



COMMON  
GROUND  
MARKET

WEST COAST · VANCOUVER ISLAND

*A multi-vendor online marketplace for makers of the Coast*



## A bit about Common Ground Market

- **Mission:** Support emerging and established artisans of the coast by helping make their work readily available across Canada.
- What communities will this market support:
  - First Nation Communities
  - Youth Makers
  - Ucluelet & Tofino Weekend Market Vendors
  - PRAS Members
  - Makers who sell their goods on social media
  - In essence, any person living in the 9 west coast communities who would like to utilize this service and sell their craft online.

So many of us depend on the craftsperson within us in some capacity or another.  
Here is a snip-it of the many artistic collectives on the coast that could benefit from Common Ground Market.

**FIRST NATION ARTISANS**

We are working with the employment and training program sector of Nuu-chah-nulth Tribal Council to support local First Nation artisans to gain access to the site. We will be offering one-on-one workshops to help set artists up for success in selling their products to a wider market.



**TOFINO & UCLUELET WEEKEND MARKETS**

The Ucluelet Market has 25 vendors during the summer months and the holiday market sells out every year at 38 vendors. The Tofino market has 50 vendors in a normal year and their holiday market has been as large as 55 vendors. As these venues require you to be there in person, we anticipate a virtual market will attract an even larger vendor base.



**YOUNG MAKERS (UNDER 19)**

Many of the youth in our communities utilize the holiday market as a way to sell their crafts. With the permission and supervision from their parents, Common Ground Market can be a venue for the young makers of the coast to test out small business models and sell their crafts year-round.



**HOME-BASED & HANDMADE WEST COAST**

A facebook group was created by Lynette Dawson, an avid art advocate and artist based in Ucluelet. This group was created on November 8, 2020 to help local craftspeople sell their work. There are 311 members and tons of activity! We created a poll on the page to gauge how many craftspeople would be interested in joining Common Ground Market and 31 vendors said they would, with many more comments of support and likes.



**PACIFIC RIM ARTS SOCIETY**

PRAS and Common Ground Market will partner in offering art and business workshops online.

*"Common Ground Market is an excellent opportunity for the entire community to get behind and show our local artists and artisans how important they are to our future economy."*

- Susan Payne  
Executive Director of PRAS



**COMMONGROUNDMARKET.CA**

# Phase 1 - Launch

- We are launching this market in February 2021
- It will begin as an e-commerce platform with upwards of 50 vendors from the 9 west coast communities.
- Ucluelet Tourism & Tofino Tourism intend on supporting us with national promotion





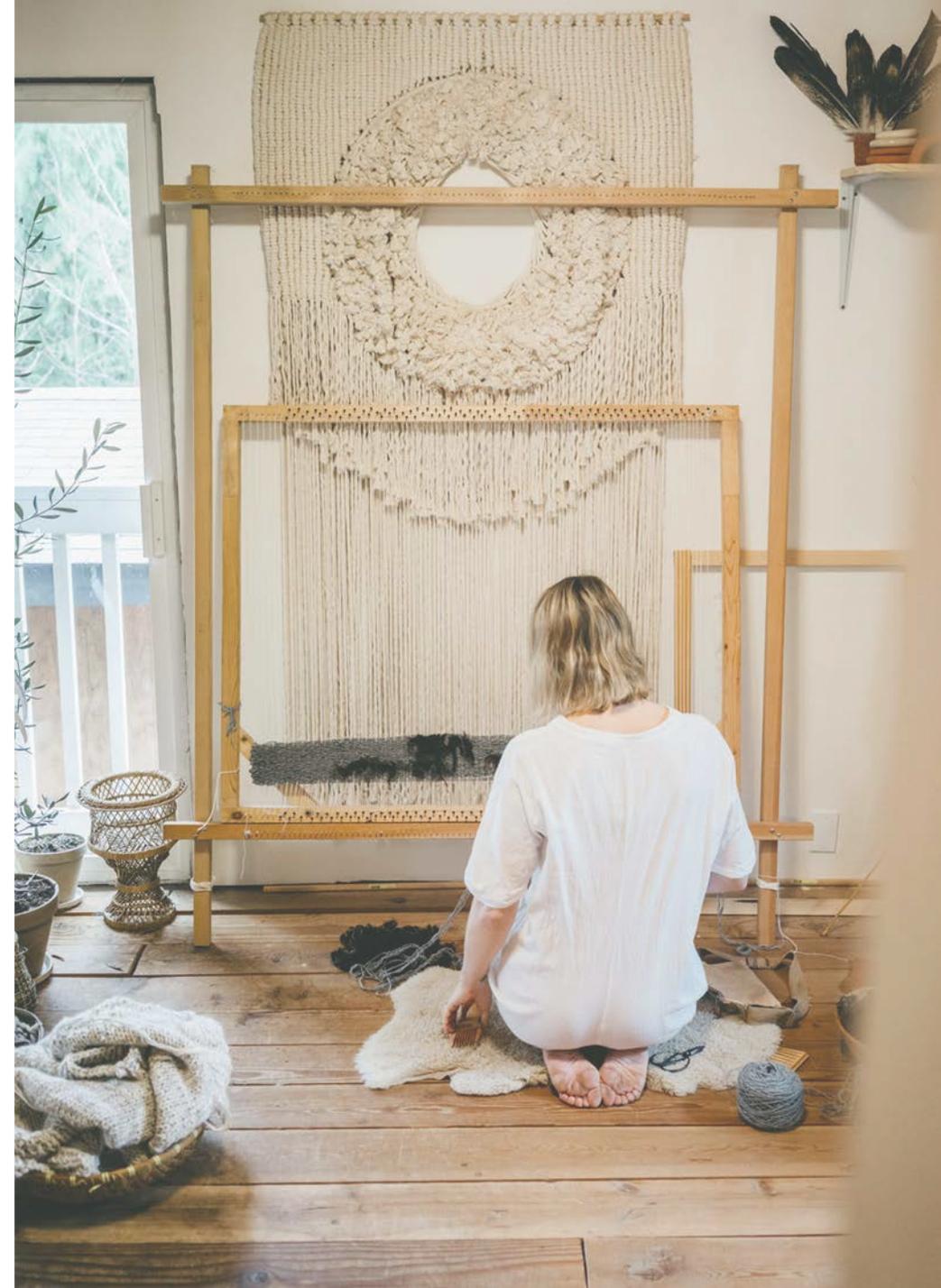
## Phase 2 - Expansion

By fall 2021, we intend on expanding the services involved to include:

- Art workshops in partnership with PRAS & NEST
- Art & Business workshops in partnership with the Ucluelet Chamber of Commerce and Tofino-Long Beach Chamber of Commerce
- On-site advertising opportunities
- Pop-up shop opportunities for vendors

# Market Revenue

- Low Commission Rate
  - 10% commission rate for UCoC & TLBCC members
  - 25% commission rate for non-members
- Increased UCoC & TLBCC Membership
- Advertising / Featured vendor locations
- Workshop Fees
- Pop-up shop opportunities



# Common Ground Market

## Expenses 2020/2021

Item	Launch Expenses	Operational Costs	Notes
Brand Logo	\$ 270.00		Sarita - Wild Free Creative
Brand Picticons	\$ 900.00		Sarita - Wild Free Creative
Domain		\$ 25.00	
Hosting		\$ 155.00	
Web Development	\$ 5,000.00	\$ 4,560.00	Operational costs based one 1hr/wk @ \$95/hr
Divi/lifetime (software)	\$ 250.00		
Dokan/yr (software)		\$ 500.00	
Photography	\$ 5,000.00	\$ 2,500.00	\$500/day
Contract / Legal Fees	\$ 2,000.00		
Insurance		\$ 2,000.00	
Miscellaneous	\$ 500.00	\$ 500.00	
Project Manager @ \$20/hr		\$ 4,800.00	Additional personnel based on 5hrs a week of help manage the vendors & site requests.
Promotions	\$ 1,200.00		\$100 give-away cards for site promotion.
SEO		\$ 1,200.00	
<b>Sub Totals</b>	<b>\$ 13,920.00</b>	<b>\$ 16,240.00</b>	
<b>TOTAL for year 1</b>	<b>\$ 30,160.00</b>		
<b>Region Support Request - District of Tofino</b>	<b>\$ 8,000.00</b>		

# Common Ground Market

## Revenue 2020/2021

Item	Confirmed	Potential	Notes
CCCU Relief & Resiliency Fund	\$ 9,235.00		
Tourism Ucluelet Promotional Support	\$ 5,000.00		
ACRD Grant-in-Aid		\$ 3,500.00	
Regional Support - District of Tofino		\$ 8,000.00	
Regional Support - District of Ucluelet		\$ 8,000.00	
CBT Arts & Culture Grant		\$ 5,000.00	Application Due March 5, 2021 Decision April 2021
Commission		\$ 5,000.00	This number is based off of \$75,000 annual sales at 10% commission. This number is very difficult to estimate at this point in time. Assuming we have a minimum of 50 vendors, who's average annual sales are \$1,500.
Advertising		\$ 6,500.00	We will offer vendors featured artist spots on the website, promotional support and SEO drivers.
Workshops		\$ 2,500.00	PRAS and the UCoC will partner to offer a minimum of 6 workshops a year, including artistic development training and art & business training.
<b>Sub Totals</b>	<b>\$ 14,235.00</b>	<b>\$ 38,500.00</b>	



Thank you for taking the time to learn  
about Common Ground Market.

Should you have any questions or are interested in becoming a  
vendor, please email Laurie at :

[hello@commongroundmarket.ca](mailto:hello@commongroundmarket.ca)