

NH Division of Parks and Recreation
Mount Washington State Park
Retail and Food Concessions

10 Year Vision for Summit (specific goals)

- Expand kitchen out to keep up with food demand. Give more work space in the kitchen for safety and food output. In addition potentially expand the food service to eliminate wasted space in Rotunda area in addition to giving more space for more product options and room to move freely around the food service.
- Build a walk in cooler outside Manager's office. Currently we have 3 stand up coolers in that area. A walk in would give us more cold storage space and would be a more efficient use of dead space in that area. Would also potentially be more energy efficient thus being more cost effective in the future.
- Expand Gift Shop to make it more of a rectangle shape. Would give more retail space for the sale of retail goods and also more walking space. In addition add bar and bar seating around gift shop perimeter to eliminate tables but maximize seating.
- Continue to sell a diverse product mix that changes year to year.
- Maximize storage space downstairs and upstairs. Plan out new ways to maximize storage space upstairs. Example: Building more shelving downstairs for glassware or finding a place upstairs for glassware.
- Keeping up with building maintenance and proper food safety certifications and licensing.
- Continue increasing sales and sales revenue to support the operation of the park and allow for investment beyond capital funding. For example: designing our own products and ordering locally. This minimizes overseas shipping cost and creates one of a kind souvenirs for the state park alone, along with supporting small businesses in the community.
- Having a higher social media presence for Mount Washington specifically. By having an increased social media presence, it would increase visitor-ship and increase potential new hires.
- Year-round retail sales, including winter mail order focus

10 Year Vision for Summit (broad)

- The Retail and Food Service Operation continue to cover the costs of its operation while providing additional revenues for the support of the greater Mount Washington State Park operations.
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- Within the structure boundaries of the Sherman Adams Building, that interior reconfigurations and improvements can be made to better use available space while balancing the operational space

needs of the retail and food service with the public areas used for both seating and walking lanes. Present day, there seems to not be enough of either and there are possible improvement opportunities on both sides.

- An increase in storage space for retail and food inventory, (and other operational support) both on the summit, and off the summit.
- Continue to sell a diverse product mix and unique items that changes year to year based on customer tastes and demands, that give our guests ways to both remember their visit and to promote Mount Washington State Park and New Hampshire. Continue finding opportunities to gain access to new vendors, including New Hampshire businesses, and product opportunities, through trade shows and other resources.
- Provide a safe, clean and inviting environment for guests worthy of the location. Keeping up with building maintenance and proper food safety certifications and licensing.
- Find ways to expand awareness and visibility of the State Park Gift Shop, which is currently tucked into the opposite side of the building that the public access. Find new ways to reach guests, both on the summit, and perhaps locally and/or through online sales.
- Have a full staff for Spring, Summer and Fall. By having competitive wages within the scope of our State CBA, and perhaps offering other kinds of employee incentives, we will increase our potential hires and will hopefully be fully staffed for our entire season. Increase our staffing numbers to fit the ever changing demands of the job while achieving financial performance goals.

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