

Welcome!

The Good Magpie is a **community wellness hub** that is home to events/services, local art & artisanal goods. Our unique storefront is located within walking distance of the beautiful **Burlington waterfront**. The eclectic vibe and a welcoming, accessible space makes us the favourite spot for our customers to frequent. **Our customers love** to stop by and chat with us, discover new finds, attend a session with our in-house practitioners, and pick the next event they will attend at The Good Magpie.

Our space offers:

- An **exclusive list of vendors** in select categories
- Intentional placement of each item to provide the **best chance at success for vendors**, in turn providing a **cohesive shopping experience** to customers
- An **art gallery** housing creations of local artists
- **Accessible venue space** for businesses, community organisations & familial groups to host events (all items in the store will be open for sale during events)
- **Private space** for wellness practitioners to meet with clients and offer their services
- Opportunities to partake in monthly **pop-up events**
- **Pick-up location service** for online sales through individual vendor websites
- **Inventory & Sales system** for all vendors to track stock and quantities sold

At The Good Magpie, we believe in building strong relationships and celebrating shared success. **Our vendors are at the heart of our business** and our team will make every effort to showcase your brand at the store. This includes:

- Intentional product placement for **maximum exposure** for each brand
- **Regular marketing** via social media channels
- **Proactive assistance** for customers to help make the best purchases
- Highlighting new vendors and/or new products and/or current promotions through **featured displays, signage & verbal marketing** to customers
- **Mindful selection** of each vendor under the product categories to **provide uniqueness and a competitive advantage to all**

In turn, we expect our vendors to make their own efforts in selling their product:

- **Actively promoting** their products, including intentional posting of The Good Magpie on social media **at least once a wee**
- **Up-to-date inventory** of products stocked at The Good Magpie including price, quantities & product description
- **Timely replenishment** of items sold and refreshing/switching out products regularly
- **Creative marketing efforts** including displays, seasonal promotions, and more

Space Rental Model

To achieve the commitments made by The Good Magpie to our vendors, our model includes the base rent, an admin fee, and commission on sales. Here's the breakdown of your investment:

1. Base rent starting at \$50 monthly; plus
2. A flat \$10 admin fee which includes all payment transaction fees, packaging & inventory & sales tracking; plus
3. Commission, including active marketing & selling efforts by our team

*Monthly rent + admin fee is subject to HST

We offer three simple options for you to choose from:

- 1) **Small space @ \$50/month + \$10 admin fee & 20% commission**
 - Approximately 10x24 Inches of space on a shelf and/or rack
- 2) **Medium space @ \$75/month + \$10 admin fee & 18% commission**
 - Approximately 10x36 Inches of space on a shelf and/or rack
- 3) **Large space @ \$100/month + \$10 admin fee & 15% commission**
 - Approximately 10x48 Inches of space on a shelf and/or rack

We encourage you to bring any displays, risers and branding tools to maximize your space. We will move your items from time to time according to seasonal & operational changes in an effort to increase your brand exposure.

Now, some administrative pieces:

- We require a 3 month commitment, which means that we will ask for the 3 month payment at the beginning of every term. We do this for a few reasons, including:
 - When you're a new vendor, a 3 month duration provides a fair amount of time for a brand to be known to the customers and to gauge if your offerings are a fit with The Good Magpie clientele
 - We only accept a select number of brands in each category at one time. Planning for 3 month terms makes it easier for us to manage the spaces in each category
- We will send you a detailed invoice upon acceptance and confirming start dates. Once you send the payment in, your space will be secured. We accept payment via e-transfer, cash/debit at the shop
- At the end of month 2, we will send out a renewal form where you can express your intent to renew

- Each product should minimally be labelled with a price and SKU number. Please choose proper labelling tools to make sure that tags don't fall out of your items
- You will be provided with an inventory & tracking document that must be completed by the day you bring your stock, and must be updated every time there are any changes in inventory or price. We will also track your sales and stock count on the sheet which you will be able to view throughout your time with us
- You will receive your portion of the sales (total sales minus commission) within 7 to 10 days of every new month via e-transfer

Some key points to drive success:

- For us at The Good Magpie, we consider our vendors as our partners. The space is yours as much as its ours! We encourage you to contribute to making your products look the best they can. You can add any branding you wish, including signs, business cards, flyers, unique information/instructions
- We happily offer a **curbside pick-up service** for you. If you sell your items via other online channels (website, Instagram, Facebook Marketplace, etc.) you can either:
 - Collect the order & payment through your channel and inform us. We will pack the order for you and your customer can pick it up from us
 - Indicate the products that are available at The Good Magpie and direct the customer to buy from the shop. We will process the sale in store
- Aim to come at least **once a month** to replenish/switch out your stock. If some items have not sold, please replace them with another item. Offering customers a fresh selection demonstrates that you offer a wide range and gives the impression that you are popular!
- Consider participating in the **pop-up markets** hosted at The Good Magpie. There is no fee for vendors to participate while they are renting space with us (commission only). This is a great way to connect directly with the Burlington downtown community and sell your product first hand. On a pop-up day you can bring as many items as you wish, well beyond what you already stock at the shop
 - Pop-up Market application: <https://forms.gle/K1ovGdvR7ot69ZGL9>
- Consider **hosting a workshop** to further your presence in the community. Depending on what you'd like to offer, we can work to create an informative, activity-based, or product focused event.

Within a multi-dimensional hub as The Good Magpie, the **possibilities are endless!** If **our vision excites you** and you see your business as a **good fit for our space**, fill out our vendor application here: <https://forms.gle/jSmsKD63DAnuTXir8> to express your interest in becoming a part of The Good Magpie!