HERITAGE CRAFTERS GALLERY

At the Lynchburg Community Market 1219 Main Street, Lynchburg Va. 24504

Frequently Asked Questions

The Heritage Crafters Gallery

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

Just like our promotion of Locally Grown and Virginia Grown products, we are pleased to promote locally produced artisan hand-crafts as well. The Lynchburg Community Market is a five day market; this gallery permits consumers to purchase artist's products five days a week.

How are craft vendors selected?

There is a crafts committee made up of respected artists from the community who are well versed and appreciate a variety of different media. The artists who serve on this committee do not have work displayed in the gallery so that they remain unbiased in their review of other artists' work.

What kinds of handcrafts are accepted into the Gallery?

We seek the highest quality heritage handcrafts. All items need to be hand-crafted at least 75% by the crafter. In addition to crafts, original artwork of Lynchburg and Virginia in oil, watercolors, pen and ink, acrylic paints and other painted forms is welcomed.

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

No hobby crafts will be displayed in the Heritage Crafters Gallery Area. Examples of items considered a hobby craft are listed below.

- 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 Heritage Crafter's Gallery may choose from two 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, $50 marketing fee. See below for details.

Level A	$150/month	0 hours/month Gallery hours	90% Artist, 10% LCM
Level B	$60/month	20 hours/month Gallery hours	80% Artist, 20% LCM

The rents will be paid by the artist 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?

Artists who have the ability to work on site will be asked to donate their time working in the Gallery demonstration areas. Vendors must sign in and out on the calendar provided in the office area so their hours may be credited. Otherwise, artists will be asked to assist customers by answering questions about the products in the gallery and to provide a presence during regular gallery hours. Artists 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, curating First Friday Shows, 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's are our busiest days and we market them as "Meet the Crafters Saturday's". 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 participation in this ongoing event 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 artists work together.

Do I have to handle other artists' 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 sales is set up to take MasterCard and Visa credit and debit 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 you're 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 artist 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 artist 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, and 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. There are vendor groups in the Market which you can join to share advertising costs in special publications.

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 by the crafts committee. You may bring your submission to the Lynchburg Community Market Tuesday through Friday between 9am and 2pm. Please do not bring your application on Saturday if at all possible. The crafts committee will review applications generally within a month of the completed submission.

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.

Where may I park?

The two parking lots in front of the LCM are owned by the City of Lynchburg and have a time limit of 2 hours per day. We need these spaces for Market customers and request that you find places on the street or park in the paid lot on the corner of 14th Street and Main. On-street parking is unlimited on Saturday, but there is still a 2 hour parking limit in the Market parking lots. If you have a handicapped parking permit, you may use the designated spaces in the Market lot.

Please telephone the Market at (434) 455-4485 if you have further questions.