



HENRY VILAS ZOO®

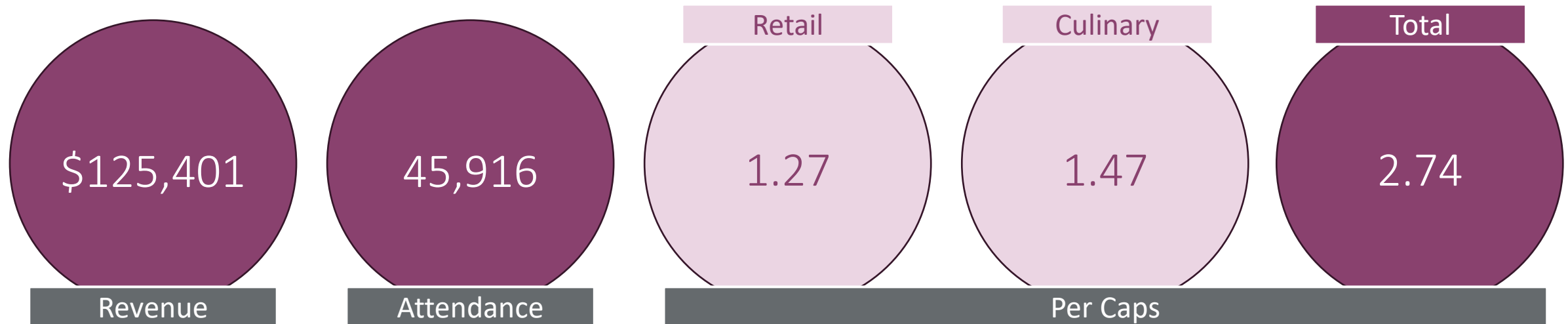
# Monthly Business Snapshot

March 2025

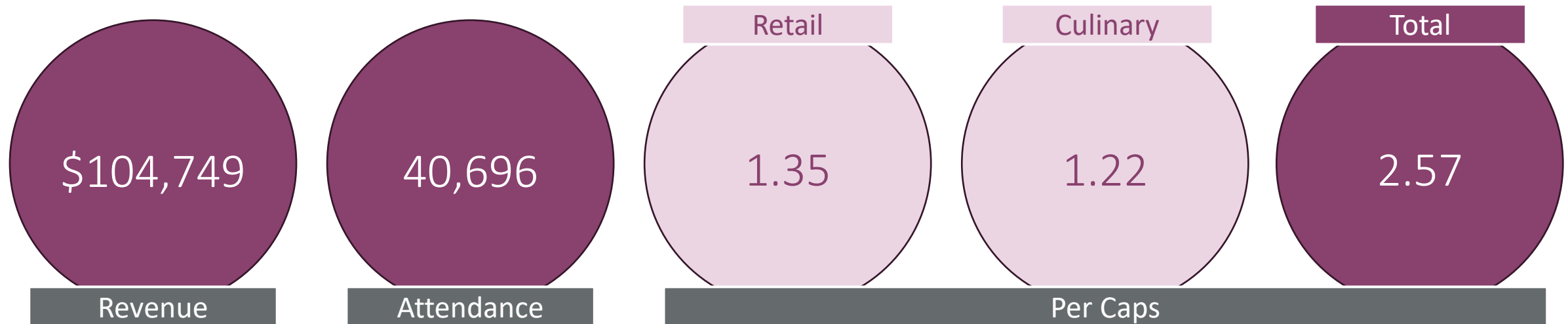
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# March 2025 Overview



# March 2024 Overview



# Commission



2024 Commission: 19,343

2025 Commission: 22,220

# Beyond the Top Five



- Testing name-dropped vests in Jr Zookeeper collection.
  - 6 sold for \$222
- Participant in 'It's Sher To Be A Great Spring Break' contest.
  - Featuring 3 Rainbow Sherbert plush SKUs
  - 36 units sold added \$745 in sales.



# Opportunities



- **PLUSH**

- 2 SKUs of a new line of colorful plush, Dreamscapes, will be added to the Glow in the Dark collection at the start of May. Great price point (\$22.99).
- Location is part of Phase 1 of New Care Kit program roll-out
  - Mini plush used to be on an end-cap. Expect to see a healthy bump in sales by increasing the program's prominence and amount of space devoted to it.







# Thank you

