

# W. D. BOYCE STOREFRONT INSIGHTS



# 2022 ANALYSIS

# STOREFRONTS

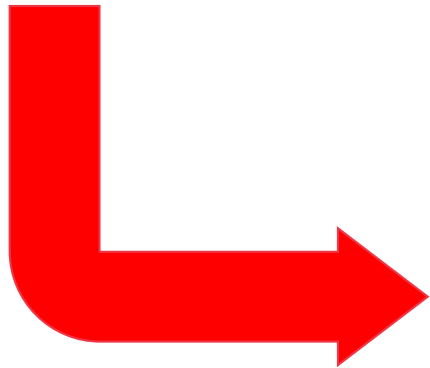
Day Type	Storefront Sales	Hours Worked	Sales per Hour
Weekend	\$ 275,491	1683.67	\$ 163.63
Weeknight	\$ 106,736	666.65	\$ 160.11
Grand Total	\$ 382,227	2350.32	\$ 162.63

Days	Storefront Sales	Hours Worked	Sales Per Hour
Saturday	\$ 153,022	895	\$ 170.97
Friday	\$ 50,537	296.9	\$ 170.22
Wednesday	\$ 18,404	114	\$ 161.44
Sunday	\$ 122,469	788.67	\$ 155.28
Monday	\$ 9,202	60.5	\$ 152.10
Tuesday	\$ 11,063	75	\$ 147.51
Thursday	\$ 17,530	120.25	\$ 145.78
Grand Total	\$ 382,227	2350.32	\$ 162.63

## 2022 ANALYSIS

# STOREFRONTS

It's not just about storefronts at  
"the big stores" ....



Top 20 Storefront Businesses by Total Sales (All Locations)

Rank	Store	Retail
1	Casey's	\$63,732
2	Schnucks	\$47,660
3	Walmart	\$39,777
4	Blain's Farm & Fleet	\$38,266
5	Lowe's Home Improvement	\$34,880
6	Hy-Vee	\$27,477
7	Sam's Club	\$24,303
8	Jewel	\$15,585
9	Ace Hardware	\$9,792
10	Sullivan's	\$8,025
11	Kroger	\$7,275
12	Tractor Supply Co.	\$4,893
13	IGA	\$4,392
14	Walgreens	\$3,829
15	Wally's	\$3,289
16	Dave's Supermarket	\$2,780
17	Busy Corner Restaurant	\$2,735
18	CVS	\$2,675
19	Farm and Home	\$2,235
20	Presley's	1740

## 2022 ANALYSIS

# STOREFRONTS

Stores w/ > 5 Storefront Events (All Locations)	Retail	Events	\$/Event
Schnucks	\$47,660	50	\$953
Kroger	\$7,275	8	\$909
Sam's Club	\$24,303	28	\$868
Sullivan's	\$8,025	11	\$730
Blain's Farm & Fleet	\$38,266	63	\$607
Walmart	\$39,777	67	\$594
Lowe's Home Improvement	\$34,880	59	\$591
Hy-Vee	\$27,477	55	\$500
IGA	\$4,392	9	\$488
Jewel	\$15,585	33	\$472
Casey's	\$63,732	167	\$382
Wally's	\$3,289	9	\$365
Ace Hardware	\$9,792	30	\$326
Walgreens	\$3,829	16	\$239
Tractor Supply Co.	\$4,893	31	\$158

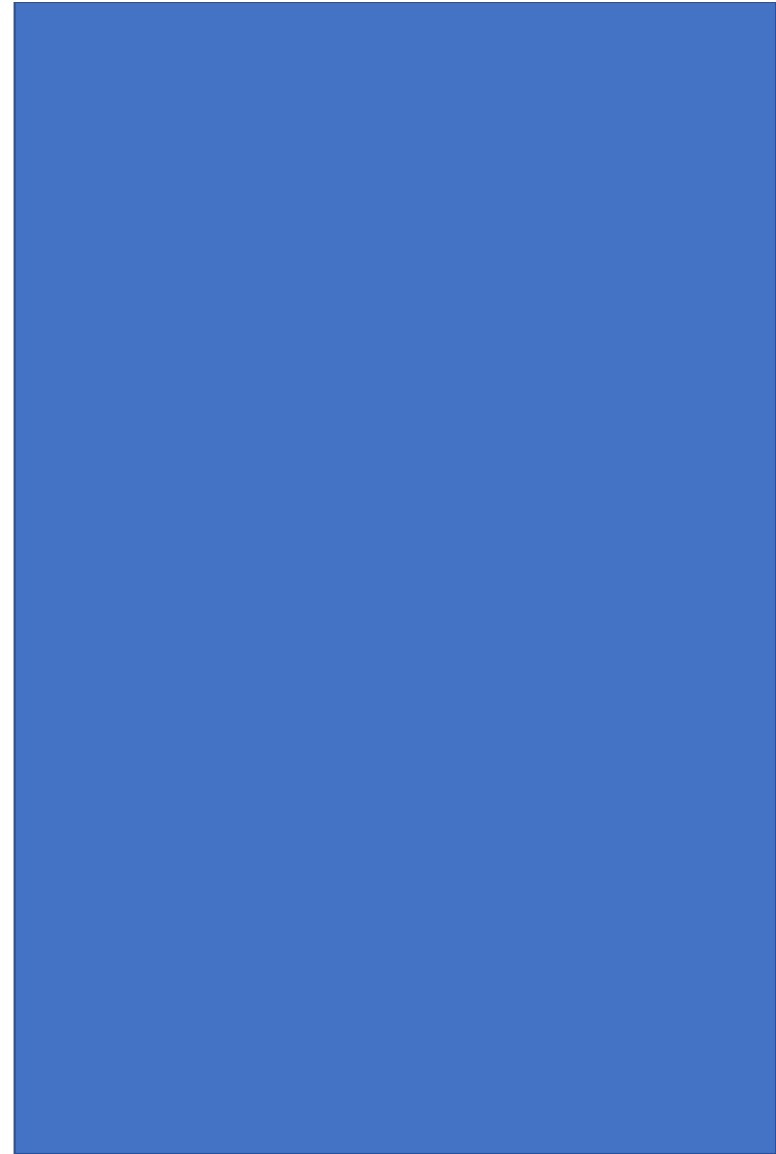
... nor are sales limited to 1-2 storefront events per location!

*Hours per "event" may vary – but storefronts overall averaged \$162/hour*

## UNIT BOOKED

# STOREFRONTS

- We recommend booking 1-2 months in advance
- Look for high foot traffic times and locations (Google Analytics)
- Visit in your Uniform with one or more Scouts
- Ask the manager after shopping the store
- If permission is granted, get details of the expectations and then follow them
- Always say 'Thank you!'



# BEST PRACTICES STOREFRONTS

- Setup table in the highest foot traffic location approved by the store manager
- What to bring? **See next slide!!**
  - Popcorn
  - Table and tablecloth
  - Vinyl banner for front
  - Square reader
  - Cash box with change
- Don't put prices on the table
- Display product neatly, store cases under the table, and keep area clean
- Scouts in uniform
- Scouts in front of the table and parents behind the table
- Scouts actively engaging each customer with a smile and pleasant greeting
- Always say 'Thank You'!

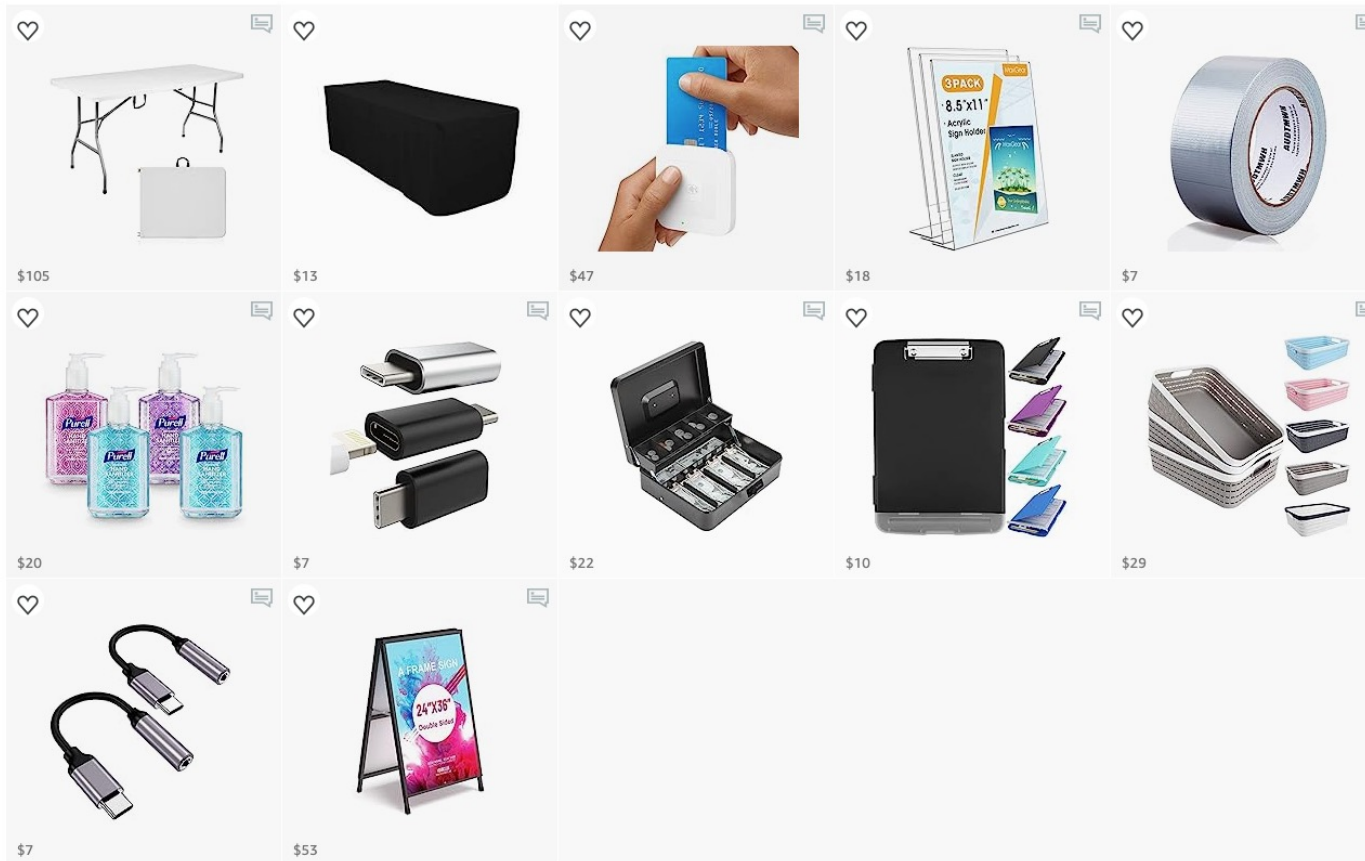


# BEST PRACTICES **STOREFRONTS**





# BEST PRACTICES STOREFRONT KIT



Folding table  
Tablecloth  
Square reader  
Sign holders  
Duct tape  
Sanitizer  
USB-C Adapters  
Cash box  
Clip board  
Baskets



<https://amzn.to/3UETBLw>



# HAVE QUESTIONS?

## Council Contacts

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- **Charlie Zimmerman – Council Staff Advisor**  
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- **Heather Frailey – Extra product, returns, etc.**  
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## District Kernels

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## Trail's End Support

Join our Facebook Group

Text PARENTFB to 62771 to join or visit

## Trail's FAQ's

<https://support.trails-end.com>

## W. D. Boyce Web Site

<https://wdboyce.org/popcorn/>

## W. D. Boyce Council Popcorn Facebook Group



<https://bit.ly/wdb-popcorn-fb>