

HANNAH GRIMES MARKETPLACE

MEMBERSHIP PACKET



“Being part of Hannah Grimes Marketplace has given me the opportunity to display my artwork, and the incentive to grow. The staff is very skilled and upbeat, and extremely encouraging, demanding excellence in the kinds of products their members bring to the store, and it shows. It is a privilege to be part of this unique enterprise”

Charlotte Fischer is a fine artist living in Chesterfield, NH. She enjoys painting landscape, farm animals, floral and abstract images.

START OR GROW YOUR BUSINESS AT HANNAH GRIMES

Are you a New Hampshire producer? 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 250 artists, craftspeople 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 technical assistance to increase your entrepreneurial knowledge and skills.

JOIN A THRIVING MARKETPLACE

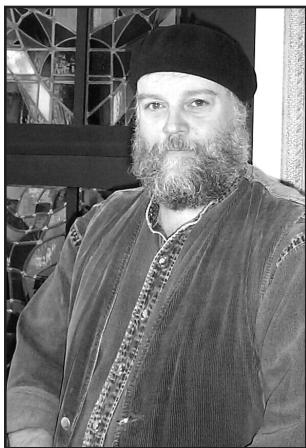
Hannah Grimes Marketplace opened its doors in 1997 on Main Street in Keene, New Hampshire. It carries a wide variety of high-quality products made or grown in New Hampshire such as soap, jewelry, scarves, wooden dishes, cards, quilts, fresh bread, wine, pottery, glassware, artwork, meat, produce, farm fresh eggs, maple syrup and much more. The marketplace draws customers from the local area as well as visitors and seasonal residents.

THE BENEFITS OF MEMBERSHIP

Hannah Grimes provides you with the education, resources and a marketplace 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.

The marketplace offers an easy-to-enter market and a classroom in which to learn and experiment with your product. We also offer a wide range of seminars and workshops – many of them free to members – that help you grow your business. Topics include business planning, financial management, marketing, income taxes, labeling, packaging, exporting, working with sales representatives, writing your story and more. And you can get free one-on-one assistance and advice to guide you through the steps to enhance your business. Current members find the workshops and private sessions to be one of the most valuable assets of membership. As one member said, "They hold your hand."



“Hundelrut Studio was in a discouraging position when we decided to attend a Hannah Grimes workshop and try my designs out at the Marketplace. We have since become a regular presence on Main Street in Keene, reaching out in every direction. Hannah Grimes has become a staple in our marketing repertoire. The location is excellent, the staff friendly and helpful, and we enjoy supporting the work of other local artisans and such a valuable organization. In what can be the very dog-eat-dog world of wholesale/retail merchandising, it's nice to know that I can be myself and still make a go of it.”

Donald Hundgen, along with his wife Sarah, own Hundelrut Studio based in Plymouth, New Hampshire. They sell a variety of products based on Donald's artwork, including oringal fine art, illustration, posters, greeting cards, bookmarks, postcards, t-shirts, stationery, and book bags.

Hannah Grimes offers valuable benefits for established businesses, new businesses and even those of you not quite ready to put your products on its shelves. Many benefits, particularly the workshops and seminars, are valuable to service businesses as well as producers.

As a member, you also receive a regular e-newsletter and access to other group benefits. And, perhaps most valuable of all, you will be part of a growing community of local producers and craftspeople who share your commitment to quality products and supporting the local economy.

BECOME A HANNAH GRIMES MEMBER NOW! HERE'S HOW:

The first step to becoming a member of Hannah Grimes is to fill out the **Membership Application Form** and the **Product Jury Form**. They are available at the marketplace or at HannahGrimes.com. Drop them off at the marketplace with samples of your work.

THE JURY PROCESS

All products that are accepted into the marketplace are juried. This ensures high-quality products and a sales mix that will guarantee success for your product *and* for the marketplace.

The jury process, in addition to considering the quality of your product and the sales mix in the marketplace, will look at factors such as pricing, product packaging and your ability to produce a sufficient quantity of your product. We are looking for products that are consistent with the look and feel of the store, and that we believe will interest our customers. As part of the jury process, you will be asked to determine the wholesale price for your product. Hannah Grimes 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 “keystoneing” and is the industry standard for gift shops.

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

The jury process can take up to four weeks, although usually only one or two. The jury team will determine if your product is one the store can sell – either as is or with some changes – and will contact you.

The wholesale price is the amount you will receive once the products sells.



“In addition to my own studio and the General Store in Acworth, Hannah Grimes is the only place I sell my pottery. I have been with Hannah Grimes since the beginning.

“I like the philosophy of Hannah Grimes – that it is local and supports local craftspeople and farmers. Any purchase I make, of goods or services, if there’s someone local who provides it, I will buy from them. There is a wealth of talent in this area and Hannah Grimes supports this local talent. It has been very supportive to me.”

Barbara Davis is a potter and has been selling her work in Hannah Grimes since it opened in 1997.

The retail price is the price at which Hannah Grimes sells your product to the customer.

FINAL DETAILS

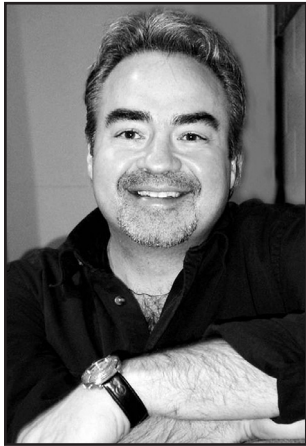
Once you’ve successfully completed the jury process, you will be asked to complete the consignment.

Hannah Grimes sells products on consignment. This means that once you bring your products to Hannah Grimes and they are sold, you are paid. 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.

That’s it. You’re now a member of Hannah Grimes and part of a unique community of producers, craftspeople and artisans committed to high-quality products and a strong local marketplace.

WHO WAS HANNAH GRIMES?

Hannah Grimes Marketplace takes its philosophy from its namesake. Born in 1776 in Keene, Hannah Grimes lived her entire life in the Monadnock Region and, after she and William Stoddard Buckminster married, moved to a farmstead in Roxbury, now called Buckminster Farm. 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.



“The Hannah Grimes experience for me has made all the difference. I’ve become more prolific and more dedicated to learning and producing a quality result. Making the transition from enthusiast, to professional, then to a business owner is never simple.

Through the Hannah Grimes relationship, I’ve developed a drive to find the best practices, then fine tune them to make them my own.”

Keith McKane lives in Keene, New Hampshire. He joined the Marketplace in 2004 with a full range of photograph skill and subject matter. Much of Keith's work is regional, and captures the unique culture of the Monadnock area.

WHAT HANNAH GRIMES CONSIDERS IN THE JURY-IN PROCESS

QUALITY – that the product reflects high quality of materials, process and finish.

PRICE – whether the product is priced at a level that will sell in the store. Does the price match the perceived value?

NEED IN THE MARKETPLACE – Does the product fit into the marketplace's existing line of products?

MEMBER'S ABILITY TO PRODUCE SUFFICIENT QUANTITY – whether the business owner can produce in sufficient volume and in a timely manner for the level of sales expected.

PRODUCT'S PACKAGING MATERIALS – 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. These new products must go through the same jury process as the original product. A new Marketplace Product Jury Form may be submitted at no additional charge.

WHAT HANNAH GRIMES CONSIDERS IN THE JURY-OUT PROCESS

Once the product is juried in, Hannah Grimes will commit ninety days to selling that product. Hannah Grimes Marketplace reserves the right to market and display all artisan items anywhere within the Marketplace. At the end of ninety days, the product will be continually re-evaluated using sales assessments in addition to the jury criteria.

If at any time after that ninety days the product is not successfully selling at the Marketplace, Hannah Grimes reserves the right to discontinue selling your product.

HANNAH GRIMES MEMBERSHIP APPLICATION FORM

Date

Name

Business name

Address

Phone

Fax

E-mail

Date you started your business

Do you have samples to submit?

Description of Item

Wholesale Cost*

Suggested Retail*

What other retailers carry this product?

What does it retail for in other outlets?

What are your sales of this product for the past 12 months?

How many units can you provide on a weekly basis?

What is your lead time for orders?

Does your product have a shelf life? Will it spoil or deteriorate?

How much of this product is made outside of New Hampshire?

Is your item packaged to be retail ready?*

Is this a part-time or a full-time business for you?

Would you like to grow your business?

Do you have a business plan?

Please attach a 2-3 paragraph artist/producer bio.

****This is required. If you need help with pricing, packaging or other business questions, please contact the Hannah Grimes Center at 352-5063, info@hannahgrimes.com, or check out our website for resources at www.hannahgrimes.com.***

HANNAH GRIMES MARKETPLACE MEMBERSHIP CONSIGNMENT AGREEMENT

*This is an agreement between Hannah Grimes Marketplace Inc. (HGM)
and members of Hannah Grimes Marketplace Inc. (member).*

PAYMENT

Payments are issued on the 15th of the month for the prior month's sales, providing they meet the minimum payout amount of \$25. If the minimum is not met, it will accrue monthly until it reaches \$25. All accounts will be paid in full at year's end regardless of whether they meet the \$25 minimum.

PRICING POLICIES

The member will determine the wholesale price for the product. This is the amount of money the member will receive when the product sells in the marketplace. Hannah Grimes will determine the retail price. The marketplace manager must be notified in writing of any wholesale price changes.

LENGTH OF CONSIGNMENT PERIOD

At any time after ninety days HGM may choose to have the merchandise removed or to establish a new price in consultation with the member.

INSURANCE

HGM is insured, subject to specific exclusions and restrictions, for loss of property. In the event of a covered loss, any payments will be made to HGM. Members must look to HGM in the event of property loss and may only recover those losses for which payment is made to HGM. It is highly recommended that members carry their own product liability insurance.

REMOVAL OF MERCHANDISE FROM THE MARKETPLACE

Members may, by appointment, remove their merchandise from HGM at their discretion. Merchandise may not be removed temporarily for reasons such as a craft show. Any balance owed for items sold will be paid on the next scheduled payment date.

Members who have been contacted by HGM to remove merchandise have 30 days to do so or to make arrangements to do so. After that, HGM will dispose of the merchandise.

DAMAGE OR LOSS OF MERCHANDISE

Every effort will be made to prevent damage and loss of merchandise. In the event that this occurs, both HGM and the member will share in losses 50/50 based on the wholesale cost of the product. Proof of loss will be required.

AGREEMENT

I am a member of Hannah Grimes Marketplace Inc., 42 Main St., Keene, NH, and I authorize HGM to sell my products. I understand that membership does not entitle me to have product in the store and that products are maintained in the store at HGM management's discretion. I also understand that I retain title to the goods until such time as HGM sells them. I will not hold HGM responsible for any claim of title to the goods.

I have read and understand the terms of this agreement.

Signature _____ Date _____

Printed name _____

Business name _____ SSN or EIN _____

Make checks payable to _____

Mailing address _____