$ 121.92	\$ 121.92
Wind Tunnel	1	\$ 499.99	\$ 499.99
Fan for Wind Tunnel	1	\$ 49.99	\$ 49.99
Flower Blocks	1	\$ 26.00	\$ 26.00
Bird Blocks	1	\$ 26.00	\$ 26.00
Ocean Blocks	1	\$ 26.00	\$ 26.00
Sign Language Blocks	1	\$ 47.00	\$ 47.00
Constellation Blocks	1	\$ 27.00	\$ 27.00
Magnetic Wall/drawing	1	\$ 179.99	\$ 179.99
Magnetic Gears	1	\$ 132.05	\$ 132.05
Engineer a coaster	1	\$ 47.49	\$ 47.49
Play silks	10	\$ 12.00	\$ 120.00
Fishing Set	1	\$ 140.99	\$ 140.99

**Grand Total** \$ **53,571.49**

Has been bought

Genalogy

Item	Quantity	Cost	Total
HP DesignJet T830 Large Format Multifunction Wireless Plotter Printer - 36", with Mobile Printing (F9A30D)	1	\$ 6,725.00	\$ 6,725.00
Floor Carrel Gray	2	\$ 281.99	\$ 563.98
Conference Table and 8 chairs	1	\$ 2,535.22	\$ 2,535.22
Table	1	\$ 373.06	\$ 373.06
Drafting Table	1	\$ 179.99	\$ 179.99
Chairs for table	2	\$ 139.99	\$ 279.98
Desk Chairs	3	\$ 89.99	\$ 269.97
Book Scanner	1	\$ 556.99	\$ 556.99
Front Desk	1	\$ 130.86	\$ 130.86
Computers	2	\$ 759.99	\$ 1,519.98
Laptop	1	\$ 499.00	\$ 499.00
Table for scanner	1	\$ 275.00	\$ 275.00
Book shelves	15	\$ 129.99	\$ 1,949.85
Magazine Racks	4	\$ 139.00	\$ 556.00
Décor (Frames, plants, desktop lights)	1	\$ 400.00	\$ 400.00
Signage for outside of study rooms	1	\$ 150.00	\$ 150.00
Signage for outside	1	\$ 1,445.00	\$ 1,445.00
Open Turn Sign	1	\$ 11.99	\$ 11.99
Hours sign	1	\$ 11.99	\$ 11.99
By appointment sign	1	\$ 14.00	\$ 14.00
Coat Rack	1	\$ 130.00	\$ 130.00
Security Cameras	1	\$ 1,049.00	\$ 1,049.00
Sound Tiles	6	\$ 89.99	\$ 539.94
Study Tables for Rooms	5	\$ 89.99	\$ 449.95
18x24 Sheet Protectors	2	\$ 95.00	\$ 190.00
External Hard Drives	1	\$ 79.99	\$ 79.99
Heavy Duty Regular Sheet Protectors	2	\$ 106.37	\$ 212.74
<b>Grand Total</b>			<b>\$ 21,099.48</b>



Ice Cream Snack Shop

Item	Quantity	Cost	Total
Construction to get plumbing, electrical	1	\$ 52,710.00	\$ 52,710.00
8 count Ice Cream Dipping Freezer	1	\$ 2,735.00	\$ 2,735.00
Freezer	1	\$ 3,052.00	\$ 3,052.00
Refridgerator	1	\$ 3,057.99	\$ 3,057.99
Shake Blender	1	\$ 1,202.00	\$ 1,202.00
Dipper Station	1	\$ 210.00	\$ 210.00
Table and Chairs	2	\$ 837.09	\$ 1,674.18
Retro Bar Stool	4	\$ 269.95	\$ 1,079.80
Ice Cream Bar Grab and Go Freeze	1	\$ 1,500.00	\$ 1,500.00
Starter Kit	2	\$ 47.99	\$ 95.98
Hot Fudge Holders	1	\$ 682.00	\$ 682.00
Toppings Holder	2	\$ 184.49	\$ 368.98
Soda Cooler	1	\$ 2,633.92	\$ 2,633.92
Chip Holder	1	\$ 34.99	\$ 34.99
POS hardware	1	\$ 948.00	\$ 948.00
POS software	12	\$ 50.00	\$ 600.00
Bar Code Scanner	1	\$ 119.00	\$ 119.00
Additional Labor	1	\$ 13,800.00	\$ 13,800.00
Commercial Microwave	1	\$ 375.00	\$ 375.00
Commercial Mini Undercounter Fridge	1	\$ 2,501.00	\$ 2,501.00
Ice Cream Cone dispenser	1	\$ 149.53	\$ 149.53
Coffee/Tea Maker	1	\$ 939.00	\$ 939.00
Decaf air pot	2	\$ 32.99	\$ 65.98
Regular air pot	2	\$ 28.99	\$ 57.98
Anti-fatigue mat	3	\$ 67.96	\$ 203.88
Hot dog roller	1	\$ 389.00	\$ 389.00
Grill cover for restaurant supply	1	\$ 172.99	\$ 172.99
Hot Chocolate Dispenser	1	\$ 1,151.08	\$ 1,151.08
Pretzel warmer	1	\$ 480.77	\$ 480.77
Shelving	1	\$ 180.00	\$ 180.00
Ice tea dispenser	1	\$ 89.99	\$ 89.99
Dole Whip Soft Serve	1	\$ 1,800.00	\$ 1,800.00
ServSafe	3	\$ 180.00	\$ 540.00
Décor	1	\$ 400.00	\$ 400.00
Contingency/Misc	1	\$ 4,000.00	\$ 4,000.00
			0
			0
<b>Grand Total</b>			<b>100,000.04</b>

Future Items Ice Cream Shop

Item	Quantity	Cost	Total
Nacho Cheese stand	1	\$ 370.00	\$ 370.00
Pizza warmer	1	\$ 699.00	\$ 699.00
Waffle cone maker	1	\$ 831.94	\$ 831.94
Countertop Convectional	1	\$ 1,576.00	\$ 1,576.00
Smoothie Blender	1	\$ 804.22	\$ 804.22
Mini doughnuts			\$ -
Dippin Dots			\$ -
Air Fryer			\$ -
			\$ -
			\$ -
			\$ -
			\$ -
			\$ -
			\$ -
			\$ -
			\$ -
			\$ -
			\$ -
			\$ -
			\$ -
<b>Grand Total</b>			<b>\$ 4,281.16</b>

Reoccurring Yearly Expenses

				-
Microsoft (yearly)	1	\$ 69.99	\$	69.99
PastPerfect (1st year pl	1	\$ 696.00	\$	696.00
Adobe Creative (Mont	12	\$ 84.99	\$	1,019.88
Annual Subscribtion	1	\$ 588.00	\$	588.00
Annual Subscribtion	1	\$ 588.00	\$	588.00
Coloring Equipment (Cr	1	\$ 100.00	\$	100.00
Printer/Copier Service	12	\$ 36.70	\$	440.40
Paper Ream Boxes	8	\$ 49.99	\$	399.92
Kids Exhibits	1	\$ 5,000.00	\$	5,000.00
Estimated Genealogy B	1	\$ 200.00	\$	200.00
Museum Exhibits Rotat	1	\$ 5,500.00	\$	5,500.00
POS Services	12	\$ 89.00	\$	1,068.00
			\$	-
			\$	-
			\$	-
			\$	-
			\$	-
			\$	-
			\$	-
<b>Grand Total</b>			<b>\$</b>	<b>15,670.19</b>

Future items

Item	Item number	Quantity	Cost	Total
Moon Phase Blocks	308189	1.00	\$ 22.00	\$ 22.00
Planet Blocks	308182	1.00	\$ 22.00	\$ 22.00
Constellation Blocks	308190	1.00	\$ 27.00	\$ 27.00
Magnetic Wall/drawing		1.00	\$ 449.00	\$ 449.00
				\$ -
				\$ -
<b>Grand Total</b>				<b>\$ 520.00</b>

Linking Fish		1	36.99	\$ 36.99
Water table		1.00	\$ 598.57	\$ 598.57
Items for water table		1.00	\$ 59.99	\$ 59.99
Mat		1.00	\$ 113.99	\$ 113.99
Canvas storage bags	canvas bags large	2	\$ 12.00	