



Preservation of Historic Winchester's Bough & Dough Shop Information Sheet and Application

Date and Time: November 16 through December 9
Shop is open to the public Tuesday-Saturday, 10-5
Also Sunday, December 2 and 9, noon-5
Closed for Thanksgiving

Place: The Hexagon House, 530 Amherst St., Winchester, VA

What is the Bough and Dough Shop? The Shop is a boutique style holiday gift shop – not a booth type craft fair – held as part of Preservation of Historic Winchester's annual Holiday House Tour. It operates on a consignment basis. No application or space fees are charged to vendors, and entrance to the Shop is free for customers.

What are the funds used for? The House Tour and the Shop are PHW's biggest fundraisers of the year and are vital for our organization to continue supporting local historic preservation and to fund PHW's operating expenses.

Who runs the Shop? The Shop is run by volunteers from PHW. Volunteers design the layout, set up and take down displays, handle the greenery, greet customers, answer questions, and run the checkout counter. Artisans are **not** required to attend or run a booth.

Who do I contact if I have questions? Sandra Bosley, PHW's Executive Director, will be coordinating the Shop this year. She can be reached at 540-667-3577 or phwinc.org@gmail.com.

Consignment: Consignment is 20%. The remaining 80% goes to the vendors. The Shop collects and pays Virginia sales tax. The Shop accepts payment by cash, check, and major credit cards.

Inventory: Make sure your items are priced with your initials on the tag to help us accurately record your sales. Please bring an inventory list with you when you drop off your items in case a tag is lost.

Item Drop Off: Since we will be at PHW home base this year, we have more leeway for drop off times and days. The first round of drop-offs is scheduled between **Nov. 12-15** (exact times pending). Realizing a number of larger shows happen over Thanksgiving weekend, we are also open to vendors who would like to delay drop offs until **after Nov. 27** or work with you on a special timeframe. Because this is the first time the crew at PHW has held a longer Shop operating time since the late 1990s or early 2000s, we are not sure how quickly items may sell out. **Please let us know if you are available to replenish stock through the event or if what you bring is all you will have available.**

Item Set Up: All artisans and bakery vendors will be located on the first floor of the Hexagon House. Any items displayed on the front or back porches are brought in overnight for safekeeping. The fresh cut greenery, wreaths, swags, etc. and hot drink station will be at the rear porch and yard (main entrance). Please let us know if you are bringing some of your own display racks, crates, etc. PHW will provide tables, tablecloths and can provide some display items (Christmas trees, lights, crates, clear acrylic stands).

Item Pick Up: Items should be picked up after 5 PM on Sunday, Dec. 9 at the Hexagon House. Pick up times after the event can be arranged.

We Ask that you help spread the word about the Shop on your personal and business Facebook pages, websites, and encourage your friends and regular customers to attend.

Vendor Selection Criteria:

- Applications will be reviewed by the Bough & Dough Shop Committee as they are received. We aim to have our core lineup of vendors in place **no later than Oct. 31** to be sure you are featured in our printed programs.
- Applications will be reviewed with the following criteria in mind:
 - Product types are varied and not excessively duplicated between vendors.
 - Products are hand crafted or utilize your unique artwork. For example, you may bring your original artwork, fine prints or cards of your own original art, or other products using your own original art. **Off the shelf retail items will not be displayed for sale.**
 - Products display a level of technical proficiency, skill, and consistency.
 - Products that have a special connection to our local history and architecture consistent with PHW's mission will receive priority consideration.
 - As a holiday and Christmas shop, ornaments and other items suitable for gift-giving are also prioritized.
 - Small, fragile, and easily broken or lost items may not be accepted due to our limitations in providing for their safety.

Shop Checklist:

- You have reviewed your previous biography/images or submitted your bio and images for inclusion on PHW's website for marketing to our Facebook and email subscribers.
- Items are priced and tagged with your initials.
- Items are inventoried and an itemized list is packed for the Shop volunteers.
- You have confirmed whether you are bringing any display racks, shelves, apple crates, props, or other items for Shop displays.
- You have included any flyers or promotional items you want displayed with your goods.
- You have included any pricing displays to be included with your goods.
- Goods are packaged and labelled attractively and descriptively.
- Standard item drop off and pick up times at the Hexagon House are the Monday-Thursday before the event, and Sunday after 5 PM following the event.
- Special drop off and/or pick up times are arranged with Sandra Bosley at the PHW Office as needed.

Thank you again for your support. We could not do this every year without your unique talents!

2018 Bough and Dough Shop Artisan Application

Thank you for your interest as a vendor in the Bough and Dough Shop! The Shop is a boutique-style holiday gift shop – not a booth type craft fair – held as part of Preservation of Historic Winchester’s annual Holiday House Tour. The Shop is run by staff and volunteers from PHW, so artisans need not be present. It operates on a consignment basis (20%) and collects and pays sales tax and credit card processing fees. No application or space fees are charged to vendors, and entrance to the Shop is free for customers. Proceeds from the event support local preservation projects.

The 2018 Bough and Dough Shop will be held at the Hexagon House, 530 Amherst Street, Winchester, VA Tuesdays through Saturdays November 16-December 9. The Shop will also be open Sundays on Dec. 2 and 9.

Name _____
Business Name _____
Preferred Mailing Address _____
Preferred Phone _____
E-mail address _____
Business Website, Facebook, etc. _____

Please describe your work:

Please describe your retail pricing:

First day setup availability (please check one)

- I will be able to drop items off by Nov. 15 for opening day on Nov. 16
- I will be able to drop items off after Thanksgiving
- My items will be available _____

Can you restock items during the event?

- I will be able to replenish sold out items throughout the event
- I will NOT be able to replenish items sold through the event
- Other: _____

- I understand that submission of this form does not guarantee a spot at the Bough & Dough Shop.
- I have included an artist bio and links to websites I wish promoted.
- I have included 4-6 clear, high quality representative images of my work.
- I understand the information and images I have submitted will be used by PHW to promote the Bough and Dough Shop.
- I am interested in placing an advertisement in the Holiday House Tour program booklet – please send me more information!

You may wish to refer to <http://www.phwi.org/hhtartisans.php> for past examples of Bough and Dough Shop artisan bios and photos.

Return the above information to Preservation of Historic Winchester, 530 Amherst Street, Winchester, VA 22601 or by email at phwinc.org@gmail.com.

This form is also available online at <https://goo.gl/forms/fgotRnHTHmk4TmZM2> (Google account required).

We expect to finalize the 2018 vendor lineup no later than October 31, 2018. If you have questions, please contact us by phone at 540-667-3577 or email phwinc.org@gmail.com. Thank you for interest!