



Preservation of Historic Winchester's

Bough & Dough Shop

Information and Application, 2020



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Bough & Dough Shop Information Sheet

Dates: November 27 through December 23, 2020

Hours: Tuesday-Saturday, 10 AM – 5 PM
Sunday, noon – 5 PM

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 held as part of Preservation of Historic Winchester’s annual Holiday House Tour. The Shop has functioned in various ways for over forty years, but we have operated as an artisan-driven boutique with fresh cut greenery for the last ten. In 2019, over 35 artisans and nonprofits participated.

Are there any fees for artists or shoppers? Entrance to the Shop is free for customers. The Shop operates on a consignment basis for artists. A minimal jury fee of \$5 is requested for first-time applicants. The Shop collects and pays Virginia sales tax and is a licensed business in Winchester.

What is the consignment? Consignment is 25%. The remaining 75% goes to the vendors.

What are the funds used for? The House Tour and the Shop are PHW’s biggest fundraisers of the year and are vital to fund our organization’s preservation programs and operating expenses.

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

How can I be an artist at the Shop? PHW volunteers utilize a jury selection process to find and maintain high quality artists and items (more detailed criteria in our selection process are listed in the following pages). Returning artists that meet certain requirements may not need to be juried again.

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.

Important Dates to Remember

Jury and Artist Selection: Open from April 1-October 31 (earlier application is better!)

Open House Day: Look for a spring and/or summer open house event to see the space and chat with PHW reps in person. Arrangements to see the house may be made through the year.

Item Drop-Off: November 16-26; earlier days for nonperishables can be arranged.

Shop Opens: November 27

Shop Closes: December 23

Item Pick-Up: After 5 PM on December 23; later pick-ups may be arranged through January.

Payment: Checks are usually finalized a week after the shop closes, barring case by case questions. Please let us know if you prefer to pick up your check at PHW instead of having it mailed.

Application Process

- **NEW IN 2020:** First-time applicants should include a \$5 jury fee with their completed application.
- Previous successful vendors will be invited back when applications open. If you are invited back, you need only state your intent to return and make sure your contact information and product type(s) are still up to date.
- PHW may send out direct invitations to artists who create products that have been requested in our customer feedback forms. In general, we have found you through a recommendation, the Virginia Artisan Trail site, or a past or upcoming event listing linking to your portfolio or website, so you have been pre-juried. If you received such an invitation and wish to participate, we ask that you fill out an application so that we may have your contact information in our files.
- We will also send forms to artists who inquired after applications closed the previous year. We ask that you fill out an application so that we may jury your products.
- Applications will be available at the PHW website, www.phwi.org, or at the PHW office in the Hexagon House, 530 Amherst St., Winchester, VA 22601.
- Applications will be reviewed as they are received. The majority of our display spots are filled by **early September**.
- We generally make a decision on applications within one month of receipt. We may ask for additional information before making a final decision.

Vendor Selection Criteria:

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.**
- Alcohol and on-premises dining/food trucks are not permitted.
- Products display a level of technical proficiency, skill, and consistency.
- As a holiday and Christmas shop, ornaments and unique items suitable for holiday gift-giving and decorating are desired by our shoppers.
- Products that have a special connection to our local products, history and architecture consistent with PHW's mission will receive priority consideration.
- While not required, you may submit examples of items in packaging for small, fragile, or easily-separated items like jewelry.
- While not required, you may submit images of a previous display booth with your application.
- We strongly recommend focusing on one or two product types for your first application to the Bough and Dough Shop – this helps us market your work to potential shoppers.
- In general, **most of our sold items are \$50 and under**, however, don't sell yourself and your products short! We see a range of shoppers and spending habits, and big ticket items DO go out the door if the right person sees them. We had item sales from \$1 to \$375 in 2019.

I was accepted – now what?

Congratulations! The paperwork part is over, and now you can get on with what you do best – making beautiful things. Here are some suggestions as you prepare for November:

Inventory: How much inventory you prepare is up to you. If you are nearby and can restock easily, you may want to only bring a small selection of goods and replenish sold out items or bring new pieces as the event goes on. In general, we have plenty of storage space under tables and in closets, so if you are further afield and want us to hold some items back so you don't have to make a lengthy trip to Winchester, we can do that. We will keep you informed via email or phone if we get low on items.

Tagging: Make sure your items are priced with your initials or unique number ID on the tag to help us accurately record your sales. Many artists opt to use business cards as price tags. Please bring an inventory list for the PHW volunteers when you drop off your items in case a tag is lost. (We can make copies for you at drop off.)

Item Drop Off: The first round of drop-offs is scheduled for **Nov. 16-26** during normal office hours, 10 AM – 5 PM. 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. The fresh cut greenery, wreaths, swags, etc. will be at the rear porch and yard (main entrance with easier access). Items displayed on the back porch are brought in overnight for safekeeping. There may be ShenArts exhibits happening on the second floor during the Shop timeframe.

Displays: 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). If you have a specialized setup or power needs, we encourage visiting the Hexagon House in advance. Vertical displays that can sit on tables are encouraged to utilize our tall ceilings (11').

Shop Checklist:

- You have confirmed your contact information is up to date and correct.
- Items are priced and tagged with your initials or unique artist number (many artists use business cards as price tags).
- Items are inventoried and an itemized list is packed for the Shop volunteers.
- You have notified Shop volunteers if 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.
- Any boxes or bins dropped off with your goods are labelled with your name – lids too!
- Standard item drop off times are the Monday-Thursday before the event, 10-5.
- Standard pick up time is Sunday after 5 PM following the event.
- Special drop off and/or pick up times are arranged as needed.

Item Pick-Up: You may start teardown of your display on December 23 at 5 PM. We will stay as late as you need that night to pack up. Other pick-ups can be arranged following the event.

Misplaced Items: Items that are left behind during artist pick-up should be found in PHW's cleanup through January. We will notify artists that we have found an item when checks are ready so you can pick up both at the same time.

Accounting Questions: We strive for zero errors on our artist payouts. Should you notice discrepancies from what you expected, please let us know ASAP and we will look into the issue.

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

2020 Bough and Dough Shop Artisan Application

We expect to finalize the 2020 vendor lineup **no later than October 31, 2020**. However, we strongly recommend early application as space will fill quickly. If you have questions, please contact us by phone at 540-667-3577 or email phwinc.org@gmail.com. Thank you for your interest!

Are you a returning vendor? Yes (fill out this form only if you need to update info)
 No (please include a \$5 jury fee)

Name _____
Business Name _____
Mailing Address _____

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

What types of products would you exhibit?

- Apparel Jewelry Baskets/Weaving Bath/Body Dolls & Accessories
 Textiles (non-apparel) Fine Art/Photography Floral/Greenery/Wreaths
 Notecards Glass Woodworking Pottery Pet Items
 Other _____
 Food (perishable) Food (shelf stable)

What is your price range for your items? We look for a variety of price options for our shop.

- Please provide up to 5 clear, high quality representative images of your work for the jury process.** These images may be used on our website and in promotional materials for the event. You may include a display setup photo and/or packaging detail photo.

Estimate where your items will best fit. Vertical tabletop displays are highly encouraged. Very few artists will receive full table spaces. (This answer will not impact your jury process.)

- Window (7) (approximately 3'x9", with a radiator top approximately 2'x15"; sills are approximately 30" from the floor and radiator tops about 3" shorter. Radiators are functional.)
 Door (6) (approximately 33"x89", over the door hanger setup only on one side)
 Mantel shelf (3) (approximately 5'x9", shelves are approximately 54" tall.)
 Half table spot – 2.5' square
 Full table spot – 5'x2.5'

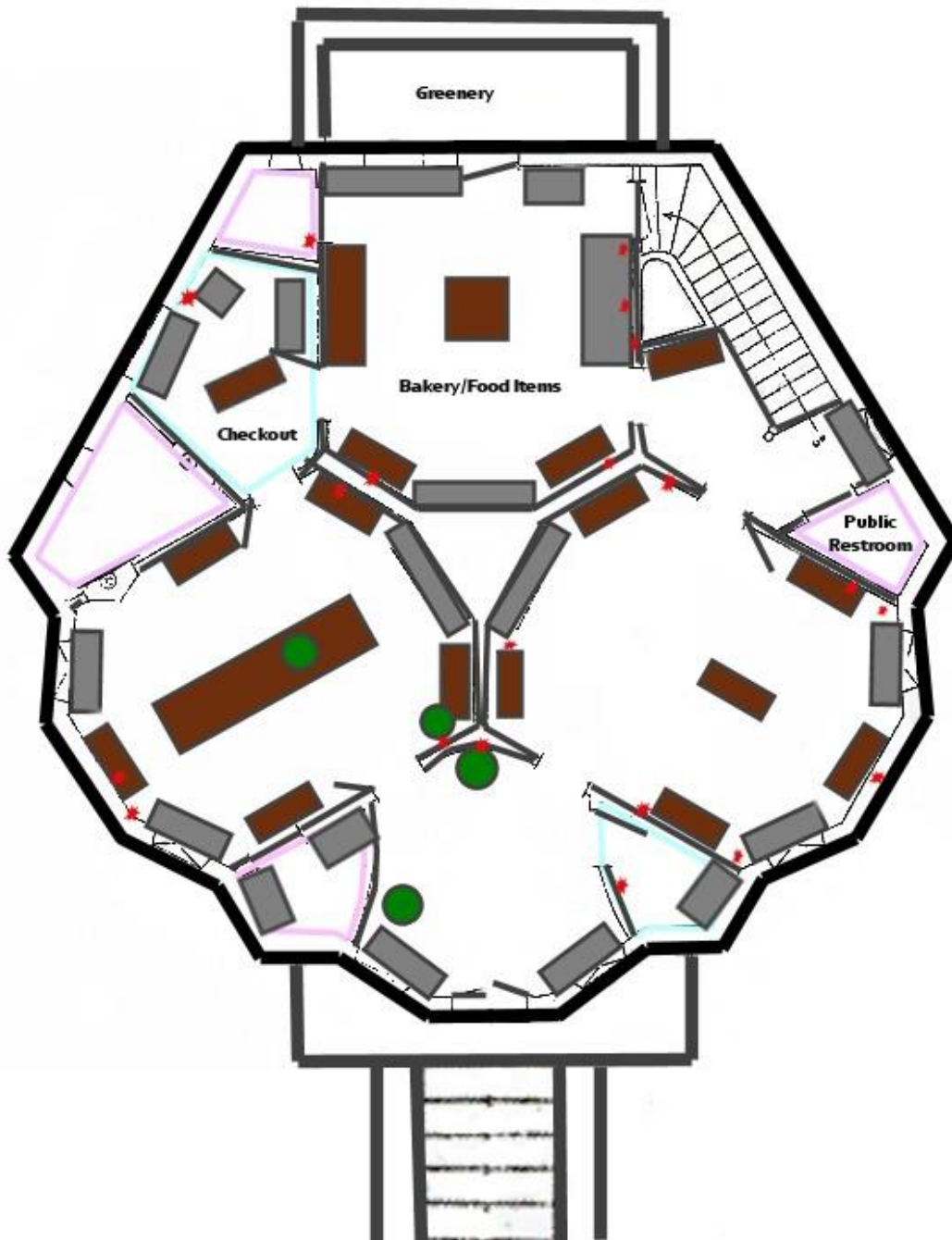
Can you restock items during the event? (This answer will not impact your jury process.)

- 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: _____

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

Appendix: Hexagon House Interior

showing approximate table setup of 2018 (not to scale)



Key:

- Grey blocks: Radiators/mantels or non-moveable/non-usable for display office furniture
- Brown blocks: Display furniture/tables primarily provided by PHW; some may be slightly moveable
- Red stars: Power outlets
- Green circles: Christmas trees (three provided by PHW, one by an artist)
- Pink outlines: Closet/storage/bathroom
- Blue outlines: No display space in 2018

Appendix: Sample Inventory Format

Item	Quantity	Price	Can Restock?
Item #1	2	\$15	Yes
Item #2	1	\$20	Yes
Item #3	2	\$20	No
Item #4	20	\$3	No

You may wish to date your inventory sheet if you plan to make multiple drop offs through the event.