

FEE RECOMMENDATION

FOR: Botanical Conservatory Gift Shop Sales

COST CENTERS: Botanical Conservatory/ 439-TULP

FINANCIAL OBJECTIVE AND JUSTIFICATION STATEMENT:

Conservatory Shop revenue is a vital component of the Botanical Conservatory's operational support. This fee recommendation establishes a consistent pricing structure that generates income while aligning with industry standards in public garden retail.

For most merchandise, the Conservatory applies a pricing multiplier of no less than 2.0 times the acquisition cost, with prices rounded up to the nearest \$0.95. This ensures a sustainable margin that supports ongoing operations and retail improvements.

Books and items produced by local artists or artisans, which often carry narrower profit margins, are priced with a minimum markup of 1.25 times the acquisition cost. This approach maintains competitiveness with online and local retail alternatives while supporting small-scale creators.

Items that remain unsold after a minimum of 90 days may be marked down incrementally or discounted with the approval of the Botanical Conservatory Manager. This process ensures that underperforming inventory can be rotated out in favor of more appealing products.

For surplus or used items deemed suitable for resale, pricing begins at no less than 50% of the original acquisition cost. When acquisition cost is unavailable or the condition of the item warrants a lower price, the Botanical Conservatory Manager may determine appropriate pricing.

PROJECTED RESULTS OUTCOME:

The continued success and contribution by the Conservatory Shop to the Botanical Conservatory's long-term goal of increased self-sufficiency, operational excellence, and guest satisfaction.

FEE RECOMMENDATION



FOR: Botanical Conservatory Food Service Operation (Café Flora)

COST CENTERS: Botanical Conservatory/ 439-TULP

FINANCIAL OBJECTIVE AND JUSTIFICATION STATEMENT:

Café Flora will serve as a key revenue-generating amenity that enhances the guest experience at the Foellinger-Freimann Botanical Conservatory. This fee recommendation establishes a flexible, food-service-specific pricing structure that reflects industry standards while aligning with City food safety practices and operational sustainability.

Standard Pricing Strategy:

For most packaged or shelf-stable items, Café Flora will apply a pricing multiplier of no less than 2.0 times the acquisition cost. Prices will be rounded up to the nearest \$0.25 or \$0.50 to maintain consistency and ease of transaction; \$0.95 may be used for some packaged items.

Prepared Food & Beverage Pricing:

Freshly prepared items, such as baked goods, sandwiches, and specialty beverages, will be priced using a multiplier of 2.25 to 3.5 times the raw ingredient cost, factoring in labor, packaging, and perishability. Final price points will reflect local market comparables and customer expectations within a public attraction setting.

Pricing Adjustments for Perishable Items:

To minimize waste and ensure safe handling:

- Day-of discounting may be applied to select fresh items approaching their use-by or sell-by date.
- End-of-day clearance pricing may be implemented for unsold prepared items, at the discretion of the Supervisor of Café & Retail Operations.
- Any food or beverage items not sold within the safe consumption window, as dictated by internal policy and regulatory guidelines, will be discarded.

Local & Specialty Goods:

Items sourced from local food artisans or vendors may carry a lower margin (1.25x – 1.75x) depending on exclusivity, ingredient cost, and community partnership value. This supports the Botanical Conservatory's goal to foster local engagement and provide high-quality offerings that align with the organization's brand.

Seasonal & Promotional Pricing:

Café Flora may employ time-bound promotions, event-specific pricing, and bundled offers to increase sales velocity and align with seasonal exhibit themes or Botanical Conservatory-wide events. All promotional pricing must be approved in advance by the General Manager or designated supervisory staff.

PROJECTED RESULTS OUTCOME:

This pricing framework is designed to support the operational costs of the café while maintaining guest satisfaction through value-based pricing. This framework works to minimize food waste through responsible markdowns and proper handling protocols.