

Sawtooth Interpretive & Historical Association

Outlets Update

Board Meeting Date: February 20, 2025

First, I would like to thank you all for my generous bonus. I greatly appreciate your guidance, suggestions, support, and willingness to try new ideas. I'm looking forward to a successful 2025!

Sales Comparison

2024 sales were \$105,479 compared to \$118,166 in 2023. Sales comparison details are on page 3 of this report.

January 2025 sales are \$674 compared to \$261 in January 2024.

Scroll down to page 4 for the Top 12 Selling Products in 2024 by (1) net sales and (2) quantities sold. These are the combined totals at all locations using Square.

Sawtooth Trail Maps

Thank you, Stewart, for all your efforts in introducing SIHA's Sawtooth Trail Maps to eight stores in Boise. As promised, I sent emails to the stores that required follow-up.

Call to action: Do you know any local businesses in the Wood River Valley and Boise areas that may want to sell SIHA Trail Maps? If so, please share their contact information with me.

Wholesale \$4, Retail \$8.

End-of-Year Inventory

The ending inventory values for each location are complete as we head into 2025.

Earned Revenue from Program Sales

SIHA works with various vendors to sell fuelwood permits, Christmas tree permits, BCRD ski passes, and Idaho Parks and Recreation stickers. While SIHA only makes a nominal profit from these programs, it is a great way to get visitors into our locations. The goal is to gain more exposure for SIHA, increase sales, and grow attendance at SIHA events. On page 5, you will find the incentives earned from each program in 2024.

Caribou-Targhee

Background details: In November 2023, at the request of the SIHA Board Lin, Terry and I met with Caribou-Targhee representatives to review our current operations and find solutions to the increasing costs of doing business. In 2024, we implemented the Square point-of-sale systems at the four C-T outlets to reduce credit card fees and have been more mindful of the items each outlet has in their stores.

Please review the 2024 Caribou-Targhee Outlet Sales on page 6. A more legible copy is located in SIHA's Board Resources. The participating agreement with Caribou-Targhee is to split the net sales by 50/50. Following up on the Board's 2023 request, we should dedicate time to discuss Caribou-Targhee at the board meeting.

2025 Products

As a result of lower sales in 2024, SIHA has a higher product inventory to begin the year. This is good news! It allows SIHA greater flexibility to purchase new merchandise leading to more diverse product offerings for visitors in 2025. These new options should boost sales.

Since October, I have been perusing new and current vendors' websites and catalogs to find new merchandise. SIHA has recently been approved to purchase books through Macmillan Publishers and Hachette Book Group. These two publishing companies are distributors for many independent publishers providing SIHA access to hundreds of new books.

I meet with Sarin and Lin on February 13th to review dozens of new items including reference books, kid's books, games, nonfiction books, etc.

If you have any ideas for new products, please get in touch with me at books@discoversawtooth.org or 208-993-1315. I welcome the opportunity to chat about new products with you!

Submitted by Erica Cole

Sales by Location 2024 and 2023 Comparison

Sawtooth Outlets	2024	2023
Fairfield Ranger District	\$414.33	\$279.96
Ketchum Ranger District	\$3,321.15	\$2,779.53
Lost River Ranger District	\$577.08	\$455.89
Online Store	\$572.38	\$0.00
Redfish Visitor Center	\$23,830.93	\$33,080.83
SNRA Headquarters	\$23,765.95	\$19,999.33
Stanley Museum	\$10,685.59	\$12,718.92
Stanley Ranger Station	\$18,506.59	\$17,182.19
Sawtooth Outlets Total	\$81,674.00	\$86,496.65
Gallery Sales at Redfish VC		
Gallery Sales	\$5,137.00	\$16,168.96
Less 65% Commission Paid to Artists	\$3,186.95	\$10,509.82
35% SIHA Commission	\$1,912.40	\$5,635.89
Caribou/Targhee Outlets		
Ashton Ranger District	\$2,482.45	\$2,258.04
Island Park Ranger Station	\$1,642.79	\$2,055.79
Palisades Ranger District	\$631.61	\$521.08
Teton Basin Ranger District	\$2,167.08	\$1,956.66
Caribou/Targhee Outlets Total	\$6,923.93	\$6,791.57
Misc Outlets		
Made in Idaho Store	\$0.00	\$1,367.91
Mountain Village Merc	\$13,255.64	\$16,181.79
Recreation Resource Management of America (trail map sales only)	\$90.57	\$400.95
Stanley Chamber of Commerce (trail map sales only)	\$464.51	\$341.01
Wholesale Trail Map	\$1,158.00	\$950.00
Misc Outlets Total	\$14,968.72	\$19,241.66
Grand Totals	\$105,479.05	\$118,165.77

Top 12 Selling Items Based on Net Sales

Net Sales = gross sales less discount

All Square Locations: Redfish VC, Stanley Ranger Station, SNRA Headquarters, Stanley Museum & Ketchum Ranger District, and Caribou-Targhee Outlets

Item	# Sold	Net Sales
777 SNRA T-shirts	373	\$9,275.22
220 Baseball Hats	228	\$6,485.42
247 Mountain Biking Sawtooth & White Clouds Trail Map	425	\$5,938.75
600 Sawtooth Trail Map	351	\$2,600.01
778 Hoodie	35	\$1,947.06
308 SNRA Stickers	409	\$1,434.25
726 Bear Spray Counter Assault with Belt	28	\$1,370.60
245 National Geographic Sawtooth Map	91	\$1,358.95
321 Sawtooths & Elephant's Perch Miniscape Sticker	148	\$1,324.22
575 SNRA Wood Ornaments	101	\$1,303.42
370 Jabebo Earrings	70	\$1,291.33
246 Mountain Biking Sun Valley Trail Map	87	\$1,198.94

Top 12 Selling Items Based on Quantity Sold

Item	# Sold	Net Sales
700 SIHA Postcards	910	\$763.16
247 Mountain Biking Sawtooth & White Clouds Trail Map	425	\$5,938.75
308 SNRA Stickers	409	\$1,434.25
777 SNRA T-shirts	373	\$9,275.22
600 Sawtooth Trail Map	351	\$2,600.01
220 Baseball Hats	228	\$6,485.42
602 SNRA Patches	157	\$548.20
321 Sawtooths & Elephant's Perch Miniscape Sticker	148	\$1,324.22
302 Advice From Postcard	142	\$286.80
14 Smokey Postcards	137	\$99.25
319 SNRA Lapel Pins	119	\$822.18
301 Advice From Bookmarks	117	\$349.20

2024 Earned Revenue from Program Sales

	Total # Sold	Incentive	Square Credit Card Fees	Incentive Less Square Fees
BCRD Ski Passes Sold at SNRA HQ Incentive = 6% per pass sold	464	\$514.26	\$217.47	\$296.79
Idaho Parks and Recreation Stickers Sold at SRS, Museum, & RVC Incentive = \$1.50 per sticker sold	193	\$289.50	\$43.52	\$245.98
SNRA Fuelwood Permits Sold at Museum Incentive = \$3 per permit sold	20	\$60.00	\$9.00	\$51.00
Salmon-Challis Fuelwood Permits Sold at Museum Incentive = \$2.50 per permit sold	16	\$40.00	\$13.69	\$26.31
SNRA Christmas Tree Permits Sold at SRS & HQ Incentive = \$1 per permit sold	71	\$71.00	\$15.50	\$55.50
Caribou-Targhee Christmas Tree Permits Sold at Teton Basin Ranger District Incentive = \$2 per permit sold	196	\$392.00	\$91.94	\$300.06
Total		\$1,366.76	\$391.12	\$975.64

2024 Caribou-Targhee Outlet Sales

Net Revenue		Gross Sales	
Ashton	\$867.10	Ashton	\$2,482.45
Island Park	\$592.37	Island Park	\$1,642.79
Palisades	\$113.34	Palisades	\$631.61
Teton Basin	\$726.23	Teton Basin	\$2,167.08
Total Net Revenue	\$2,299.04	Total Gross Sales	\$6,923.93
Travel Expenses			
Lodging	\$234.69		
Mileage	\$365.20		
Total Travel Expenses	\$599.89		
Total Less Expenses			
	\$1,699.15		
\$0/50 Split		\$849.58	

Erica's hours dedicated to C/T outlets = 95.25
Erica's wages subsidized by SIHA = \$1,905
*Includes 41.5 hours to visit each location in March to bring products and Square training.

Ashton		Island Park	
Sales of Product Revenue	\$2,482.45	Sales of Product Revenue	\$1,642.79
Expenses		Expenses	
Cost of goods sold	\$1,244.28	Cost of Goods Sold	\$792.43
US credit card fees	\$105.79	US credit card fees	\$0.00
(Jan - March)		(Jan - March)	
Square credit card fees	\$64.64	Square credit card fees	\$40.53
(March - Dec)		(May - August)	
T-Mobile SIM card	\$20.00	T-Mobile SIM card	\$20.00
(one-time charge)		(one-time charge)	
T-Mobile data plan	\$148.50	T-Mobile data plan	\$148.50
Postage	\$32.14	Postage	\$48.96
Total Expenses	\$1,615.35	Total Expenses	\$1,050.42
Net Revenue	\$867.10	Net Revenue	\$592.37

Palisades	
Sales of Product Revenue	\$631.61
Expenses	
Cost of goods sold	\$326.77
US credit card fees	\$0.00
(Jan - March; cash only)	
Square credit card fees	\$12.93
(March - Dec)	
T-Mobile SIM card	\$20.00
(one-time charge)	
T-Mobile data plan	\$148.50
Postage	\$10.07
Total Expenses	\$518.27
Net Revenue	\$113.34

Teton Basin	
Sales of Product Revenue	\$2,167.08
Expenses	
Cost of Goods Sold	\$1,077.58
US credit card fees	\$109.18
(Jan - March)	
Square credit card fees	\$69.52
(March - Dec)	
T-Mobile SIM card	\$20.00
(one-time charge)	
T-Mobile data plan	\$148.50
Postage	\$16.07
Total Expenses	\$1,440.85
Net Revenue	\$726.23

Notes:
* Beginning Jan 1, 2024, US Bank credit card fees increased from \$10 to \$35 per month.
* Tablet costs are deducted from Caribou-Targhee Project Fund.
2024 Total: \$2.04 tablet cost x 10 months x 4 outlets = \$81.60
* T-Mobile data plan: \$15 per month per location. March was prorated at \$13.50.
* Teton Basin: Square credit card fees excludes Christmas Tree Permit sales.