



## Membership

### **START OR GROW YOUR BUSINESS WITH HANNAH GRIMES**

Are you a regional producer – with your business located within 150 miles of Keene, NH? Do you need help finding markets for your products? Are you interested in enhancing your business skills? Become a member of the Hannah Grimes community and join more than 300 artisans, craftspeople, farmers and producers who create and sell a wide variety of high quality products in a thriving local marketplace. You will not only gain access to a venue for selling your products, but to an extensive series of classes and workshops as well as free one-on-one assistance to increase your business knowledge and skills.

### **JOIN A THRIVING MARKETPLACE**

Hannah Grimes Marketplace opened its doors in 1997 on Main Street in Keene, New Hampshire. It carries a wide variety of high-quality products made or grown in the Region such as soap, jewelry, scarves, wood, cards, quilts, wine, pottery, glassware, fine art, farm fresh eggs, maple syrup and much more. The Marketplace draws customers from the local area as well as visitors and seasonal residents. The Marketplace is made up of products made in New Hampshire and within the Localvore footprint of 150 miles from Keene.

### **BENEFITS OF MEMBERSHIP**

Hannah Grimes provides you with a Marketplace and the education and resources you need to start or grow your business. Our mission is:

- To create a thriving marketplace for local products.
- To provide education and resources to help build the businesses of the people who make those products.
- To support our local community.

The Marketplace offers an easy-to-enter market and a “retail” classroom in which to learn and experiment with your product. Hannah Grimes offers valuable benefits for established businesses, new businesses and even those of you not quite ready to put your products on our shelves. Through the Hannah Grimes Center we offer a wide range of seminars and workshops – many of them free to members – that help you grow your business.

Additional benefits:

- Regular social media activity on Instagram, Facebook, and Google.
- Exposure from our participation in local, regional and national marketing.
- Opportunities for product demonstrations and tastings.
- High traffic retail presence on Main Street Keene.
- Knowledgeable shopkeepers telling your story and selling your work, for you.

### **BECOME A HANNAH GRIMES MARKETPLACE MEMBER NOW!**

HERE’S HOW:

1. Fill out the Membership Application Form and submit via the Hannah Grimes Marketplace website.
2. Submit photos of your work as examples for the jury.
3. The Jury meets the 3<sup>rd</sup> Wednesday in February, April, June, and September **only**. Your application should be submitted the week prior.

## THE JURY PROCESS

In order for products to be sold at the Marketplace, they must first be juried. This ensures high-quality products and a sales mix that will guarantee success for the Member *and* for the Marketplace.

*[Jurying is the process by which a product is evaluated by a group of professionals for its suitability for sale at Hannah Grimes Marketplace].*

We are looking for products that are consistent with the look and feel of the Marketplace and that we believe will interest our customers. As part of the jury process, you are be asked to determine the *wholesale price* for your product, (if you need assistance with this, we can connect you with a resource at the Hannah Grimes Center). Hannah Grimes Marketplace will then mark up the product an appropriate amount – usually, but not always, double the wholesale price. This is the *retail price*. This is called “keystoning” an industry standard for gift shops.

The Jury will determine if your product is one the store can sell – either as is or with suggested changes. The Marketplace Manager will contact you via email within two weeks after the jury process with the results.

The jury process, in addition to considering the quality of your product and the sales mix in the Marketplace, will look at factors including:

- *Quality*– the product reflects high quality of materials, process and finish.
- *Price* – the product is priced at a level that will sell in the store. Does the price match the perceived value?
- *Need* – there is consumer demand for this.
- *Members’ ability to produce sufficient quantities* – the business owner can produce in sufficient volume and in a timely manner for the level of sales expected.
- *Product’s packaging* – the quality of the product’s total “package” including such things as labeling, branding, product containers, instructions, information about the producer, etc.

*Please note that when Hannah Grimes juries in your product, they are committing to selling the specific product(s) that you included in your jury application. Any and all new products are subject to approval by Hannah Grimes Marketplace. Additional/different items may need to go through the same jury process as the original product.*

Once the product is juried in, Hannah Grimes will commit to selling the product for six months. Hannah Grimes Marketplace reserves the right to market and display all artisan items anywhere within the Marketplace. At the end of six months the product will be re-evaluated using sales data in addition to the jury criteria. If at any time after those six months the product is not successfully selling at the Marketplace, Hannah Grimes reserves the right to discontinue selling the product and you will be contacted to collect the items.

## FINAL DETAILS

Once you’ve successfully completed the jury process, you will be asked to complete the **Consignment Agreement**. Hannah Grimes sells products on consignment. Consignment checks are issued on the 15th of each month for the previous month’s sales. For example, you will be issued a check on June 15 for any goods sold during the month of May. You will be asked to participate in our data collection which allows us to continue offering free programming and business support for you and the community. That’s it. You’re then a member of Hannah Grimes and part of a unique community of producers, craftspeople and artisans committed to high-quality products, good business practices and a strong local Marketplace.

## FREQUENTLY ASKED QUESTIONS

**How do I price my product?** - The amount of money you need to make from your item after expenses. You also need to consider what the market will bear.

**What is wholesale and wholesale pricing?** - The sale of goods/merchandise to retailers, anyone other than a direct consumer. The wholesale price is the amount paid by the wholesaler to the manufacturer. Wholesale price at HGM is the price you receive when the product sells. The retail price is the price at which Hannah Grimes sells your product to the customer.

**What is Mark up?** The amount of money added to the wholesale price to obtain the retail price.

**What is Retail Pricing?** It is what the retailer sets as the retail price.

**Keystone** - A pricing method of marking merchandise for resell to an amount that is double the wholesale price.

**What is Margin?** - It is the percentage of the selling price that goes to the shopkeeper. In the case of keystoneing, the margin is 50%.

**What is an invoice?** - A commercial document issued by a seller to a buyer relating to sale transaction and indicating the products, quantities and agreed prices for products the seller has provided the buyer.  
This is my first time selling my product – what do I do? - Contact the Hannah Grimes Center 603-352-5063 to set up a free consultation with a business coach or attend some classes/workshops at the Center. Contact the Small Business Administration at 603-358-2602

**What is the consignment percentage and how do I get paid?** - Generally 50%. Consignment checks are issued on the 15th of each month for the previous month's sales. You will be paid the agreed upon wholesale price.  
Consignment vs. bought in? - Consignment is when the retailer does not own the merchandise and pays the member/vendor when the item is sold. Bought-in is when the retailer purchases outright the merchandise from the member/vendor and then owns the merchandise.

**What needs to be on my label?** – At a minimum your label should have your business name/logo and contact information. Depending upon size it could include your story/mission, size/quantities and description of items.  
*Food items have additional requirements and laws regarding labeling and coding.*

**How do I make my business legal?** - In NH you need to register your business with the Secretary of State. You should also consider creating a separate legal entity to protect your business and yourself. Some types of businesses will also require licensing and liability insurance. The Hannah Grimes Center can help you with this.

**Who was Hannah Grimes?** - Hannah Grimes Marketplace takes its philosophy from its namesake. Born in 1776 in Keene, NH. Hannah Grimes lived her entire life in the Monadnock Region and, after she married, moved to a farmstead in Roxbury, NH. What she and her family could not make or grow themselves, they bought from or bartered with friends and neighbors. Hannah Grimes provides an example of a traditional New Hampshire producer who participated in a thriving local economy.

**What is a “Localvore”/Localist** - A Localvore is a person dedicated to consuming food grown and produced locally (within 100-150 miles). A Localist holds a devotion to and promotion of the interests of a particular locality.

**What is Thriving Local Economy** - Encouraging a greater number and diversity of businesses and jobs, making the most of local resources. Sourcing healthy and sustainable food and goods from local suppliers, keeping value within the local economy.