



**April 15, 2008
Invitation to Artists,
Artisans and Craftspeople
For Consignment Sales**

The *Studio Gift Shop* of the Art Gallery of Golden (AGOG) is slated to open in June 2008 at 516 9th Ave. N. in Golden, British Columbia. AGOG is a division of Kicking Horse Culture (KHC) aka the Golden District Arts Council. The arts council is a nonprofit BC Society incorporated in 1970.

As personified by the name *Studio Gift Shop*, we seek to display and sell the best handcrafted work of local and regional artists, artisans and craftspersons. Items will be sold on consignment with the consigning artist receiving 60% of the retail price. *AGOG does not request exclusivity*. Our goal is to increase the market place for artists while creating earned revenues for the nonprofit society.

Increasingly, Golden is becoming a destination location for visitors from all around the world. We wish to showcase and sell the best arts and crafts of the region. Once established, our business plan projects \$200,000 in gross sales/annum with \$120,000 in revenues distributed to consigning artists. *From the studio to you* will be the key message to gallery visitors. Each artist represented in the *Studio Gift Shop* will have accompanying text and personal photo beside their work, which tells the *back-story* of the artist and helps the buyer appreciate that this is unique handcrafted work coming directly from the artist's studio. Each consigning artist will also be represented with their own web page hosted at www.kickinghorseculture.ca/agog

At this time, we invite you to submit your work for consideration.

Our criteria for acceptance are:

- originality
- quality
- suitability to our space and clientele
- diversity within the overall mix of work represented

While we would always like to see the work in person, our first step is to solicit interest by viewing the artist's work and profile either online at the artist's website or with slides and artist profile sent by email.

KICKING HORSE CULTURE
GOLDEN DISTRICT ARTS COUNCIL ENGAGE. ENERGIZE. ENRICH.



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If you are interested, here's what to do:

- Please send your email to agog@kickinghorseculture.ca as soon as possible to be included in the initial roll-out of the Studio Gift Shop. (*soft opening in June / official opening July 1*)
 - ***In the subject of the email print "Studio Gift Shop Submission"***
- Direct us to your website where we will find the information requested or please include:
 - a description of your background and personal profile, photos and descriptions of the kind of work you create and where your work is presently sold (stores/communities.)
 - ***Jpeg photos no bigger than 500K (approx.) please so as to not clog up our server***
 - Please also provide us with a description and price list of what you would like to consign with us.
 - We would also appreciate knowing what you consider to be the best way to display your products for sale.

We understand there is a usual practice for artist gift shops to request a "processing fee". However, we will waive any such fees during our start-up period.

What happens then?

- Our staff and advisory panel will review the submissions on a first-come, first-served basis and then make preliminary selections based upon the stated criteria.
- All artists will be contacted by staff.
- Artists selected to consign will be notified by staff to arrange for signing of a consigning agreement, mutual selection of inventory and shipping arrangements.
 - Artist and KHC will agree to the specific number of inventory items needed from each artist.
 - *N.B. KHC is considering the efficiency of sending out a van in late May to pick up goods from contracted consignors around the region.*

Sales considerations:

- As a consigning artist, your cost of commission will be 40% of your total sales. This will be deducted from your sales at the end of each reporting period. KHC will be utilizing "Best Consignment Software" as our point-of-sale software system.
- We will commit to displaying your product for 6 months; at which time, product will be reevaluated based on sales and suitability to the store.

Thank you for your interest in the Studio Gift Shop of the Art Gallery of Golden, Kicking Horse Culture.

*Bill Usher,
Executive Director*

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