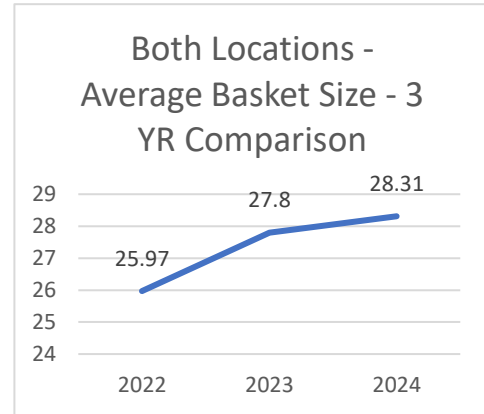
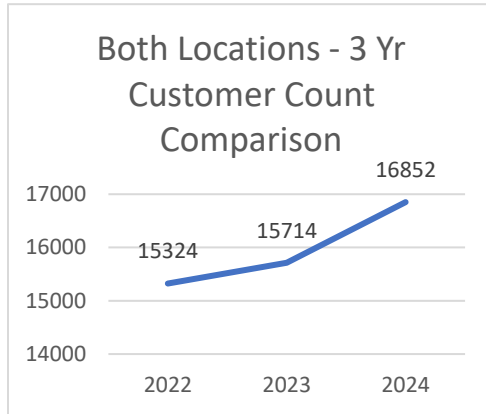
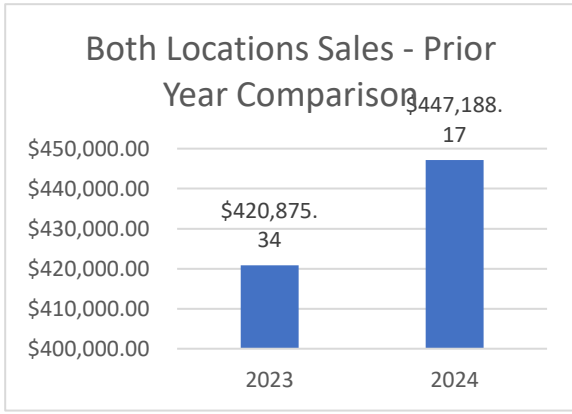




Both Locations:

July Sales: \$447,188.17

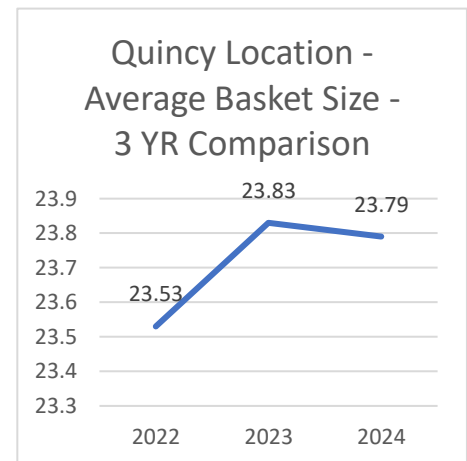
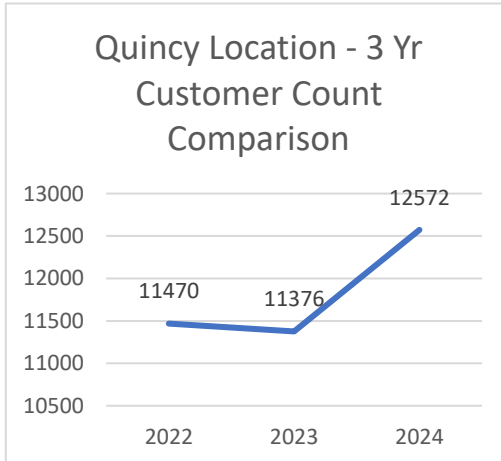
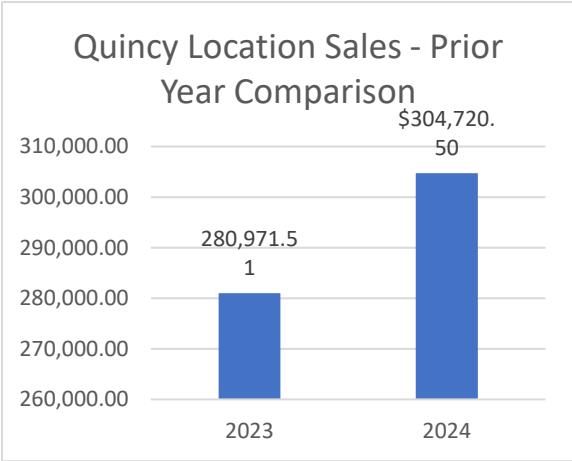
Prior Year Comparison – Increase of 6.3%



Quincy Location:

July Sales: \$304,720.50

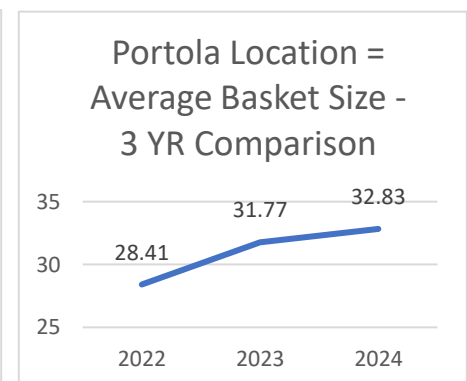
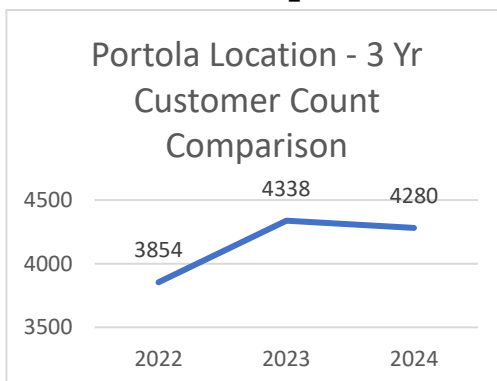
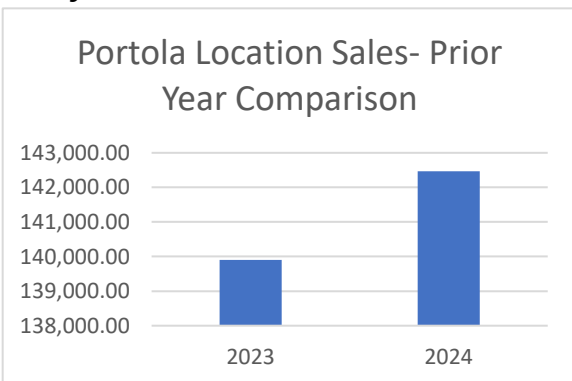
Prior Year Comparison - Increase of 8.5%



Portola Location:

July Sales: \$142,467.67

Prior Year Comparison - Increase of 1.8%



Outreach Update:

Round Up at the Register Update – July 2024:

Quincy: The Plumas Sun - \$1,102.83

Portola: Musica Sierra - \$315.60

Total Donated: \$1,418.43

Summary:

Overall sales combined increased in July when compared to the same period in 2023. Our Quincy store saw a increase of 8.5%, while Portola showed an increase of 1.8%.

In July High Sierra Music Festival was back for another year. In Quincy we saw better sales than the previous year, but not as strong as 2022. During the 4th of July the Portola location saw a record-breaking week in sales, hitting \$52K (average weekly sales are between \$30k-\$35k).

Michelle Fulton was tasked to begin researching our potential participation in the Women Infants and Children (WIC) program. We learned that we will need to modify our purchasing policy to accommodate this program that some of our membership would like to see. By participating in this program, we can be more accessible for families in our community. One statistic showed that 56% of infants born in California are supported by WIC.

The Gold Complex Fire in Portola impacted our store for a number of days. Many of the staff were evacuated. With the help of a few staff that were not evacuated, we managed to stay open for limited hours for four days until the threat subsided. The power did go out a number of times, but not lasting more than a few hours.