



Current Method of Selling Items at the Capitol

- Glass Counter at the point of where tours begin
- Total of 12 items available
 - T-shirts - \$15
 - Note cards - \$4 & \$7
 - Holiday ornament - \$20
 - Books - \$5, \$10, & \$32
 - Mile-high benchmark - \$40
- Not often "manned" and not in a high traffic area
- Overseen by Tour Department

State Capitol Gift Shops Around the United States

- **Alabama** – Has a portion of basement dedicated to bookstore – historical items, items for legislators, wide selection of gifts—shop is 1835 square feet– employs 3 employees.
- **Arizona** – gift shop located in historic tour section of capitol – select items, books for kids, mugs, state glasses, jewelry
- **Kansas** – Run by the Kansas Historical Society – Quasi State Agency, Profit \$20,000 - \$50,000, Current space is 30 square feet but new space will be 900 square feet.

Gift Shops Continued....

- **Oklahoma** – Run by the State Tourism Department - Revenue for 2009 \$71,000 with a profit margin of 45% - space is 900 square feet - sell items like art, glassware, Oklahoma items & high end items for legislators.
- **Oregon** – Run by the State of Oregon – Revenue between \$180,000-250,000 – Space is 400 square feet – 1 full time employee and multiple volunteers – Sell Oregon specific items.

Gift Shops Continued....

- **Texas** - Run by the State Preservation Board - revenue for 2009 is just over \$1,000,000 - space is 900 square feet - has 6 staff members and sells items pertaining to Texas.
- **Virginia** - Run by a local business that won the bid to run the shop - facilitated by the Capitol Foundation - profit sharing was written into their contract - space is 900 sq feet - 1 full time staff person, opened in 2009 - state seal items sold - like jewelry, art, ornaments, children's items

Capitol Gift Shop Committee Suggestions

- Take a year to set up a committee to pursue expanding a small store upstairs on the 3rd floor of Mr. Brown's attic.
- Items to be determined:
 1. Start-up costs - could be provided by gift, grant or donation
 2. Volunteer Staff - through agencies or apply at capitol?
 3. Bid-out to local store or have other state agency run the store or create something entirely new?
 4. Point of Sale software - computer/credit card machine/merchandise tracking system

Capitol Committee Suggestions Continued...

5. Website for the capitol store?
6. Counters & display racks – where to source.
7. Items bringing most revenue for both tourists and legislators.

Committee Suggestions

- No more than 10 people
- Appointed by the Capitol Building Advisory Committee
- Include local interested parties in history and expertise in gift store merchandising, historic society, and references from prior administrations.









