

How can a space at Bluebelle benefit me?

You design and stock your space.... We do the rest!

We are a creative community of shoppes where hundreds of vendors, all under one roof, sell unique and quality items to thousands of shoppers in a market setting

We run the cash register so you can sell items without being present

We provide an ID on barcode labels which credits our account for every item sold

We even collect and pay your sales tax so you don't have to!

We pay all the store bills like water, electric, property taxes, insurance, etc.

We hire and train the cashiers and staff

We promote and advertise the store with our full-time marketing team

We create special events to drive traffic to the store

We write you a check once a month for your sales.

How can I make my space unique?

Paint and structures

We provide the space and walls, you make it your own. Adding paint, wallpaper, shiplap, faux brick, built-in shelving, pergolas, and other store front buildups are encouraged. If you would like to make alterations to your space, build a structure, or paint walls in your space, please obtain approval of the plans and color by Bluebelle staff. Failure to attain permission for paint colors and/or construction deemed unfit may result in additional cost for correction.

Our walls are 8' tall with a trim. The walls separating spaces on the right or left are generally 3' in from the isle. This helps keep items within your space and clear of isle so customers can easily shop freely.

Signage

We encourage the use of signage in your space with prior approval as well as displaying your shops business cards

Shelving and racks

Our shelving and racks should reflect the creativity and originality of the store. We encourage creativity in how you display your items and ask that you steer clear of plastic hangers, pegboard, slat-board, metallic grid, tables with folding legs, or cardboard/plastic boxes to display items.

Floors

All spaces must be clear of debris so that customers can walk freely without hazard. Rugs, carpet, and other flooring must not present a tripping hazard. Rugs must have a mat underneath to ensure the rug does not move or slip. Bluebelle reserves the right to take up rugs and move items that may cause

danger to others. Should you choose to lay a floor it should be a “floating floor”, use of sticky tiles, glue, or paste is not allowed and will result in a forfeit of the deposit and other fees.

Power and lighting

Accent lighting may be the most impactful design element in a space. Chandeliers, track lights, spot lights, and lamps are crucial to attracting shoppers into your space. You should have access to at least one electric plug in your space that is a foot or so off the ground as well as a shared outlet above the wall behind the trim that you may use for accent lighting. Our friends at the fir department require that only one three prong power strip / surge protector to be plugged into each outlet. All other plugs should plug directly in to the power strip. No other extension cords or power strips may be plugged into the initial strip (no daisy chains).

What can I sell at Bluebelle?

Bluebelle is known for offering unique, creative, and quality items at competitive prices. Successful vendors often offer a mixture of types, sizes, and costs of items including:

Gifts. Home décor. Clothing. Furniture. Apparel. Candles. Jewelry. Children’s items. New games. Toys. Farmhouse. Artists. Hand crafted. Vintage. Lighting. Garden. Wood signs. Soaps. Holiday décor. Military lifestyle.

We have restrictions on items that are already being sold in the store. We can only have a certain amount of jewelry makers, boutique clothing, and other easily repeated items in the store at any one time. This will also include vendors currently in the store wishing to add something to their stock or change merchandise in their booth. Just ask any one of the employees before making a change such as this or before moving into your space for clarification.

Bluebelle reserves the right to turn down items. Exceptions can be made for handcrafted, unique or truly vintage items. The following items are NOT allowed:

Used shoes. Used purses or bags. Used clothing. Used toys. Stuffed animals. Mattresses. Sleeper sofas. Electronic devices. Computers. Televisions. Magazines. Guns/knives/weapons. Cds. Dvds. Tapes. VHS. Dolls/ beanie babies, used games.

What kind of advertising is done?

Bluebelle has a team of marketing specialists who constantly make posts, run ads, and communicate directly on social media daily. While we’ve found what is spent running ads on social media is the most effective use of our budget, we also incorporate tv and radio commercials, magazine ads, and sponsoring local events. While our marketing team is superb, we believe the best advertising is you! With hundreds of passionate vendors in our store and attending our events spreading the word to their friends and family, we can collectively reach thousands of people with the most effective strategy- a recommendation from someone you trust. The more you can do to spread the word in public and on social media, the better you will do and the better everyone will do. We recommend starting a Facebook page for your shop at Bluebelle and treating it as you would if you ran your own business in your own brick and mortar. Post great content and post often. Offer deals and sales. And spend a few dollars on your own social media advertising. A little can go a long way.

What kind of security does Bluebelle have?

Bluebelle is serious about merchandise security. Like most major retailers, Bluebelle utilizes a mixture of real and dummy cameras placed throughout the store. For heightened security, we encourage you to install your own camera in your space. Many of these cameras can be purchased for less than \$50 and record many hours of footage and further deter shop-lifting. Of course, while we do our best to deter shoplifting, like other major retailers, it still occurs from time to time. Bluebelle is not responsible for any loss that occurs due to theft or any other reason and does not insure inventory or personal property for potential losses. There is also a large TV showing all camera angles right at the front desk that is easily monitored. Overall, our store has been a very safe location and our employees remain vigilant throughout the workday.

How does Bluebelle track my inventory?

Bluebelle uses a point of sale software that tracks and posts each sale in real time to the software. You will be given a vendor ID that links to your online account where you can see sold items, view your account balance, add new inventory, and manage existing inventory all from your computer or smart phone. When adding a new item, you can input the price, quantity, and description. Each of your items will have your own unique ID on the barcode labels that we print for you. When purchased, the item will automatically be sold under your account where you can see your sales all day, every day. Simply notify our team when you want to offer a sale and we will post a sign in your space sharing details.

Multiple locations

After finding success in one space, many vendors choose to expand to multiple spaces. When a vendor has more than one location within the store, they are considered a VIP vendor with perks that include discounted rent.

How do vendors get paid?

Rent, fees, and checks

Rent is due by the 3rd day of each month. Bluebelle will take out applicable rent payments from the previous months sales on the last day of the month. (Example: the sales from the month of January will accumulate till the last day of the month. On that day, rent for February is deducted) . If there is a balance, the credit or debit account you provide will be charged for the balance automatically. In the event the credit or debit card s declined, the balance should be paid promptly prior to the 3rd of the month. A 10% commission on total sales will be deducted from each payout which is primarily to used to cover the costs of the sale like credit card fees, bags, wrapping paper, and staffing. Payout will be issued by the 7th day of the month. The amount will be your total sales, minus 10% commission, and the next months rent. Checks can be picked up at the front desk. Should the payout happen during a weekend, checks will be available the following Monday. We hold on to checks for a maximum of 3 months after issue date. After this time period, the checks are destroyed.

Sales Tax

Bluebelle will collect and [pay all sales tax on your behalf. While in many cases creating a separate entity for your business is not necessary, for those who do have an entity and are required to file monthly sales tax reporting, please report \$0 in sales for the portion of goods sold at Bluebelle.

Moving out

Security deposit and walkthroughs

After the agreed initial term, a vendor can end this lease with a full 30 day notice. A notice put in after the first of the month will result in staying for the remainder of that month as well as a full month after. A form at the front of the desk should be completed and a walk through should be scheduled for the space to ensure it is left in good or better condition than received. Fees can be up to the amount of your deposit or more depending on damage done. Items left in booth will become property of Bluebelle if fees are not paid and items have been left beyond the length of your contract. The agreed upon security deposit is refundable once vendor moves out and will be available for pick up when checks are printed with the following exceptions: proper notice was not given; the space was not left clean; rent balance due was not settled; or items are present in the space beyond the expiration of the notice.