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## KANSAS ORIGINALS MARKET NEWSLETTER

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For Members of the Post Rock Opportunities Foundation

Volume 2 #3

July, 1994

### ***A REASON TO CELEBRATE***

On July 31, 1994, we will have completed three years in business. On June 6th, Kansas Originals Market went over the 1/2 million dollar mark for sales since we opened. We are proud of our accomplishment and the success we have attained, but it has been with a great deal of dedication and hard work on the part of the staff and volunteers. Nearly 70 percent of that money has gone back to the members for their art, crafts and food products. The difference between us and other retail stores which sell arts and crafts on consignment is that we are non-profit. We are *your* store, we operate to sell *your* merchandise. There is no other reason for our existence.

### ***A REASON TO THINK***

Along with our success has come some problems. *Our mission is to provide a market for Kansas artists, craftsmen and food producers, especially those over 62, low income, disabled and minorities by virtue of their race.* Because we are a 501(c)3 non-profit membership corporation, we do not operate the market for our gain, but for the benefit of our members. Our goal is to be able to operate the market so that it will be successful and continue to be beneficial to our members. Even though our sales have been good, our expenses have been tremendous. Not only did we put up a brand new building which is air conditioned for the comfort of our customers, but we doubled the size of the building in the second year. We have had to increase the size of our staff from our first five part-time employees to 2 full-time and 8 part-time employees, plus contract cleaning, maintenance of the grounds, accountants and legal representatives. All of our staff donates either some time, supplies, or makes purchases for the market. Board members donate their time. We have principal and interest payments, advertising, utilities, wages, taxes, supplies, and our signs on the highway to pay each month. In February, we will have to start making monthly principal payments on our zero interest loan.

The board of directors would like some suggestions from you our members as to how we can make the market more self-supporting and less dependent on grants and donations, which we may not always get in time to meet expenses. When making suggestions, keep in mind that this is your market. All the things we do are directed at meeting our mission objective -- that is selling your merchandise. We present your merchandise to the public 12 hours every week day and from 6 to 7 hours on Sunday. The only full day we are closed is Christmas Day. (Remember we cater to tourists and they do most of their traveling on holidays and weekends.)

### ***RESPONSE FROM A CONSIGNOR***

After discussing our financial concerns with one of our members, we received a four-page letter back with suggestions and comments. A portion of that letter follows: *"I don't think the majority of the members and I'm speaking about the whole membership body realize what a great thing they have and are a part of! I do realize that your prime concern is for the consignor, or exhibitor. But do we as members realize what all you do for us, and what all is involved in operating such a successful operation!*

*The market benefits the members in so many ways! She continues: 1. Exposure -- Where else could an individual display his wares to such a wide range of public. 2. Privilege of displaying -- Where else could an individual display in such a professional way with professional help and beautiful surroundings -- all handled by market personnel. 3. Salespeople -- To help promote and sell our product -- courteous and very helpful and genuinely interested in the crafter. 4. Deletion of bookwork -- Kansas Originals Market does all this for its exhibitors.*