I talked to Wendy Spencer at the Lewis and Clark Interpretive Center in Washburn about 3 years ago and my notes from her said:

1. Their gift shop generates 30% of their revenue.
2. 40% of the gift shop revenue is from books.
3. Books are bought direct from presses. She said we should be able to find a partner and be able to do some co-op buying and get a volume discount. The U. of Oklahoma and the U. of Nebraska were two publishers they often bought from. She said we could maybe get a 20% discount on a purchase of low quantity books and a 40-45% discount if we bought 36 books or more.
4. They thought their websites could generate revenue by having people order books online and also by offering a subscription service to get additional information. They were going to work with Powell's Bookstore in Portland, Oregon on some website sales in the future.

It seems like good advise, but we sure haven’t had time to follow it yet.

Ron Dahl

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