



## **MERCHANDISE PURCHASE POLICY**

Adopted March 15, 2023

This Merchandise Purchase Policy of the Vinton County Convention and Visitors Bureau (VCCVB) provides guidance as to the types of vendors the organization may purchase from, the profit margins at which it must benefit, and the types of products it will stock. The VCCVB reserves the right to “hand-pick” merchandise of its choosing to stock for resale regardless of these policies.

The following types of vendors are preferred:

- Local craft vendors or businesses.
- Vendors with unique products such as artwork, photography, walking sticks, etc.
- Vendors whose products are relevant to the craft market, outdoor recreation market, or tourism industry in the Hocking Hills Region.

The following vendors are prohibited:

- Vendors whose products infringe on copyrights or trademarks.
- Vendors whose products are not locally sourced (except when not available locally).
- Vendors whose products are part of multi-level marketing (MLM)/pyramid schemes, such as Scentsy, LulaRoe, Mary Kay, etc.
- Vendors whose products have no relevance to the craft market, outdoor recreation market, or tourism industry in the Hocking Hills Region.

Additional criteria that may be considered by the VCCVB when making decisions whether to purchase merchandise from prospective vendors for resale may include but are not limited to businesses/events or their owners/promoters:

- Publicly advocating/endorsing/selling hate speech, discrimination, terrorism, violence, illegal/unethical/immoral acts;
- Spreading misinformation/fake news/conspiracy theories;
- Whose interests do not align with the mission of the VCCVB or partner organizations;
- Making false claims/accusations against the VCCVB or partner organizations;
- Previously or currently engaged in legal proceedings with the VCCVB or partner organizations;
- Whose business services/products/views are deemed to portray Vinton County or the Hocking Hills Region negatively to residents and/or visitors;

- Whose facilities/products/services have received higher than average negative public reviews, safety violations, health department violations, and/or sanitary/nuisance complaints.

The VCCVB Board of Trustees and its employees and volunteers who own or operate businesses or who make crafts are not prohibited from reselling to the VCCVB, provided it is not done at the exclusion of competitors or in such a way that favors the purchasing of their own products.

Vendors must provide an invoice with each transaction detailing the total number of products, a brief description of each product, the individual wholesale cost of each product, and the total amount due. The Treasurer and/or Executive Director of the VCCVB is responsible for collecting and maintaining accurate records of transactions with all vendors.

The VCCVB must be able to generate a minimum 50% profit margin on merchandise upon resale. This can be difficult on high-end crafts or artwork such as photography, so care must be taken to ensure that merchandise being purchased can in fact be resold for a profit.