

Midway City Council
3 February 2022
Planning Meeting

Midway Must Haves

Souvenir Shop	July	Aug	Sept	Oct	Nov	Dec	Jan	Fiscal YTD
Revenue/Sales	\$ 15,687.93	\$ 11,980.53	\$ 21,278.28	\$ 9,190.65	\$ 10,063.90	\$ 11,886.49	\$ 5,528.88	\$ 85,616.66
AP - Cost of Goods	\$ (10,299.96)	\$ (10,331.43)	\$ (25,580.10)	\$ (5,094.21)	\$ (6,067.12)	\$ (6,132.94)	\$ (2,495.81)	\$ (66,001.57)
Wages and Benefits	\$ (5,697.73)	\$ (5,630.05)	\$ (10,075.53)	\$ (7,577.01)	\$ (8,034.96)	\$ (7,718.11)	\$ (7,652.74)	\$ (52,386.13)
Misc Expenses	\$ (3,507.43)	\$ (547.92)	\$ (288.22)	\$ (3,765.72)	\$ (4,050.54)	\$ (1,266.64)	\$ (34.51)	\$ (13,460.98)
Total:	\$ (3,817.19)	\$ (4,528.87)	\$ (14,665.57)	\$ (7,246.29)	\$ (8,088.72)	\$ (3,231.20)	\$ (4,654.18)	\$ (46,232.02)

MIDWAY MUST-HAVES PROPOSAL TO MOVE TO DUP LOCATION

As a Souvenir Shop and Visitor Center for both the locals and visitors.

i *This proposal is intended to share the vision and ideas associated with a new location and space needed to accomplish a welcoming and historical glance into Midway both informative and an interactive Visitor Center/Museum with the Souvenir Shoppe take home piece for Midway City.*

OVERVIEW

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

To accomplish this Midway City needs to have adequate space to provide a place for history, information, and souvenir products while having a functional office space and storage that could potentially be used for small intimate events.

Midway Must-Haves is pleased to propose an exciting opportunity to move the store from its current location to the DUP. We believe that this would create a more valued experience for our patrons, opportunity for History and an efficient store space for serving the locals and visitors from historic Town Hall. By moving the store, we could better achieve our goal of local business representation and allow for tourism information, along with product sales to help pay for this service. In our current space we do not have adequate room to display both information, product, storage, and office space for back of the house operations. The store is currently using extra rooms in the town hall to house product and an additional location for office space and files. With the large square footage of the DUP we would be able to condense needed area into one location.

The Objective

i *Move Midway Must-Haves to the DUP side of Town Hall. Work with Midway's Historical Committee to provide a small museum experience on how Midway was established, support and represent local business, and provide logoed product in the store that can support the operating costs. While the current space is charming and quaint, the proposed location would have room and space to elaborate that feel and incorporate the 1941 original safe as a backdrop and tunnel into the history.*

- Need #1: Space to house historical materials and visuals.
- Need #2: The original safe built in 1941 as a historical marker and key feature.
- Need #3: Office and storage space for supplies and seasonal event staging.
- Need #4: A fluid space for takeaway souvenirs that support the operation of the Visitor Center, learning breakouts, events and local businesses.

The Opportunity

i *The DUP location, floor plan, and square footage is ideal and appropriately suited to accomplish these goals.*

- Goal #1: The entry to the DUP has a historical feel with the original safe. This would be the museum space for artifacts and video entertainment as well as room for informational literature. This would also allow for local restaurant, shopping listings and concierge information.
- Goal #2: The second grand room with large windows provides a beautiful and welcoming European Swiss feel room that captivates the guest with souvenirs to purchase. The flow from museum to showroom creates a buyer ready patron and experience that keeps their attention and encourages them to come back to visit all local businesses in town.
- Goal #3: The back room provides a staging area for product, backstock literature and office space for a functional desk and employee personals/break room.

The Solution

i *The DUP is vacant and ready for improvements while the shoppe can still be functional until move in date.*

- Recommendation #1: Devise a layout and plan for renovation which would include updating the existing space into a current unique Swiss/European feel that is a welcoming space similar the current one.
- Recommendation #2: reach out to the Historical Committee for input on the museum entry space and a history collection of pictures and information.
- Recommendation #3: Reach out to local businesses to see how the shoppe/museum could help support and promote their business.
- Recommendation #4: Investigate local non-profit events, mixers, or history nights that the space could support within the community.
- Recommendation #5: Make room for a business highlight section of the store that can be rotated throughout the year.

OUR PROPOSAL

i *After opening the Midway Must Haves on June 5th, we have had an incredible response from the community, businesses, and visitors alike. People love the feel of the store and the local talent and logoed items available. We have helped hundreds of visitors get connected with local activities and things to do in the area. Many of those people have come back into the shoppe multiple times to find out where to eat and other things to do during their stay. Hotels have directed guest to the shoppe for local souvenir products they can take with them as memorabilia.*

The feedback received over the summer has only increased the awareness of the need for a visitor information center and museum service as well as the souvenir portion. The comments have gloated on the modern and progressive approach to a visitor center instead of the traditional sterile room with the walls filled with pamphlets. Staff has made an important role with the interactive communication piece, engaging with every individual that walks into the shoppe. Everyone gets a customized service that includes concierge services.

More space to promote our well received Events Board.

In a recent TV spot on "The Place" Channel 13, we immediately saw the impact of people driving up from the Wasatch Front specifically to see the shoppe and learn about the area. This progressive, interactive, and welcoming environment has revolutionized the way we promote our town. The impact of creating a magical experience and engagement in the Midway area is a lasting one.

The capabilities of the DUP space are vast and more open to our growing town.

Rationale

i *The reasons for developing this project as proposed is due to the comments and requests of the patrons over the past several months.*

- Research done since opening day June 5, 2021
- Opportunities to be creative with the scope of what can be offered and efficiently function in the larger space received from input of local non-profit organizations.
- Alignment with the mission of Midway City to provide services and informational direction to visitors and locals.
- The current and recently remodeled shoppe location space is ready for another revenue producing store immediately after the move.

Execution Strategy

Our execution strategy would be to remain in business during a remodel of the new space to continue bringing enough revenue in to support the move. During this time, we can house and store our current backstock products in the DUP space until it is ready for move in.

Resources

i *We may want to reach out to the CAPS students for design work as well as the building class at Wasatch to help them gain experience remodeling and doing the work inside..*

Project Deliverables

The following is a list of considered project deliverables.

Deliverable	Description
Deliverable #1	Inquire at the School to see if the project would be appropriate for spring semester.
Deliverable #2	Layout plans for the space.
Deliverable #3	Get connected with the Historical Committee for artifacts and involvement.

Timeline for Execution

i *Completion projected for next Summer of 2022*

Key project dates are outlined below. Dates are best-guess estimates and are subject to change until a contract is executed.

Description	Start Date	End Date	Duration
Project Start	November 2021	June 2022	7 Months

Confirm Student Projects	November 2021	January 2022	2 Months
Confirm Plans and Supplies List	January 2022	March 2022	2 Months
Secure Materials	February 2022	April 2022	2 Months
Remodeling Work	April 2022	June 2022	3 Months
Inspection	May 2022	June 2022	1 Month
Select Business Highlight	May 2022	May 2022	1 Month
Move In	June 2022	June 2022	1 Month
Current Space Open for new Renter	June 2022	July 2022	1 Month
Project End	June 30, 2022	June 30, 3021	Project end date

Supplied Material

The following materials are to be supplied by local suppliers for this project. For Midway Must-Haves to meet project milestones, this material must be supplied on schedule. The due dates included in the following table represent our best guess based on current proposed project dates:

Materials to be supplied by local suppliers	Due Date*
New Flooring	May 2022
Ceiling and walls painted	April 20202
New Light Fixtures	April 2022
New Display Tables brought in	May 2022

**We cannot be responsible for cost overruns caused by client's failure to deliver materials by agreed-upon due dates.*

PRICING

Services Cost Category #1	Price
Flooring	5000.00
Paint	200.00
Light Fixtures	500.00
Demolition	2000.00
New Displays	1500.00
Wood Wall and Beams	3000.00

Misc Add-On's	1000.00
Total Cost	\$15200.00

Disclaimer: The prices listed in the preceding table are an estimate for the services discussed. This summary is not a warranty of final price. Estimates are subject to change if project specifications are changed or costs for outsourced services change before a contract is executed.

QUALIFICATIONS

Midway Must-Haves has proven to be a viable and valued service in the community.

- Providing a venue for insight to the valley and its history.
- Providing souvenir and memorabilia.
- Promoting local business and a downtown shopping experience.

CONCLUSION

i *It is my hope to make tribute and give attention to the nostalgia of Midway. So many have come before, and it is rich with history that we can't afford to lose. Let's make a precedence towards having the tools and space available for the heritage to be seen displayed in our Town Hall Landmark and be able to provide experiences that could potentially occupy the DUP Space.*

As stated in our Mission Statement..... "It is our ambition to promote and share the culture of Midway through local brands, services and events that are meaningful and have been inspired by the heritage of the valley." With that, let's provide Midway adequate space to accomplish this statement as it is a proven and viable service that supports Midway, local business and the downtown shopping experience.

Thank you for your consideration,

Tonia Turner
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