



## **City of Brea Art Gallery's Gift Shop Consignment Overview and Application**

### **Invitation to Applicants**

Thank you for your interest in becoming part of the Gift Shop at the City of Brea Art Gallery. The goal of the Gift Shop is to provide a unique shopping experience for our patrons by highlighting local artists' work. The unique partnership also provides a steady stream of income for the gallery's programs and for the consigning artists whose work we sell in the gift shop.

### **Eligible Work**

The Gallery Gift Shop Manager is looking for unique, one-of-a-kind items that are made by local artists and artisans. These items must be made with a high standard of craftsmanship, design and composition. Items that sell best in our shop are: jewelry, note cards, art books, vases, bowls, cups, blown glass work, beadwork, and other unique, artistic items. Our target audience typically spends \$5-\$25 dollars in the gift shop, sometimes up to \$50 dollars if it is near the holidays. We are looking for work in this price range to ensure that the items sell quickly and are marketable to our audience.

### **Selection Process- Object Consideration**

Initial interested parties must fill out the application and submit 5 images with information including retail price, availability, and media (how it's made). Once we review your initial submission, we will contact you with a decision. All applicants are notified in writing of their acceptance status. If the artist is accepted, included with the acceptance letter is a consignment agreement (70/30), W9, checklist of materials submitted, consignee contract, and inventory sheet. Once the artist has been accepted, an appointment must be made with the Gift Shop Manager to turn in the completed paperwork and to discuss inventory procedures.

### **Evaluation Criteria for Object Consideration:**

#### **Design:**

Each object submitted must be well designed. Consideration will be given to choice of materials appropriate to intended use. Items must be unique, yet professionally made. The distinction of high quality for an affordable price is our main objective in selecting items for sale in the gift shop.

#### **Craftsmanship:**

An object must be handmade by the applicant. Issues of durability, assembly, execution and appropriate finish will be considered.

#### **Marketability:**

While issues of design and craftsmanship are prime considerations, the Gift Shop Manager will also consider marketability. The Gift Shop Manager is aware of what our target audience is inclined to buy and will make decisions based on this inclination. The main objective of the gift shop is to sell items to our audience, not to

showcase beautiful, expensive items. The items must move, and items that don't move will either be returned to the artist or the artists will be given an opportunity to rethink the price point, or submit new items to replace the old stock.

### **Suggestions for objects submitted for consideration**

Items submitted for object consideration should present the very best of the applicant's work and show a range of expertise in skill and technique. These items will be evaluated on overall design, style, technical skill and overall success of the work. The consideration process involves the application of subjective as well as objective standards, meaning our Gift Shop Manager has final say in what s/he will approve for sale in the gift shop.

### **Procedures**

New merchandise is typically brought in three to four times a year. Appointments with the Gift Shop Managers must be made with at least one week prior notice. Payment for items sold in the Gift Shop are sent to Consignors four times a year, if the amount exceeds twenty dollars at each payment interval. For regular-priced items, the Gallery receives 30% commission and the Consignor receives 70% of the selling price. Items in the Gift Shop are sold at a 25% discount to members, on opening reception nights, and around holidays. For discounted items the Consignor receives 85% of the selling price and the Gallery receives 15% commission. Extending this discount increases sales and revenue for both the Gallery and the Consignor.

**To apply, send the following to [bregallery@cityofbrea.net](mailto:bregallery@cityofbrea.net) with email subject line "Attention Gift Shop Manager":**

- Completed Consignor Application form (on next page)
- Artist Bio/CV/ Artist statement or resume
- Images of 5 items with details such as medium and price, for each submitted item

Thank you for your interest in the Gift Shop at the City of Brea Art Gallery!

Gift Shop Manager

City of Brea Art Gallery

1 Civic Center Circle, Brea, CA 92821

714.990.7731

[bregallery@cityofbrea.net](mailto:bregallery@cityofbrea.net)

[www.bregallery.com](http://www.bregallery.com)



**Consignor Application Form  
City of Brea Art Gallery's Gift Shop**

***Please print:***

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Website/Blog: \_\_\_\_\_

Email: \_\_\_\_\_

**Initial Application Checklist (please make sure all are included in initial interest phase)**

- Completed consignor application form (this form)
- Artist's process statement & resume (attach in email or submit printed)
  - 5 item photographs for object consideration (labeled, jpegs)

Additional notes for Gift Shop Manager to consider:

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