

Resource Contact: Museum Gift Shop Supervisor

Effective: January 1, 2014

Museum Gift Shop Policy

- Purpose:** The purpose of this policy is to:
Ensure the Museum Gift Shop is administered pursuant to state law.
- Application:** This policy applies to all employees and volunteers of Washington State Historical Society.

1. General

The purpose of the Washington State History Museum Gift Shop is to further the educational goals of the Washington State History Museum by providing visitors with merchandise for purchase that is related to the museum collections, exhibits, and Washington history, and by providing earned income to the museum through profits on sales in the Museum Gift Shop to increase its self-support per RCW 27.3.070(f) and (g).

The Washington State Historical Society Board of Directors retains the exclusive responsibility for management of the organization, the Washington State History Museum, in which it also governs the Washington State History Museum Gift Shop. The Museum Director will direct the museum's staff to maintain the Museum Gift Shop, develop new merchandise, determine promotional events, and lead marketing. All of these activities will follow Washington Historical Society Personnel Policy, Collections Policy, as well as professional standards for Museum Gift Shop management.

Since public perception of the Museum Gift Shop is closely tied to the parent institution, it is the responsibility of the Museum Gift Shop personnel to be fully aware of the source, quality, authenticity and educational worth of all items sold in the Museum Gift Shop. Misrepresentations, whether intentional or not, reflect upon the reputation of the museum as well as the Museum Gift Shop. All Museum Gift Shop personnel, whether paid or volunteer, are representatives of the museum and the Washington State Historical Society.

Compliance with State and Federal Laws – The Washington State History Museum Gift Shop will comply with all State and Federal Laws including but not limited to the Maritime Mammal Protection Act, the Endangered Species Act, the Archaeological Resource Protection Act, and copyright laws.

2. Museum Gift Shop Content

The Washington State History Museum Gift Shop will purchase and develop only merchandise that is directly related to the Washington State History Museum's collections, educational mission, and Washington history.

The Museum Gift Shop enjoys a unique opportunity to serve a diverse clientele. For that reason, the Museum Gift Shop is obligated to offer items that are educational, safe, and of the highest quality. Artwork will be chosen based on craftsmanship, expression, and artist's expertise.

- Artwork will be clearly labeled and the artist will be identified where applicable. The Museum Gift Shop will encourage artists to include information with each piece (explanatory text, business cards, etc.).
- No board, staff, museum volunteer or any immediate staff family member may sell items through the Museum Gift Shop.
- The artist, as original owner, must establish a price for their piece(s) within fair market value.
- The Washington State History Museum Gift Shop reserves the right to rotate work based on the needs of the gallery and space available.

The sale of any deaccessioned materials through the Museum Gift Shop is potentially unethical. Even if an item has been officially deaccessioned, the public may perceive the transaction as the Museum Gift Shop participating in the liquidation of the museum's collections, thus sales of deaccessioned material are not authorized in the Museum Gift Shop.

Consignment Policy –

A separate consignment agreement, which is also approved by the Washington State Historical Society, is also available in the Museum Gift Shop as well as online.

The museum staff will work to develop unique products for the Museum Gift Shop that showcase the museum's collections, Washington state history, and supports its educational mission. Such products may include but are not limited to logo merchandise, books, stationary, clothing, and educational resources. To uphold the museum's reputation, all products will be of the highest quality materials, and professionally designed and crafted.

3. Museum Gift Shop Operations

All proceeds from the Washington State History Museum Gift Shop will be added to the Washington State History Museum operating budget.

Accounting –

There will be daily accounting on a point of sale. Monthly reports will be turned into the financial department to facilitate annual accounting. Sales will be reported to the Washington State Historical society at their annual meeting. At the end of the fiscal year, an inventory of all Museum Gift Shop merchandise shall be completed and compared with annual merchandise expenditures and revenues to generate an accounting of annual sales. A copy of the inventory shall be filed with the finance department.

Sales –

The Washington State History Museum Gift Shop will operate sales on a cash basis, accepting cash, local checks, and credit/debit cards. Gift certificates/Gift cards are also available for purchase and can be used for items in the Museum Gift Shop.

Return Policy –

Returns will be accepted with a receipt of purchase no more than two weeks after date of sale.

Shipping and Handling –

Shipping and Handling is available on request, but shipping and handling charges will apply.
Sales Tax -City Sales Tax will be charged when applicable.

Discounts –

Museum Members receive 10% off Museum Gift Shop merchandise. The Museum Director may allow Museum Gift Shop merchandise to be bought at cost by Washington State Historical Society managers to be used for other departments within the Washington State Historical Society.

Marketing –

The Washington State History Museum will promote its Museum Gift Shop through press releases, advertisements, online promotions, and other methods deemed appropriate by the Museum Director.

Photography –

Photographs of artwork for sale in the Museum Gift Shop will be prohibited unless the artist grants permission in writing, in advance. However, the museum may take photos of the Museum Gift Shop for promotional use only, as allowed in the consignment agreement.

Reviewing and Amending –

The Washington State Historical Society will review and amend the Museum Gift Shop policy every three years, or as necessary.

Approved: _____

Jennifer Kilmer
Director

Date

12/31/13