

# Besser Museum for Northeast Michigan

## Guest Services Report

### February 2021 – March 2021

As pertaining to my job description – gathering information for reports and billing, administrative support, membership support, greeting guests and answering questions to ensure a positive experience, maintaining the museum website and social media outlets, creating mass emails, assisting with newsletters and mailings, gift shop maintenance, and offering telephone customer support.

#### Overview

- The museum hosted **226 total guests** for the month of February – **171 for the museum** and **55 for the planetarium**. These numbers were down from last month – 357 total guests, 222 for the museum and 135 for the planetarium. In February 2020, the museum hosted 587 total guests – 512 for the museum and 75 for the planetarium. Weather and COVID were contributing factors to the decline in visitors.
- Gift store sales have declined due to the lack of guests. As an alternative to in-person shopping, the website is being updated to include an on-line store where visitors can purchase popular items.
- **Current membership is 319**. There were 6 renewals, 3 new members, and **156 past due** members for the month. Renewal request letters were mailed to past due members.
- The Besser Museum website has been updated to a new modern look that is more user-friendly. **The website had 2,677 visitors**. On-line voting for New Beginnings 2021 People's Choice was added, resulting in \$297 in sales.
- Besser Museum's **Facebook page had a reach of 3,880 people** with 1,145 engagements, 3,147 likes, and 3,292 followers. The Planetarium Facebook page had a reach of 1,684 with 465 engagements, 529 likes, and 547 followers.
- Besser Museum's Instagram page has 631 followers.
- A new museum brochure/map was created in a different format, to cut down on costs of printing and paper.

#### Ongoing Projects

- I will continue to add items to the on-line store, in hopes of increasing sales. I will promote the store on social media.
- Inventory of the gift shop will be completed on March 16<sup>th</sup>. I will be placing orders to replenish stock for the upcoming season.