

NVCAC Gift Shop Report 23/24

Highlights of the past year

Gift Shop Manager - Marilyn Kelly took over the position of Gift Shop Manager from Amanda Pryzner-Dunn on January 10, 2024. After a period of training was running solo by the end of February, 2024.

New Artisans - We have welcomed Dawn Belanger, Christian Bur, Linda Suzuki, Murray Yurkowski, Ruth Tolerton, Shirley Reynolds, Vicki Strom, and Ozone Music Group as new artisans this past year with more joining us soon. This gives a total of 47 artisans in the books.

Monday Openings - This summer we opened on Mondays for the month of August, on a trial run, to take advantage of the tourist season. There are many bus tours that stop in Merritt as well as many other traveling tourists. By the end of the month traffic into the shop had grown.

Commissions - The shop commission rates were increased as of July 1, 2024 by 3% to offset the Square fee.

Gift Shop Improvements - Live edge wooden tops were added to the old radiators and then wrapped with tung and groove siding. It looks great, clean and gives us the much needed extra display space.

Shop Support

Shop Support - Our artisans are supported in many ways including social media, newsletters, artisan of the month articles to name a few.

Artisan Volunteers - Many of our artisans are also volunteers in the gift shop, we couldn't do it without them. Filling the calendar sometimes has its challenges. There are months when we don't have enough volunteers to fill the shifts, thankfully we have a number of volunteers who will gladly take on the extra. Then there are some months where we have more volunteers than shifts. We have volunteers who have taken on the task of keeping areas organized. There is a volunteer who is the dedicated head of merchandise displays and along with a team of helpers does a fantastic job! I would like to thank each and everyone of the volunteers for their unwavering dedication to keeping the gift shop looking beautiful and running smoothly.

Gift Shop Sales

Gross Sales - Sales for the 2023/2024 year were \$81,415.41, this total includes Art Gallery Program Cards, Literacy & Music and Art Gallery Program Indigenous Arts Gallery Program.

Sales Trends - Sales are down 4% from the previous year.

September 1, 2022 - August 31, 2023 **\$107,392.92** vs
September 1, 2023 - August 31, 2024 **\$103,097.89**

There were 10 positive feedbacks in the past year. Here are a few samples:

“Wonderful display, great staff”, “Thanks, lovely place to shop”, “Great place and staff really friendly”,
“Great spot, always fun to drop in and see what’s new”

Goals for 24/25

Square - To clean up Square to eliminate items no longer for sale and to make it easier for volunteers to find items when volunteering in the shop.

Merchandise Space - We have a lack of wallspace and hanging space for clothing. Hopefully we can figure out a way to improve this situation.

Organization - To continue to keep the shop and storage spaces clean and organized.

Lighting - There is a plan to add more track lighting to highlight the wall behind the service counter.