

Bough & Dough Shop 2023 Information Sheet

Dates: November 17 through December 10, 2023

Hours: 10 AM – 5 PM Wednesday-Sunday

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. This year the shop dates coincide with ticket sales for the tour plus one week after. We are capping our number of artists at 30 this year.

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. 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? Tour tickets and shop sale consignments fund our organization's preservation programs and operating expenses.

Who runs the Shop? The Shop is run by volunteers from PHW. Artisans are **not** required to attend or run a booth, only to drop off items. 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.

Inventory: We strongly encourage prospective artisans to focus on Winchester-themed items, ornaments, holiday/winter décor items, and items suitable for gift-giving.

Tagging: Make sure your items are priced with your business cards or initials (TBD when the artist lineup is completed). Please bring an inventory list with prices in case a tag is lost. If you have more than five price points, we ask you fill out an Excel spreadsheet to our specifications and email it as your inventory.

Item Set Up: We plan to utilize the whole first floor. The fresh cut greenery and wreaths will be at the rear porch and amphitheater.

Misplaced Items: Items that are left behind during artist pick-up will be found in PHW's cleanup. 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 investigate.

Important Dates to Remember

Item Drop-Off: November 1-16

Shop Opens: November 17

Shop Closes: December 10

Item Pick-Up: After 5 PM on December 10; pick-ups may be arranged the week after as well.

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.

Appendix: Old Town Winter Village Theme

PHW has been approached by the Winchester-Frederick County Visitors Center to collaborate on the downtown Christmas activities this year, which are planned for the first and second weekends of December. This event will coincide with our Bough & Dough Shop. The Visitors Center is aiming to target shoppers in an increased radius rather than the predominantly local market we reach through our House Tour advertising.

We are planning to theme our Shop as the “suburban outpost” to tie in to their activities. We will be cross-promoting each event in our respective promotional materials.



We will likely combine the Holiday House Tour wreath logo with a winter village similar to the above; we expect to have a completed design in September or October.

2023 Bough and Dough Shop Application

Please fully complete this form even if you are a returning vendor.

Applications are due **September 1, 2023**. Applicants will be notified of their acceptance or waitlist status starting **September 12, 2023**.

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

What type of product would you place on consignment (chose ONE)?

- Apparel Jewelry Baskets/Weaving Bath/Body Toys, Dolls & Accessories
- Notecards Glass Woodworking Pottery Pet Items
- Textiles (non-apparel) Fine Art/Photography Floral/Greenery/Wreaths
- Holiday Décor (style/type) _____
- Ornaments (style/type) _____
- Food Items (shelf stable for up to three weeks at room temperature only, please!)

- Other _____

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

Have you been a vendor at the Shop in the past three years?

- Yes, with the same items (you do not need to send new photos)
- Yes, but with different items (please include up to 5 clear images for the jury process)
- No (please include up to 5 clear images for the jury process)

I understand and agree that:

- The Shop maintains sole control over the display and placement of items on consignment.
- Artists may provide their own display items, but that the Shop may not use them.
- The Shop may photograph items for marketing and documentation in print and online media.

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