

Gift Shop Report May 2020 Annual Meeting

The Gift Shops were on a trajectory to contribute to the Reserve Fund what was promised in the 2020 budget. Unfortunately, the coronavirus has been extremely detrimental to our businesses, despite being one of the few retailers to remain open during the time of this pandemic.

Overall, a snapshot of the individual Gift Shops shows the following:

Main Gift Shop remains the largest and the top performer across all three shops with sales in January of \$75,000 and February of \$80,000. March sales fell to \$68,000 and April showed further decline of \$53,000.

JHOC Gift Shop sales have floundered all year despite the store being remerchandised this past October with a focus on logo apparel. We believe this was the right move and attribute the disappointing performance to changes in office space, foot traffic and fewer customers. In January, we had sales of \$21,000 and February \$22,000; March \$16,000 and April \$9,000. We attribute the declines in March and April to an impact from COVID-19 and the shortened of operating hours to accommodate employees. Good news: Apparel sales have been brisk, at over \$200 per day since March.

The Arcade Gift Shop has maintained a flat sales curve through this year. The adjacent Bloomberg food court remains open, but all seating has been removed per state mandate for social distancing. This has impacted the store's performance. Additionally, the store was closed for seven days between March and April to accommodate employee staffing issues. Given that our retail was considered "essential" by JHH, we had a near sell through of all Easter merchandise in all three stores. Apparel (T-shirts and sweatshirts) has continued to be strongest, but inventory levels are now running low and our supplier from New York has been closed (non-essential) limiting our ability to replenish. The team has begun to search for new suppliers who are open in other states.

In the meantime, our retail manager, with an eye toward the budget, has tightened the reins on our buyer, only allowing purchases that are necessary.

We have supported the marketing and promotional efforts of the Women's Board by placing informational TV monitors in two locations, the Main Gift Shop window and the Carry On Shop window. Video loops are regularly updated with information about our businesses and Women's Board grants, activities and fundraisers.

We are proud that we did not have to furlough any of our employees. Several have been star performers, not missing any assigned shifts. Additionally, our employees complied with wearing face masks before it became required and we have provided hand sanitizer at each check out station for the employees. We have had some staffing challenges due to employees taking time without pay or benefits to care for children who are home from school.

We anticipate end of year Gift Shops results to fall far short of what was projected due to COVID-19, and the hospital's accompanying changes in staffing, admissions and visitation policy. For planning purposes, we expect our recovery will be long, with the potential for more coronavirus flares this fall. All hope is not lost. We are especially grateful to the employees who have stepped up and weathered this storm with us. They need to be recognized for their commitment to the Women's Board and the Gift Shops. We will remain fluid in our business

decisions, create new resources for merchandise, and continue to closely manage our valuable “people” resources and business procedures.

The Gift Shops have contributed \$135,000 FY to the Reserve Fund and we do NOT anticipate contributing anymore under the circumstances.

Duffy C. Weir, Chair

Corinne B. Gilarsky, Co-Chair