

NVCAC Gift Shop Report 22/23

Supporting Local Artisans

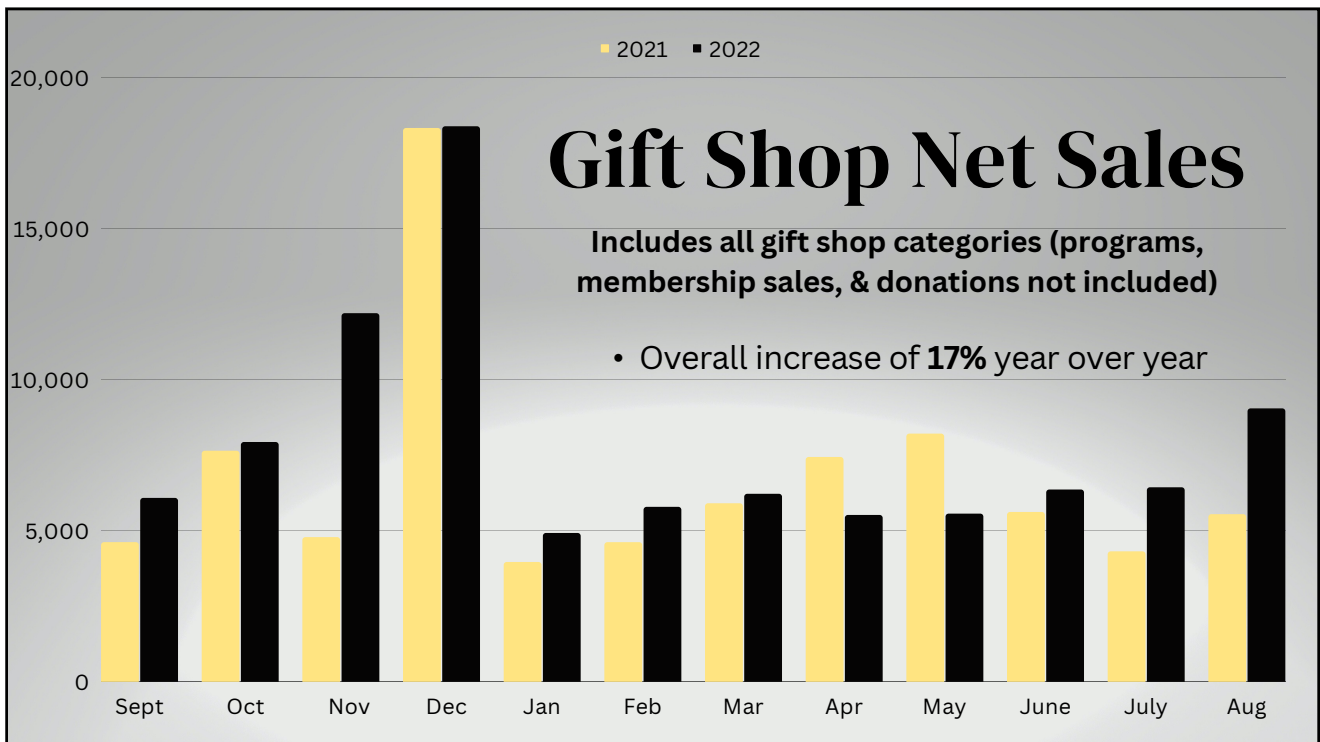
- The NVCAC gift shop continues to be a space that promotes the work of a wide variety of local artists & artisans
- We have provided shop space to 57 different artisans throughout the year
- Artisans have received \$74, 724 through selling their items at the shop during this reporting period


An illustration of a woman with dark hair, wearing a red shirt and a white apron, sitting on a stool at a small round table. She is painting a white ceramic vase with a brush. On the table are several other items, including a small bowl and a brush. To the left of the table is a small potted plant on a stand. On the wall behind her is a framed picture of a vase.



More Highlights!

- We welcomed 9 new artisans during our Summer/Winter Artisan shows, 5 have continued to be a part of the gift shop
- Artisan bios are now on display for customers to learn a little about each person's skills, interests, and background
- A new artisan is being highlighted every month in NVCAC newsletter





Sales Notes:

- average customer purchase amount= \$60.84
- All customers that completed the after-sales survey were happy with their experience; the “environment” and “organization” were rated top of their list



Looking Ahead...

- We will continue to focus on promoting our artisans through social media, newsletters, and through in-store events, and use of the Art Trailer in the community
 - Given the success of our Summer Show, we will look to run this again in the coming year, along with attracting new local talent
- Develop ways to increase customer visits during the months that have been less busy (Jan, April, May)
- Continue to plan events for the Artisans to show appreciation, to give opportunity for sharing and to spend time celebrating their talent and successes!