

Circle Craft Co-op

Retail Report April 2020

The retail team at Circle Craft worked hard in 2019, and achieved remarkable results for you, the members. I'm proud of how our team collaborated to make positive change in the space, in our methods and ultimately in our outcomes. Any of you who have visited the space over the past six months will have noticed an airy new floorplan, increased window display presence and a more contemporary approach to merchandising. We're happy to report increased foot traffic, positive reports on the gallery aesthetic, and improved sales.

In 2019 we connected with our community in a variety of ways. We collaborated with The Federation of Canadian Artists and the Craft Council of BC to align our "First Thursday" openings. We joined and participated in the Granville Island Business and Community Association, and worked with CMHC on promotional projects. We collaborated with CCBC and other island galleries to cross-promote our sales and work to designate Vancouver a World Craft City. We posted profiles on CCBC's site and on Citizens of Craft. We met with the new Granville Island Council. We collaborated with the Vancouver Metal Arts Association to present the "Gifted" show over the holiday season. We successfully lobbied Crafted Vancouver to reduce the entry fee for Granville Island community members. We hosted regular opening celebrations and in-gallery craft demonstrations. Finally, we met with so many of you on an individual basis to help you work through your daily business challenges such as social media accounts, marketing materials, stock balance, pricing and so much more.

Some 2019 numbers:

- ~ Total 2019 retail income \$758,297.41
- ~ 7.23% Increase year over year of \$51,148.54
- ~ Total sold per square foot of gallery space \$351.00

Like everybody, we had so many plans for 2020 that not soon be realized in the face of COVID... A full slate of exhibitions, launches and openings, collaborating with amazing craft artists and dynamic partner organizations such as the Clay Symposium, Crafted Vancouver and Terminal City Glass. These plans will have to be postponed. At this time our focus is the safety and security of our members and staff. Accordingly, we have secured and closed the gallery, and have turned our attention to promoting your work in any other way we can.

We are working to contact each of you individually to find out how we can best support you now. We're updating our membership profiles to include your online sales, virtual classes or promotions, and we're posting diligently on our social media to ensure that our customers remember to #supportcraft @circlecrafft and know how to find you and shop directly from you during these months. We're lobbying CMHC to reduce our costs during the shut-down, training to improve our skills for when the doors re-open, and we're doing it all from our kitchen tables.

In these strange and disconnected times, know that we are still working to create positive outcomes for you, and if you have any questions, concerns or suggestions don't hesitate to reach out to us at cathy@circlecrafft.net and we'll help any way we can.