

IFEA Webinar Series

MERCHANDISE PROGRAMS Built for Success

Stephen King, CFEE
Executive Director
Des Moines Arts Festival®



SESSION OBJECTIVES

- Key Fundamentals
- Key Components

KEY FUNDAMENTALS

- Strategy
- Capacity

STRATEGY

- Purpose
- Define Success
- Identify Goals

CAPACITY

- Staff
- Volunteers
- Online
- On-Site
- Financial Resources

SUCCESSFUL MERCHANDISE PROGRAMS EXECUTE THE FOLLOWING KEY COMPONENTS

- the merchandise is current
- the merchandise is creative
- there is variety
- strategic planning & execution

CURRENT

- Renea
- Go shopping
- Facebook/[pantone](#)
- Google “Fashion Trends”
- Google “[2018 t-shirt colors](#)”
- [Pinterest](#)

CREATIVE

- Whats “in”
- Local designers
- Student designers
- Something unique about community

VARIETY

- Start with determining market
- Work outward
- Two choices for primary market
- Cold weather location?

STRATEGY

- Create a budget and stick to it
- Associated costs/margins/sell thru
- Retain and study historic data
- What to sell/What will sell
- RFP
- On-site sales
- Online sales

Stephen King, CFEE
Executive Director
Des Moines Arts Festival

sking@desmoinesartsfestival.org

www.desmoinesartsfestival.org

<https://squareup.com/store/des-moines-arts-festival/>

