

# 2022 REPORT

## General Manager, Anna Brancati

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### SALES

2021 LAST YEAR: \$708,407  
2022 TARGET: \$850,000  
**\$1,025,212** +\$316,805 ↑45% \$175,212 ↑21%

2022	Total Units Sold	Total Payout 75%
Member Pop Ups	306	\$17,401.14

### MEMBER PAYOUTS

2021: \$382,609  
2022: \$571,790 an increase of \$189,181 ↑50%

2022	Total Units Sold	Total Payout 50%
Non Member Exhibits	32	\$2,194.00

The last time Circle Craft we exceeded \$1M was in the year 2000.  
The average yearly sales over the past 25 years is \$779,419.



## SUCSESSES:

- ✓ A team that is motivated, engaged, and committed to successful outcomes.
- ✓ Defined daily sales targets, + other performance indicators
- ✓ Closely monitor product assortment, inventory levels & replenishment
- ✓ Merchandising rotations with window and table changes
- ✓ Member Artist Pop-Up events
- ✓ Border reopened on Oct 1, 2022 lifting all remaining Covid border measures
- ✓ Members consistently dropping product drop off, translating to sales
- ✓ Retail Chairperson, Diane Zwickel support to Anna and Judy on various projects:
  - ✓ Circle Craft reusable bag
  - ✓ Merchandising store refresh ideas
  - ✓ Monthly Newsletters in 2022
  - ✓ Market CC booth design and signage



## PEOPLE AND OPERATIONAL UPDATES:



### STAFFING

- ✓ Good staff retention with a very engaged sales team in place for most of 2022
  - The Circle Craft Store Team as of April 19, 2023:
    - Store Manager: Judy Roger
    - Nicole Bailey: Executive Assistant to the GM and Board
    - Inventory Coordinator: Lucy Elliott
    - Sales Associates: Karilee Kawluk, Jackie Read, Grace Liu, John Mendes, Winnona Beller, Donna Williams, Nathan Butchinger, Sahar Issapour

### OPERATIONS

- ✓ Store Retail Protocols continue
- ✓ Updated New Member Onboarding Procedures
- ✓ Updated Selections Protocols, now twice a year
- ✓ New faster, more efficient POS System - Square
- ✓ New inventory tracking system - Rose Consignor
- ✓ Email capture with new POS building a database of customers
- ✓ Streamlined member payout eliminating cheques
- ✓ Updated Artist Bio content on CC website
- ✓ In store QR Codes of Member bios
- ✓ Creation of CC Marketing Calendar



## **FOCUS 2023:**

### **1 Year Strategic Directions and Goals**

1. Membership Focus - look to strengthen operational and engagement areas of opportunities
  2. Continued System Developments and Implementations
  3. Connecting With Young Artists - build a network of external talent, draw them into the Cooperative
  4. People - Benefits package reassessment
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- Continue to achieve sales targets
  - Launch the Member Inventory and Sales Portal
  - Build a robust calendar of In-store events;
    - Member Pop Up Events
    - Member Feature Artist Events
    - Non-Member exhibits
  - Creation of the Circle Craft Member Education Centre (CCMEC) - Member Training Opportunities



Now the member portal demo.....