

Retail Operations and Cash Control

The sale of merchandise (or concessions) at events is another source of income to supplement sponsorships, donations, and admission fees.

INVENTORY AND PRICING

- ARFOP staff is available to provide assistance. Consult before purchasing any inventory. ARFOP staff will place orders for anything to be purchased online.
- Know your audience! ARFOP's past experience with merchandise sales is a good indicator of what sells and what doesn't. Bring back best-sellers, but be willing to experiment with new items each year.
- Choose your suppliers carefully: Research reliability. Compare prices. Verify quality (get samples). Take advantage of discounts, pre-pay options, etc. to reduce costs.
- Price items to make a significant profit. Wholesale price is just one component of the cost-of-goods. Consult with ARFOP staff.

CASH CONTROL

- ARFOP is committed to utilizing best-business practices for cash control at special events.
- ARFOP staff's responsibility is to
 - Provide equipment – credit card equipment, cash boxes (bags), access codes, etc.
 - Withdraw start-up cash from the bank,
 - Provide collection procedures for handling cash,
 - Provide procedures for credit-card sales, receipting and recordkeeping,
- Retail Chair's responsibility is to
 - Train volunteers (cash procedures and using Square),
 - Provide security procedures for storing, counting and depositing funds,
 - Determine the amount and denominations of start-up cash required no later than 2 weeks prior to the event and notify ARFOP staff,
 - Configure items in Square,
 - Delegate responsibilities among different people so that no one is handling any one task alone,
 - Oversee operations,
 - Reconcile cash collected with Square reporting,
 - Make deposits (at any Bank of Blue Valley branch to Acct. #21458),
 - Provide daily reports and a final event report.
- Venue staff's responsibility is to
 - Provide "hot spot" if needed for internet connection,
 - Keep equipment and cash secure overnight, if a multi-day event.
- See "SQUARE POINT OF SALE" document.
- All merchandise sold is subject to sales tax. Use 9.1%.

*This is not meant to provide a complete overview of operations for Arboretum Spring Plant Sale.