

The Artisan Market at 305 LLC

Vendor's Handbook

Welcome to The Artisan Market at 305 LLC and thank you for becoming a vendor with us. As a vendor, you have a unique opportunity to have your work successfully displayed and marketed in Durham's thriving downtown! We want you to succeed and be the best that you can be. This handbook is intended to give you our basic store guidelines as well as serve as a resource to help you navigate the inventory, sales, and general operation of the shop.

The mission of The Artisan Market at 305 LLC is to provide local artisans with a permanent storefront in which to sell their creations on a continuing basis. We are here to help you achieve your business goals!

General Information and Guidelines:

Store Organization - the store is owned, operated and managed by Karen Casey. Karen is a founding member of the Durham Craft Market and is a Glass Artist.

Store Hours: Wednesdays 1130-5:30, Thursdays 1130-5:30, Friday and Saturdays 1130-7, Sundays 1130-3:30 plus additional hours during special events and festivals in downtown and during the holiday season. Hours may be adjusted under special circumstances such as COVID-19

Vendors - vendors shall consist of local and regional artisans. Vendors must possess a sincere desire to build a small business and have some experience with selling their products through online stores, pop up or outdoor markets or other retail markets. Exceptions to that may include artists and student artists being showcased on a short-term basis in the store.

Jury Process - artisans wishing to have their work displayed and sold by The Artisan Market at 305 LLC shall submit an application and photographs of their work for approval. Submitting photos of work for view on a website or social media is preferred but if needed, 3 photos can be emailed. Work in a new medium, not originally juried, must go through the jury process before it can be included in the vendor's inventory.

All work must be original and made by the artist in North Carolina - no craft kits are permitted. Resale of commercially produced items will not be allowed.

Vendor Fees - vendor fees depend on the space rented or are 65/35 commission. Rent will be based primarily on amount of space allocated as well as other factors determined by the owner. The Artisan Market at 305 rents space monthly with an initial 3-month commitment. Payment of the first month's rent is due at signing or you will receive a Paypal invoice depending on time of arrival. Spaces begin at \$35 per month (and go up depending on amount of space) and is due the 1st of each month. If payment is not received by the 5th of the month, a \$15 late fee will be assessed. If payment is still not received, the partners have the option of subtracting fees from commission and/or removing products from the store. Vendors will be invoiced monthly via email/Paypal invoice. There is a flat \$10 extra fee from each artist for selling in December to help offset packaging and extra payroll costs.

Store Commissions - in order to cover the operating expenses of the store, including credit card fees and packaging, a 20% commission will be deducted from each item sold. The store will collect sales tax and remit it to the State.

Artist Payment for Sales- Payments to artists will be issued by the 10th of each month and come directly in the mail from Truist Bank.

Inventory Management-Artists will be provided links to their own Dashboards with their Current Inventory as well as Sales. These dashboards are updated every week, typically Sunday night to assist the artist with keeping track of sales and for restocking purposes. All items in the store are barcoded. When starting you will be provided with an Excel template to provide your inventory for the store and instructions on completing the information needed. Each vendor will have an ID code (Initials) that will identify them for accounting purposes. The vendor will use this code to precede the number they assign to each inventory item. When restocking, you must also submit a list of items being brought in so that they can be entered in the system and barcodes printed.

Special orders and commissioned work - sales made as a result of your direct involvement and promotion in the store are to be processed through the store and are subject to the same 20% commission rate. Remember, we all win when customers remember where they made their purchase and want to return!

Store Design - the store's owner is responsible for keeping the look of the store and the display windows fresh and inviting. Your display area may be adjusted, when needed, to achieve this objective.

Rotating Work and Maintaining Inventory - vendors are encouraged to rotate their work in and out of the store every few months and keep abreast of how items are selling. If it is noticed that your space needs replenishing before you do, you will receive an email and a picture may be sent with the expectation that you will add inventory within two weeks. Items displayed for over one year must be removed.

Placement in the store - prior to set up, new vendors will meet with the store owner to discuss placement of their work. No displays will be set up until all paperwork has been completed and the vendor fee has been paid. The store can usually provide display furniture, ie. tables, shelves, stands, etc. as appropriate for the type and size of the vendor's items. Vendors will provide individual display pieces that they feel will best feature their products. We are happy to share things we also have for your use.

Appropriateness - The Artisan Market at 305 LLC owner reserves the right to reject any items deemed inappropriate.

Contact Information - vendors are responsible for keeping the store informed with changes to address, phone number and email so that checks are sent correctly.

Online Store: -we maintain an online store with a selection of your items from the store. The name, price and code are the same. It is important that you clarify if there are any of your items that you DO NOT want in the online store. It is important that you do not change codes or prices when you restock unless you clearly inform Karen! Artists should submit good quality photos and details (e.g. length of earrings, materials used etc.) to be included in product description online. An item that you can replicate is a good one to start with for online items.

Store Liability - although all work will be treated with great care, the store cannot be responsible for theft, breakage, or damage. The store maintains liability insurance.

Store Closure- Durham is growing and thriving! In the event of unexpected closure of our storefront, we will be sure to let you know right away. The owner will discuss any new arrangements with the artists at that time. Artists agree to remove their products in a timely manner as needed and will hold harmless the partners for lost or potentially lost sales.

Abandoned Items - any items left upon departure will be considered "abandoned" after 30 days and will become the property of the store.

Contract Non-Renewal: I want you to succeed in our store and I'm here to help. If your inventory is not moving, we will do our best to make suggestions and discuss options. If sales continue to be minimal for a 3-month period or more, the owner has the right to terminate the contract with a one-month notice. I don't want to seem ungrateful for your investment in selling in our store, but I have very limited space and can't afford for things to be stagnant.

Vendor Responsibilities

Vendors shall pay their vendor fee upon acceptance by the owner, and monthly thereafter. Vendors will be invoiced via email/Paypal invoice.

Vendors must maintain consistent quality in craftsmanship equivalent to the items originally juried

Vendors must comply with store policies and procedures and by signing the contract you agree to these terms. This includes policies related to wearing a mask/face covering due to COVID-19. These requirements are fluid and you will be kept informed. If you are sick or showing any sign of fever or illness when you are scheduled to restock, you must reschedule.

Vendors are asked to provide an artist biography and business cards for marketing and promotion purposes. Artists are encouraged to post their artist statements, cards and product descriptions in their space to tell their story. Artists are also encouraged to provide written descriptions of unique pieces or techniques that can be given to customers with purchase.

WEBSITE: Vendors that want to be listed on our website will provide a picture and description with pertinent website and social media contact information. When accepted, please send this as soon as you are able.

1. One picture of your work or even more ideally, YOU with your work. Include your Business Name, which will go under the picture. Picture should be 500x375 and in portrait view (not landscape).
2. Your website, email, social media and or phone number information in https:// format when appropriate. There will be a link to these things but NOT a photo gallery for each artist.

You can look at the examples on the site: <https://theartisanmarketat305.com>

Guidelines for Inventory and Display

The owner will strive to offer quality products in professional displays and will work with vendors to arrange a display space that is compatible with the type of work already in the store. Vendors should maintain a full appearance in their assigned display areas at all times. Periodically, the owner may rearrange or move displays and/or artwork in an effort to refresh the space, decorate the windows or accommodate special events.

We are excited to have you with us!