



Watch Us! We're Making Something Great!

CRAFTSHOP PRODUCT GUIDELINES

In an effort to provide visitors to the Bonavista Peninsula with a higher quality, cultural craft experience, the *Cultural Craft Group of Partners* is working to identify craft products that support the storyline and history portrayed on the Bonavista Peninsula.

Crafts preserve and interpret our culture while at the same time enhance the tourist's experience. Purchasing cultural crafts and site specific products can be a special reminder of a memorable visit and provide a connection to the place we are proud to call home.

Our Partnership includes:

- ❖ The Coaker Factory - Sir William Ford Coaker Heritage Foundation Inc. - Port Union
- ❖ Home from the Sea Museum - John C. Crosbie Sealers Interpretation Centre - Elliston
- ❖ James Ryan Building - Tourism Elliston - Elliston
- ❖ Trinity Crafts - Bonaventure English Harbour Development Association - Trinity
- ❖ Green Family Forge & Cooperage - Trinity Historical Society - Trinity
- ❖ Random Passage Tea Room & Shop - New Bonaventure

Cultural Craft Product

Cultural craft products are made by hand and are not imported or mass produced. They include products that are inspired by the place where they are purchased. Cultural craft products support tourism, contribute to our rural economies and sustain the wellbeing of our communities and our sense of identity.

With this in mind, we are looking to stock our shelves in 2015 with craft products that are reflective of this place and our history. We are excited about showcasing your craft skills and exploring ideas with you for new products.

We already have many examples of great cultural craft products including: hand-knit sweaters, socks and mitts; items from the Green Family Forge and the Cooperage; and the many products that contain images of puffins, whales, icebergs, etc.

Moving Forward

The partnership is committed to accommodating as many craft producers working in as many mediums as possible.

The partnership is drawing on years of experience from experts who are both retailers and professional craftspeople in hopes of creating a mix of product that is appealing to our customers, while at the same time supports you, our local craft producer.

We want to make as many sales as we can, so we will be focusing on products that we think will sell well. These are our top priorities.

There will be a workshop in October will help us all create new products. We are working with shop managers at all the sites to redesign shop spaces and to develop packaging and marketing materials to promote the beautiful craft products being produced on the peninsula.

Standards of Quality

In order to meet our *Standards of Quality*, a craft product must excel in the areas of technique, design, and materials used. Work should show a distinct and personal style of the craftsperson and/or showcase a skillful rendering of a traditional or classic design. All craft work should be well made, with attention to detail, and materials used should be of good quality, appropriate to the use of the object, and should not feature commercial symbols or characters.

Assemblages composed mostly of unaltered purchased or found parts will no longer be accepted; nor will objects that require no special skill to make. Most objects using liquid embroidery, decoupage, paper tole, string art, embroidery transfers, plastic canvas, commercial symbols or characters will also on longer be accepted.

Product on Consignment

When the Shop carries your work on consignment, they make the sales on your behalf, and the Shop and the craftsperson share the retail price, with the craftsperson receiving the larger share. Consignment arrangements are great for both the producer and our partner sites, and are typically in effect for the tourism season. After the season is over, the producer is paid for the work that is sold and the unsold goods are returned to the producer. Selling on consignment is a great option for craft producers who do not have a brick-and-mortar presence.

A craft shop, like any other business, has many expenses, and their share of the price that the customer pays enables the Shop to offer many services to suppliers. These services include the hiring of staff who will display, present, talk about and sell your work to shop visitors; promote the shop through all available means; maintain financial management systems that will ensure that you are paid accurately and on time. The maintenance of the shop facility, the purchase of display and sales equipment and the participation in special projects like the “Cultural Craft Development Project” are all part of the service that the Shop provides to its suppliers.

10% “Non-Craft”

In an effort to be able to provide our customers with a wider selection of product, up to 10% of work in the shops may be “non-craft” items. This includes products such as greeting cards, t-shirts, books and some photography, but still requires these products to be constructed of quality materials.

If you have any questions or would like to discuss our plans in greater detail, we would welcome an opportunity to meet with you. Contact Cyndy Stead by telephone at 709.464.7345 or by email at culturalcraftplanner@gmail.com

Follow us on twitter @culturalcrafts

We are excited to be working with you and showcasing your product!