

Procedure for LAA Gallery Operations

Introduction

The LAA gallery operation has been changed in order to simplify the art intake, inventory, labeling, sales, and accounting methods. This new procedure removes the burden from one person and spreads it to all of the participating artists. Responsibility for artist inventory, pricing, tagging, and labeling is shifted to the individual artist. This will streamline the process and make it easier for the artist to complete their inventory, tagging and labeling before bringing their art to the gallery on “put and take” day. LAA may allow the artist to remove and add items during a show and this procedure will facilitate that.

This procedure covers five areas: Individual Inventory, Labeling and Tagging, Sales Receipt, Daily Sales Accounting, and Marketing.

Individual Inventory

Each artist is assigned a four digit ID number. This number is part of your art item number. Each artist will complete an inventory list (Fig.1) before bringing their art to “put and take” day. **The**

Loc	Item Number	Description	Medium	Bin?	Price	Price	Continued—
UGLD	0007-0001	Bug Eyes	Photo	x	\$	\$+6%	
1							
2							

item number column must be in numerical order!

Fig. 1

The Location specifies U=Upper gallery/LAA item, G=gift shop, L=Lower gallery, D=Donated item.

The inventory number consists of two four-digit numbers separated by a dash.

- The first four digits are for the artist number.(your assigned ID number)
- The last four digits are for the art inventory number specified by the artist. This number needs to be unique for each item.

The other fields are self-explanatory.

Labeling and Tagging

Blank labels and tags will be supplied by LAA. Each artist is responsible for completing tags (Fig. 2) and/or self-adhesive labels (Fig. 3) for their items. The information must be typed or printed in black ink in capital letters as shown.

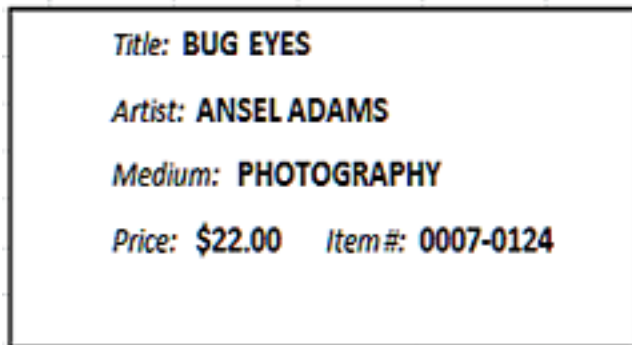
All gift shop items must have a label.

All gallery items must have a tag. A label must be put on the item in addition to the tag. Tags will be placed on the wall or next to items such as pottery and glassware.

Each artist is responsible for attaching either a tag and/or label to each item. The tag and/or label must be attached to the artwork in a spot that is easily visible to the customer. For example, labels can go on the bottom of ceramics and glassware and on the back of bin stock; tags can be attached by string to weaving and knitting.

For wall art only - a label must be placed on the side or back of the item and a tag must be placed between the frame and glass, If a tag can't be placed there, place it on the back(maybe with sticky-tac?) Tags will be placed on the wall, or next to the items by the hanging committee.

The tag and label item numbers must be listed on the inventory list.



Title: BUG EYES
Artist: ANSEL ADAMS
Medium: PHOTOGRAPHY
Price: \$22.00 Item#: 0007-0124

Fig. 2



U 0007-0124
\$22.00

Fig. 3

Sales Receipt

Write the item number and price of each item on the receipt. Total the price of the items and multiply by 0.06 to determine the sales tax. Add this amount to the total to determine the final amount due.

Ask the customer to give their email address if they would like to learn about upcoming shows and events. Write this on the receipt.

If the customer pays by check, ask to see their driver's license and write it above their name on the check.

Daily Sales Accounting

The Daily Sign-in and Balance Sheet is on the back side of the Daily Sales Accounting sheet. Fill it out as previously done.

Use the information on the sales receipts to fill out the Daily Sales Sheet.

Enter the sold date and sold by information on the Individual Inventory List.

Marketing

Building an email marketing list is extremely important to retain customers. Enter the email addresses from the receipts on the Email Marketing List along with the date and artist number of the purchased items.