

THE CAPITOL GIFT SHOP PROJECT

The next step in renovating Colorado's State Capitol



FROM THE OFFICE OF HOUSE MAJORITY LEADER AMY STEPHENS



THE CAPITOL GIFT SHOP PROJECT

INTRODUCTION

As renovations of the Capitol Dome press forward, it is time to take a closer look should at other spaces in the Capitol which would benefit from an update. Renovation proposals should be evaluated by their contribution to the Capitol visit experience and fiscal impact. The Capitol does not currently have an official gift store. This is detrimental to Colorado because it is revenue forgone considering over 200,000 visitors tour the Capitol each year. Developing an official Capitol Gift Store will enhance the overall visit experience and produce state revenue.

WHY IT IS NECESSARY

- Capture Revenue Potential - revenue outlays average around \$1,000 per month

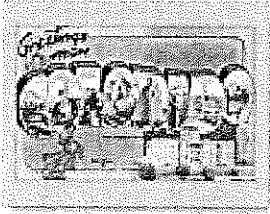
Average Number of Visitors per year	20,000
Average Number of Visitors per month	1667
Average amount spent at gift store	\$5.00
Revenue Potential per month	\$8,333.33
Revenue Potential per year	\$100,000.00
Conservative estimate	\$25,000.00
Assume 1/4 of visitors spent \$5	

- Enhance professionalism of visitor experience & develop basement environment
- Develop partnership with Colorado History Museum

HOW TO MAKE IT HAPPEN

From research of various Capitol gift stores around the country and their management strategies, the best option for developing the Colorado Capitol Gift Store involves contracting with the Colorado History Museum management. The Colorado Capitol Gift Store would be run by a select number of paid managers and solicit volunteer assistance for daily operations. This will enable the gift store to take advantage of their successful merchandising model and implement a proven management strategy. Legislative Legal Services is exploring the statute requirements for this gift store business model.

POPULAR GIFT SHOP ITEMS



POSTCARDS

Postcards are a great way to enable visitors to share their positive experience at the Capitol.

Average Price \$ 0.50 - 1.00



STATE MADE PRODUCTS

These products could encompass a variety of goods from arts and crafts to food and perishable goods.

Average Price Range depends on items



BOOKS

Books could include an assortment of books about Colorado History, cookbooks, craft books and bookmarks.

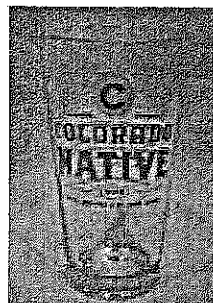
Average Price \$15.00 - \$20.00



LOCAL ART

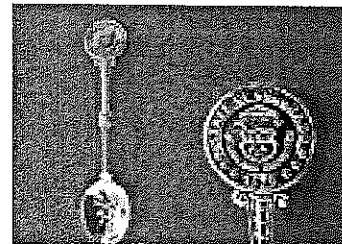
The store could rotate feature artists to support this industry in Colorado

Average Price Range depends on item



GLASSWARE

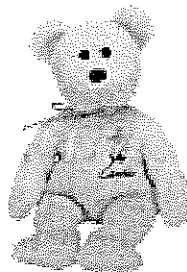
Average Price \$20 for pack of two



OFFICIAL GOODS

Official goods include items featuring the Colorado seal. These could range from glassware to school supplies.

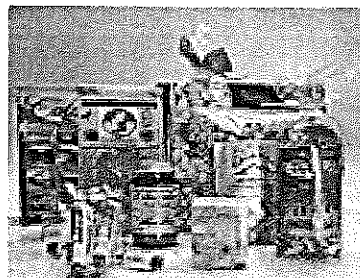
Average Price Range depends on items



CHILDREN'S ITEMS

These items could include stuffed animals, arts and crafts, name plates and more.

Average Price Range depends on item



FOOD PRODUCTS

In addition to Colorado made goods, gourmet Colorado food items could be offered.

Average Price Range depends on item



TOURISM INFORMATION

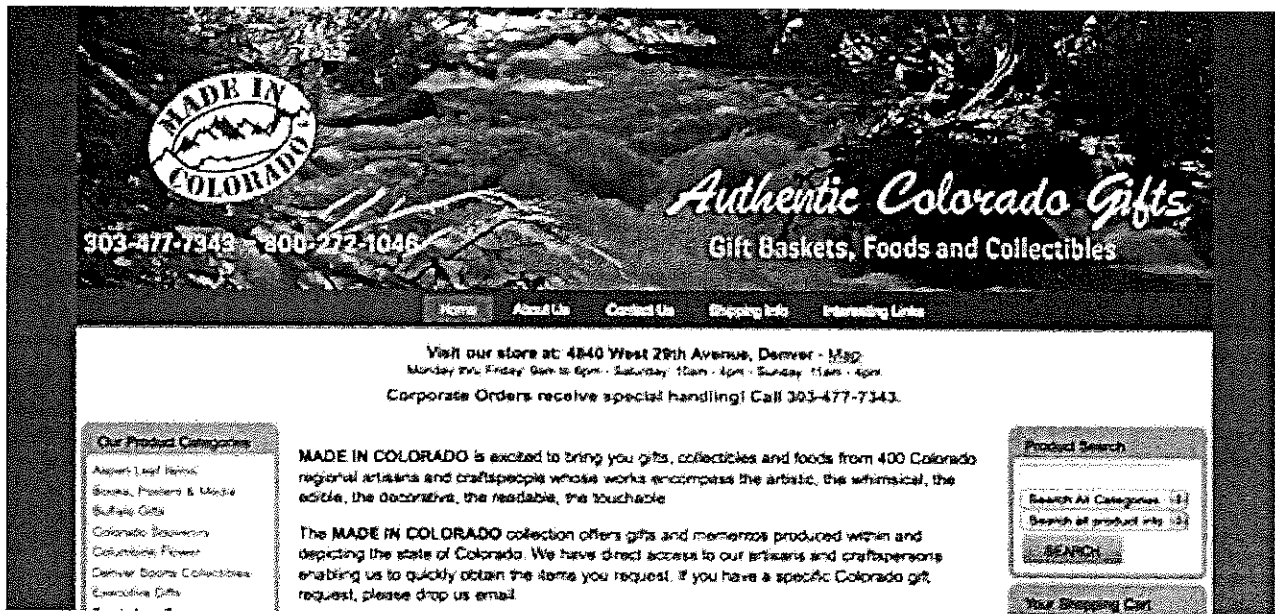
The Department of Tourism could setup a compact stand with information and/or Colorado Tourism books could be for sale.

Average Price Free to \$10.00

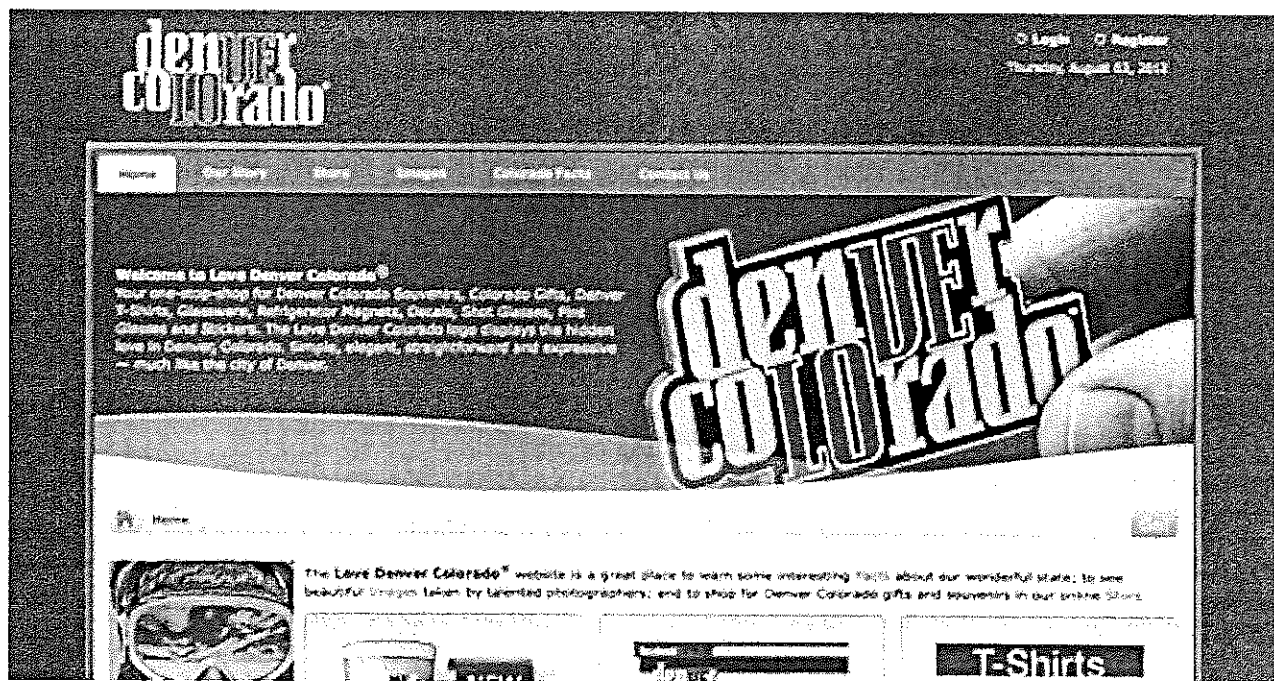
GIFT SHOP RESOURCES

Following the business model of the Colorado History Museum does not have to limit the product lines offered through the Capitol gift store. Below you will find several links to Colorado products which could be featured in the gift store.

<http://www.madeincolorado.com/>

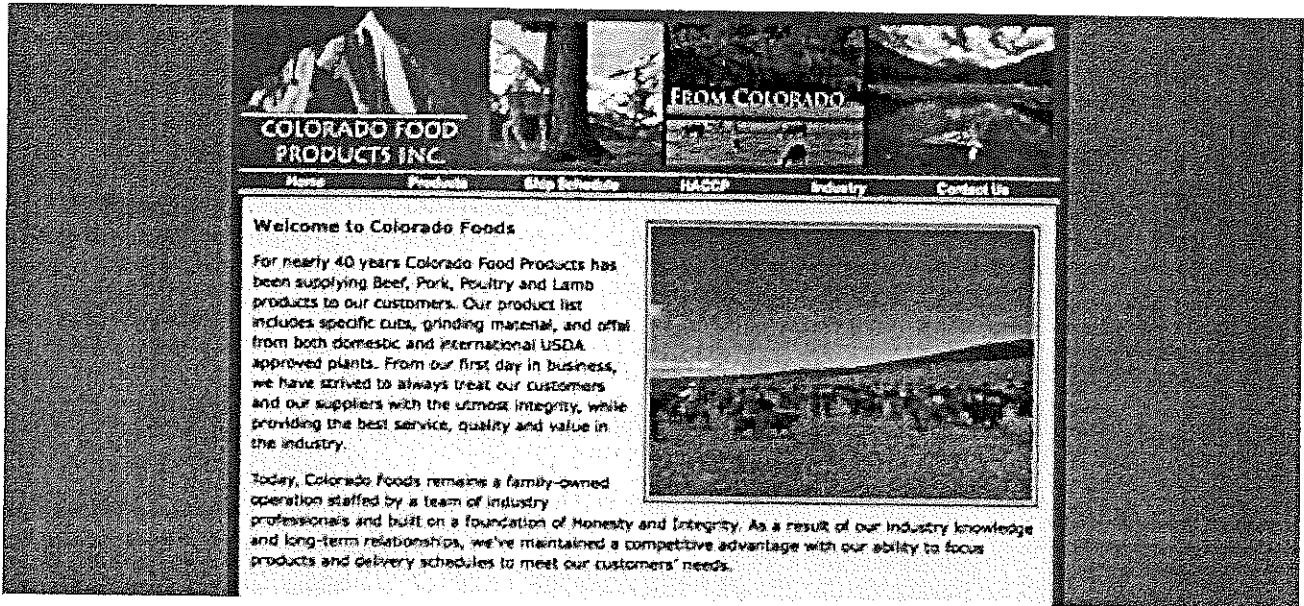


<http://www.lovedenvercolorado.com/>

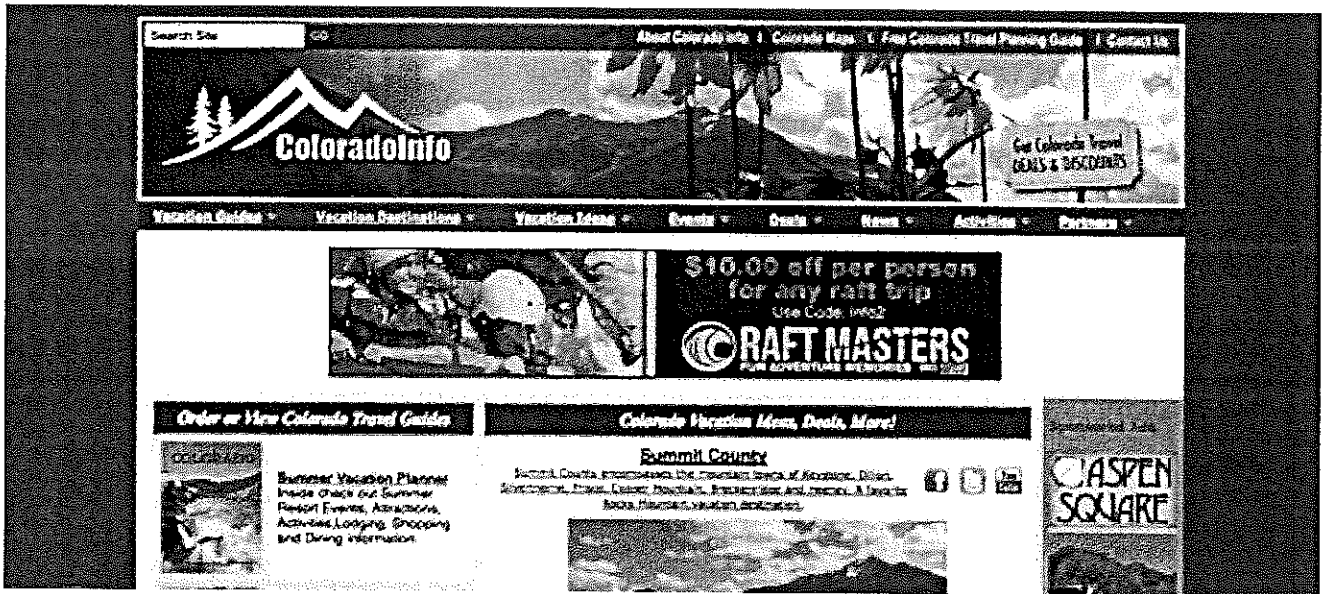


GIFT STORE RESOURCES (CONT.)

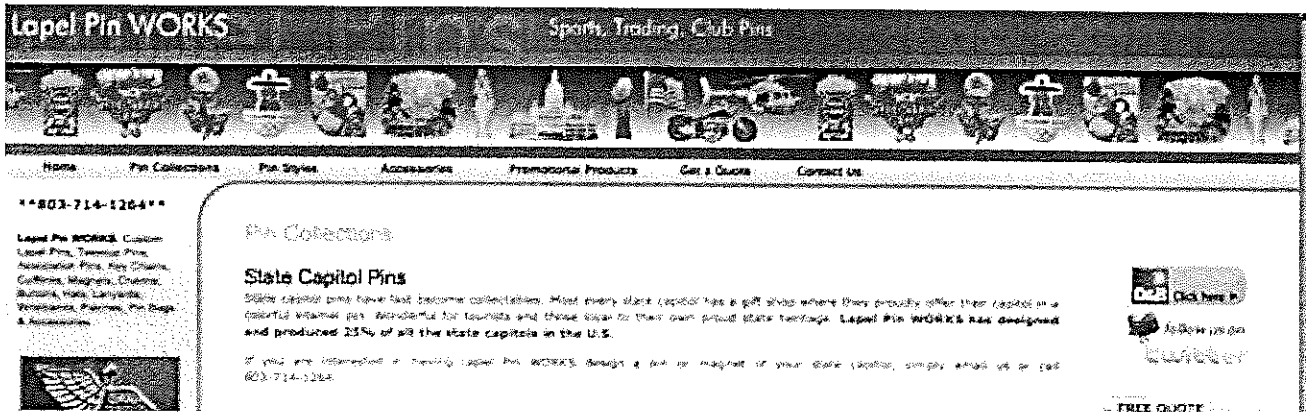
<http://www.coloradofoods.com/>



<http://www.coloradoinfo.com/>



<http://www.lapelpinworks.com/state-capitol-pins.htm>





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State Capitols and Civic Education

The following document contains states responses from a survey about how state capitols or legislative buildings are used to promote civic education. The survey was sent out via e-mail to listservs maintained by the American Society of Legislative Clerks and Secretaries and the National Legislative Services and Security Association.

States that responded. We will update this information as new material is received. [Please send responses to:](#)

1. Are any of the public spaces in your capitol/legislative building devoted to civic education? If so, how are these spaces used? If not, do you have future plans?
2. Approximately how many visitors come to your capitol/legislative building annually?
3. Do you use paid, professional guides for your capitol tours or do you rely on volunteers?
4. Have you found ways to emphasize civic education (rather than the building and its art and architecture) in your tour guide programs?
5. What agencies administer the visitor and civic education functions in your capitol or legislative building?
6. Does your capitol/legislative building have a gift shop? If so, who administers it? What types of items are offered for sale?

States Responded:

Alabama | Alaska | Arizona | California (questions 2,3 and 6 only) | Connecticut | Florida | Georgia | Hawaii | Illinois | Kansas | Maine | Minnesota | Missouri | Nebraska | New Jersey | New Mexico | Oklahoma | Pennsylvania | Tennessee | Texas | Utah | Vermont | Virginia (updated 8/31/10) | Washington | Wisconsin | Wyoming

Question 1.	
<p>Alabama Alaska Arizona Connecticut Florida Georgia Hawaii Illinois Kansas Maine Minnesota Missouri Nebraska New Jersey New Mexico Oklahoma Pennsylvania Tennessee Texas Utah Vermont Virginia Washington Wisconsin Wyoming</p> <p>Are any of the public spaces in your capitol/legislative building devoted to civic education about the history, politics and policy processes of your state? If so, how are these spaces used? If not, do you have ideas for how you might do it in the future? (For example, Ohio built a classroom/education center into its recent capitol renovation. The room is a starting point for all capitol tours, and the place where a 7-minute video about the state policy process is shown.)</p>	
State	Response
Alabama	Original capitol has been historically restored and chambers are no longer used. We have no dedicated space.
Alaska	We do not have sufficient room to have a classroom/education center. We have even turned closets into offices or an ADA bathroom.
Arizona	Arizona's old capitol building has been turned into a museum, including the original restored governor's office and house and senate chambers. Otherwise, we have no dedicated "civic education" space, although individual rooms or offices may be used for that purpose in specific instances.
Connecticut	We have a tour and information desk at the front entrance to the legislative office building (LOB) and an office in the Capitol for Capitol Information and Tours which is operated by the League of Women Voters of Connecticut Education Fund. Both locations display free information about state government. There is no dedicated space for the start of tours, but usually we are able to use one of ten public hearing/committee rooms. In the concourse between the LOB and Capitol there is a permanent wall display on the history of the Connecticut General Assembly. There are numerous displays throughout the concourse and first floor of the Capitol, which include statues, war flags, Medal of Honor winners, plaques, ship figureheads and bells. All have descriptive plaques.
Florida	Public spaces devoted to civic education in the capitol, would include the Women's Hall of Fame on the plaza level, displays of historical documents such as the Declaration of Independence, and the Japanese surrender on the 22 nd floor. The Senate has a large mural which depicts aspects of Florida history on one wall outside their chamber gallery. We also provide hands-on mock session experience in our House chamber for students and other groups interested in the legislative process.
Georgia	We do not have a particular office devoted strictly for education and/or history of Georgia. However, throughout the Capitol floors, our tour guide coordinator, who is a historian is responsible for this program.
Hawaii	There is an office of information, but no public classrooms exclusively dedicated to education. The capitol auditorium is used when needed for specific programs.
Illinois	A large exhibit explaining the history of the State Capitol has been on the second floor since 1989. No other public spaces are interpreted.
Kansas	Currently the Kansas Capitol does not have space available in the building to devote to civic education. In July 1998, the tour guides came under the umbrella of the State Historical Society. A survey is under way to discover how other state capitols conduct tours, what education is offered, etc. They hope to develop a plan in the near future which will determine the direction in which the tour

Wisconsin	The Department of Administration coordinates tour schedule and pays for the guides. The Clerk's Office will provide guided tours upon request for Legislators.
Wyoming	The Information Service at the state Capitol is administered by the Department of Information and Administration, General Services Division.
Question 6.	
Alabama Alaska Arizona California Connecticut Florida Georgia Hawaii Illinois Kansas Maine Minnesota Missouri Nebraska New Jersey New Mexico Oklahoma Pennsylvania Tennessee Texas Utah Vermont Virginia Washington Wisconsin Wyoming	
Does your capitol/legislative building have a gift shop? If so, who administers it? What types of items are offered for sale?	
State	Response
Alabama	Yes, Alabama Historical Commission.
Alaska	Not a gift shop exactly - our summer tour guides sell pins and postcards. The Personnel Section administers.
Arizona	Yes. The Department of Library, Archives and Public Records run the capitol gift shop which sells souvenirs, books, artwork, etc.
California	There is a gift shop in the basement that sells souvenirs and other related items.
Connecticut	There is a dry newsstand in the LOB, which has newspapers, snacks and souvenirs. It is operated by the Board of Education Services for the Blind. The League of Women Voters also sells Capitol pens, flags, a coloring book on CT. government and a book on CT. civil war battle flags.
Florida	The gift shop is a part of the office of the Secretary of State. T-shirts, items bearing the state seal, lapel pins, pens, books, etc., are available for purchase.
Georgia	Yes, The Georgia Co-Op for blind.
Hawaii	The capitol has a snack shop that has gift-shop-like items (i.e., postcards, pens) that is run by blind vendors, as are all shops in public buildings in Hawaii.
Illinois	There is a newsstand for mainly snacks, newspapers and magazines. Post cards and other memorabilia related to the Capitol are also sold there. The vendor is selected through the visually handicapped program.
Kansas	Our gifts are contained in a display case and administered by the Historical Society. Items we sell include Christmas tree decorations, magnets, pins, paperweights, china plates, china cups, books, bookmarks, cloth sunflowers and a few Kansas-made items. Plans for a gift shop are being reviewed.
Maine	No. The state museum has a gift shop (located next to the capitol). They sell small gifts and novelty items with a Maine theme.
Minnesota	No capitol gift shop, though the tour guides on the 1 st floor sell postcards. The Minnesota History and Government Learning Center is located three blocks from the capitol and has a large gift shop.
Missouri	We have a small gift shop comprised of three display cases. We feature books about Missouri, post cards of the local area, lapel pins with the state seal or the outline of the state, miniature state flag, a state puzzle and two commemorative silver coins.
Nebraska	Yes, the Nebraska State Capitol does have a gift shop, named "The Spirit of the Prairie." The shop sells t-shirts, jewelry, postcards, books by Nebraska authors, cards, crafts, University of Nebraska items, coffee mugs, and seasonal items.
New Jersey	A small coffee shop offers postcards to interested patrons. The planned Welcome Center includes provisions for a fully equipped gift shop. Administrative provisions for the shop have still to be worked out.
New Mexico	No the capitol building does not have a gift shop. Most of our museums do, but there is not a great deal of New Mexico state government memorabilia sold here. If I can help you further, please let me know.
Oklahoma	There is no gift shop in the Capitol Building although the snack bar, which is privately operated, carries some souvenirs. There is a gift shop operated by the Oklahoma Historical Society-a state agency-in their building across the street which houses the state museum.
Pennsylvania	The Capitol Shop was opened Spring 2000. It is administered by the Friends of the State Museum. The shop offers a variety of items relating to Pennsylvania, such as, but not limited to, logo-imprinted clothing, pins, cups, books, pens/pencils.
Tennessee	Our Capitol does not have a gift shop.
Texas	We have two gift shops, one in the Capitol Extension, the other in the Capitol Visitors Center. Both are administered by the State Preservation Board (and are quite profitable). Items offered include books, pens, cards, puzzles, Capitol Christmas ornaments designed by Neida Laney (these are the big money makers), calendars, sweatshirts and T-shirts (kids and adults), state pins, a small amount of basic drug items (aspirin, antacids, etc.) Prices range from cheap to pricey.
Utah	The gift shop, Salt Lake To Go, is managed by the Salt Lake Convention and Visitors Bureau. Located on the first floor of the capitol building, it offers an interesting variety of Utah specific souvenir items.
Vermont	Yes we have had a gift shop for the last ten years. During the tour season, the shop is located just off the main lobby in a Senate committee room. When the legislature is in session they occupy a gift cart that is centrally located and can be moved around on wheels. Under the Dome Gifts is run entirely by volunteers and is sponsored by a private non-profit organization, the Friends of the

Virginia	<p>Vermont State House. All profits support ongoing restoration as well as education programs. Products range from specific State House souvenirs and books to Vermont gifts, craft items and items specifically for school students (rulers, pencils and pens, puzzles, etc.)</p> <p>The Capitol Shop is operated by the Library of Virginia and is located in the Capitol Extension. Merchandise includes Virginia books, prints, mugs, and Virginia-made products such as soaps, lotion, jewelry, foods, and coffee.</p>
Washington	Not yet. Presently being considered.
Wisconsin	The Wisconsin State Capitol does not have a gift shop.
Wyoming	There are no commercial activities permitted on the Wyoming State Capitol Grounds. Currently there are no state authorized gift shops in the Capitol complex. The Wyoming State Museum will be opening a small shop in the new museum facility when it opens in January. The shop will carry a selection of educational materials, mostly books, and a small selection of moderately priced souvenir items at their location in the Herschler State Office Building immediately adjacent to the Capitol.

Please send responses to:

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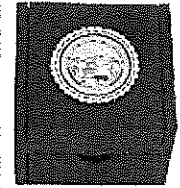
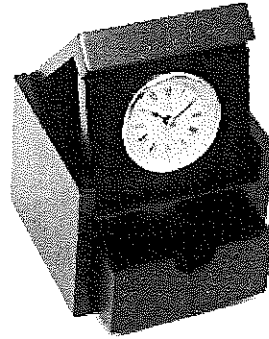
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STATE SEAL ITEMS



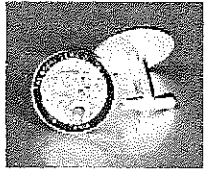

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Arizona State Capitol Museum Gift Shop



Arizona State Capitol Museum Gift Shop

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The [gift shop at the Arizona State Capitol Museum](#) has items with Arizona flags, state symbols, gifts relating to the USS Arizona, jewelry, clothing, decorative items, office gifts, toys, puzzles and books. It is open during regular museum hours. Don't let the online order form fool you -- there are many more items in the store than are offered online. There is free parking nearby.

[Learn More About Arizona State Capitol Museum](#)

[Map to Arizona State Capitol Museum](#)

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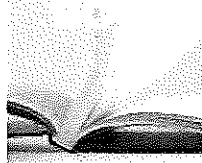
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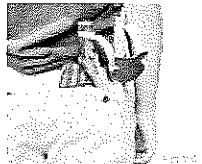
Jewelry



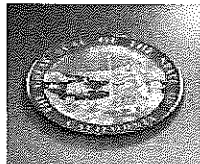
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Gift Shop Renovated

The Nebraska State Historical Society's corridor door, and carpet. Electrical and computer Landmark Store in the Capitol opened wiring were upgraded to accommodate the November 20, 2009, to rave reviews. Everyone remarked at the new interior decor. Few realized that Office of the Capitol Commission staff had worked behind the scenes to create a state-of-the-art shop for the new tenant.

The Historical Society's gift store team developed a concept and design for the new store which included custom cabinets, specialized lighting and multimedia components to showcase Nebraska's history.

Tom Kaspar, Capitol Preservation Architect, coordinated the renovation and infrastructure improvements. Standard renovation activity includes paint stripping, plaster repair, painting, cleaning base and door trim, restoration of the corridor door, and carpet. Electrical and computer wiring were upgraded to accommodate the additional lighting, monitors and point of sale system.

As the Maintenance Shop worked to upgrade infrastructure, the Carpentry Shop worked on the display cabinets and sales counter. Brett Daugherty, Capitol Facility Maintenance Manager, coordinated the fabrication, finishing and installation of the custom cabinets.

OCC staff manufactured, finished and installed the custom cabinets designed by the Historical Society's interior design consultant.

After the walls were painted and prior to door trim and carpet installation, OCC staff added electrical service to the sales counter. The sales counter was custom designed to reuse sections of the original copper roof removed in the exterior renovation project.

During the Grand Opening of the Landmark Store in the Capitol, Michael Smith, left, Executive Director of the Nebraska State Historical Society thanked the Office of the Capitol Commission for their high quality work in renovating the Capitol's gift shop space.