

# Going Local NC, LLC

## An Artist collective

### Frequently Asked Questions

#### What is an artist collective?

- “An artist collective” is a group of unrelated artists under one roof managed by a central store owner.

#### What are the advantages of an artist collective?

- You, as a vendor, have the luxury of having a storefront without the hassle of daily shop keeping, giving you time to create and or market your business.
- The store owner collects, files and pays NC Sales and Use Tax.
- The store owner pays all credit card swipe fees.
- The extra cost of store ownership (employees, utilities, internet access, advertising, store maintenance, security monitoring, supplies and merchant association fees) are taken care of by the store owner.

#### What kind of vendor is Going Local NC seeking?

- Going Local NC strives to achieve an eclectic mix of artisans from throughout North Carolina.
- We do require that each potential vendor submit photos and descriptions of their work for acceptance with Going Local NC.

#### How much does it cost to rent space?

- There are monthly spaces available at different price points.
- The cost of each rental space is determined several ways:
  - Where the space is located in the building.
  - The total amount of space rented by the vendor.
  - How much wall space is included.
  - In addition to the base rent price, each vendor pays 10% of gross monthly sales to store owner to offset marketing and credit card maintenance fees.

#### What is the term of the vendor lease?

- All leases are month to month with a 30 notice for termination. We want you to try the location and see that it works for you. A refundable deposit of one (1) month’s rent and first month’s rent will be required at the time the lease is signed.

#### How will vendors track sales and be paid?

- We have in place a very precise software program, with the ability to track all sales, assign each item to a particular vendor, itemize each vendor’s inventory and track each vendor’s sales individually.

- Within the software, new inventory can be added online from anywhere and each individual vendor will have a personal login to track their sales at the end of the each business day.
- Vendors will be issued/mailed a check or direct deposit on the 5<sup>th</sup> of each month for the previous month's sales minus the aforementioned 10% fee plus your next month's rent, will be automatically deducted from the commission check from the previous month's sales.
- If your sales do not cover your rent then the difference is owed on the 1<sup>st</sup> of each month and late after the 5<sup>th</sup>. Any late payments will be charged a 10% late charge.

#### **Who are Going Local's neighbors?**

- Our neighbors consist of a Hair Salon, Yoga & Pottery studio, Interior Designer, Coffee shops, a few boutiques, Future Carolina Farmin Grocery Store, Multiple Restaurants, Hotels, Breweries, and Pubs, The Wilmington Arts Council and other Galleries, plus a museum Gallery next door.

#### **What are the marketing plans for Going Local NC?**

- We recognize the importance of letting everyone in the area know about us and the uniqueness of our shop. We are in the steadily working on marketing strategies that include social media as well as marketing in local media outlets.

#### **What are the hours of operation?**

- Going Local NC will be open Monday –Saturday from 11-5pm and on Sunday from 12-5pm. We will be here until 9 on Fourth Friday gallery nights and will have some extended summer hours as well.

#### **Are there any other perks for becoming a vendor?**

- Going Local NC is owned by an artist who has not only participates as a vendor in similar shops in Wilmington, NC, but also worked one of these shops for 4 years. This experience is being brought to the shop as well as the understanding of what it is like to be the vendor in a shop like this.
- We understand both the importance of customer service and knowledge of each individual and their products. We will provide feedback as to what customers are saying about your products to help you market most effectively.
- If you are participating in an upcoming show, received any special award or press we want to know about it and help cross promote you.
- We host different events every month, each time with a different theme, featuring our artists. We also will plan a big day for Small Business Saturday and a Holiday Open House.
- We want you to feel as much a part of the team as the staff and welcome all feedback and ideas.
- Our goal is to be more than a shopping destination, but a community hub.

**We thank you for your consideration of our shop and the support of our community of artists.**