



1219 Main St. Lynchburg, Va. 24504

FREQUENTLY ASKED QUESTIONS

The Gallery

The Lynchburg Community Market (LCM) originally began as a farmers market. Historically, many farm families had a second business that would sustain them over the winter months. Blacksmithing, woodworking, barrel making, sewing, and basket weaving are just some of the examples of hand crafted items farm families provided.

Just like our promotion of Locally Grown and Virginia Grown produce, we are pleased to promote local artisans as well. The Lynchburg Community Market is a five day market; The Gallery permits patrons to purchase artisan products five days a week.

What kinds of products are accepting into the Gallery?

We seek the highest quality artisan products. All items need to be hand-crafters at least 75% by the crafter. All art must be hand produced by the artist.

What are some examples of items that would not be welcomed in the Gallery?

No hobby crafts will be accepted into the Gallery. Examples of items considered a hobby craft are:

- Beading using manufactured beads
- Items created from bought kits
- Embellished store bought items such as stuffed animals, dolls, statues or lamps
- Items created with plastic canvas, acrylic or resin products* (this does not apply to frames for photography or artwork)
- Floral arrangements that are created with manufactured stems.

What rent and fees are owed to the City of Lynchburg?

Participants in the Gallery may choose from multiple levels of participation which determine the monthly rent based on the level of commissions and Gallery hours chosen by the artist. All crafters will pay an annual, non-refundable, \$75 marketing fee. See below for details.

Middle Market

Level A	\$175/month – Total Lease = \$1,050 0 hours worked/month	Commission – 90% Artisan, 10% LCM
Level B	\$85/month – Total Lease = \$510 20 hours worked/month	Commission – 80% Artisan, 20% LCM
Level C	\$100/month – Total Lease = \$600 20 hours worked/month	Commission – 90% Artisan, 10% LCM

Back Row

Level D	\$75/month – Total Lease = \$450 0 hours worked/month	Commission – 70% Artisan, 30% LCM
Level E	\$50/ month – Total Lease - \$300 20 hours worked/month	Commission – 80% Artisan, 30% LCM

The rents will be paid by the artisan to the City of Lynchburg through the LCM office. Payments are due the last Saturday of the month for the following month. The annual marketing fee is usually paid during the 1st quarter of the year.

How do I contribute my hours to the gallery?

Vendors who have the ability to work on-site will be asked to donate their time working in the Gallery. Vendors must track their hours on the tracking sheet included in their vendor folder. Otherwise, vendors will be asked to assist customers by answering questions about the products in the Gallery and to provide a presence during regular hours. Artisans are a visible presence in the Gallery with the ability to monitor and be seen by visitors to the Gallery.

Other opportunities to contribute hours will include organizing artist demo schedules, assisting with projects, events, or special projects. Daily expectations include:

- Opening and closing the Gallery barrier chains
- Turning on and off flood lights
- Turning on and off lighted displays in other vendor spaces

Saturday hours do not apply to your hours worked in the Gallery unless you are doing live demonstrations or are clerking unmanned areas of the Gallery. You are not required to be here every Saturday but based on research we have done, we believe your attendance will work to greatly increase your sales.

Will all my items be displayed together?

Most of your items will be displayed in one area. However, to achieve the most effective visual marketing we will showcase complimentary artisan's work together.

Do I have to handle other vendor's money?

No. The City provides the staffing to run the point of sale area at the Market five days a week, Monday -Friday from 9am-2pm and Saturday 7:30am-2pm.

How about sales tax and MC/Visa transactions?

Our point of sale system is set up to take MasterCard and Visa credit cards. MC/Visa fees will be paid out of LCM commissions. Artists will not need to manage sales tax reports; Virginia Sales Tax will be reported and paid by the LCM.

Do I need a separate business license to participate?

No; not if your gross receipts are less than \$10,000 annually. You will receive a W-9 to complete and there will be a signed agreement of mutual understanding with the City of Lynchburg that will include coverage of this issue.

How often do I get a report on sales and when will I be paid?

A monthly report will be run for each vendor showing which of their items have sold and the commission amount for each. This is typically done the last week of each month. It is the responsibility of each artisan to review the end of the month statement and address any questions or concerns with the Market staff. A monthly schedule of reports and invoice dates is available in the office. The City of Lynchburg Finance Department issues payment by check or direct deposit. A form for Direct Deposit is available from the Market office.

How do I handle custom orders?

Custom orders requested by a customer who has found you at the Market should be paid through the Market POS. We recommend that you have the customer pay ahead of time at the window for the item. That way, sales taxes are taken care of and you have some assurance that the custom work will not be unpaid.

What advice for promotion of my products would you suggest?

It can differ quite a bit depending on the product, but in general a clean, uncluttered and up to season display generally attracts more customers. Make sure a customer can stand across the aisle and clearly see what you are selling. Don't crowd the space with too many of the same thing. Make sure your items are all tagged and easy to read. Consider special promotions or sales to build up new customer base. When you are at other festivals or shows, display a sign or cards noting that your products are available year round at the Market. Use social media to keep people aware of your products.

How do I get started?

Begin by filling out a membership application. Select your desired level of participation and provide examples of your work for review. You may email pictures of your work to ricky.kowalewski@lynchburgva.gov. Applications and examples will be reviewed after submission. Please note: because of the number of applications we receive we may not contact those not chosen to join the Gallery.

Once you are approved we will have you sign a letter of understanding and will ask you to give us a complete listing of items with prices so that we may record them for entry into our computer reporting and the point of sale systems. We ask that each artist have no more than 20 price categories for simplifying sales layouts and reports.

Please send an email to CommunityMarket@lynchburgva.gov with further questions.