

Common Council - City Clerk

Retail Outlet – Pilot Proposal
Last Revision: March 7, 2019

Authority

- Footnote amendment to the 2019 adopted budget
- Common Council File Number 181289: Substitute resolution directing the City Clerk to develop a pilot plan for a City merchandise retail outlet with the intention of establishing a retail presence within 6 months.

Goals

- Create enthusiasm for and about the City of Milwaukee
- Increase awareness of City government as an institution
- Raise modest funds to assist in creation of appropriate monument for Ald. Vel R. Phillips

Assets

- Identified stock of well-regarded items
 - Flag
 - Keychains
 - Pins
 - Pens
- City website – strong internal design staff
- Modest footprint

Challenges

- Cashiering – No cash-handling at present
- Fulfillment for on-line transactions – website management – cost of credit card transactions
- Limited space – limited visibility
- Stocking – No T-shirts or other apparel at first

Pilot Part 1: April - June 2019 (1)

- Select items for sale – goal of 12 items
- Prepare stock of items selected.
- Prepare website including on-line payments
- Prepare small marketing items to drive people to on-line store
- Prepare small sale space in 205 reception area

Pilot Part 1: April - June 2019 (2)

- Prepare point of sale display for rotunda near information booth making people aware of both on-line store and availability of items in Room 205
- Note: Allowance will be made for “special” items, particularly through the website.

Pilot Part 2: June-December 2019

- Continue to evaluate items
- Consider “seasonal” items
- Prepare space in renovated 205 reception area for retail shop – timeline uncertain