1. Executive Summary

Vision & Core Purpose

The Creative Believers Collective,(CBC) operating through ACtS (Art, Craft and Then Some.) Galleries aims to share the gospel and support a Messianic/Whole bible faith community through a unique platform that promotes Bible-based and wholesome art, crafts, and services. Our mission is to create a working community where believers support each other, inspire creativity, and bless the wider community.

Key Objectives

• First Year:

* To establish a collective of creatively minded people (artists, crafters, authors, trades people, service providers, evangelists- here after known as suppliers) who are all committed to the Collective vision.
* To establish its first sustainable, well-supported ACtS gallery known in the community. This will be an aesthetically pleasing environment conducive to relationship-building and showcasing suppliers work.
* Develop an online platform to support the physical space.

• Second Year:

* Expand community engagement, increase the number of contributing suppliers, and solidify the gallery’s presence both online and offline.

• Third Year:

* Generate sufficient profit to sustain the gallery, invest in new projects/locations, and potentially expand into additional services such as workshops and prayer rooms.

2. Business Description

Overview

The CBC will be a non profit organisation formed for the purpose stated above. It will offer specific targeted ‘home residents’ (HR) the opportunity to work from home, become part of The CBC and to engage in community outreach, by operating an ACtS gallery from their home. The collective will supply the HR with bible-based items to sell and the mechanisms needed to transact. The HR will have access to the collective network. This includes a database of sellers and service providers, and volunteers, along with personal support and marketing.

All sales proceeds will be returned to The CBC. The CBC will manage and pay the suppliers and the required taxes (G.S.T) and provide a fund for community projects.

In exchange for the HR offering a physical space for The CBC to operate. The HR may charge The CBC for the expenses of running the gallery (in accordance with the formulation for home office claims as set by the IRD) and will pay the HR a further percentage of the sales for the use of the space (5% total sale, capped).

Each ACtS Gallery will specialise in wholesome, Bible-based art, crafts and reading material to support the targeted faith community. The gallery will also serve as an outpost for promoting services, trades, courses, resource borrowing, and spiritual connection. Additionally, the gallery will explore offering beverages and snacks to visitors.

Artists and Contributors

The CBC will start with a core membership of 3-5 governing members and a number of contributing Suppliers. Each member will have a say in the galleries operations through the election of the governance body and the right to contribute at board meetings. The galleries will also sell pre-purchased Bible-themed products to support The CBC financially.

Differentiation

The CBC is the only known collective of its sorts in NZ. Also the initial ACtS Gallery will be the only art space in the Bay of Plenty dedicated specifically to Bible-based creations. This unique focus will set it apart from other art spaces in the region.

3. Market Analysis

Target Audience

• Demographics: Local believers of all ages, passersby, friends and family of Suppliers, members of online forums and sales platforms, and attendees of local home groups/churches.

• Interests: Wholesome or Bible-based creations, community building, spiritual growth, and supporting local believing suppliers.

Market Demand and Competitors

There is currently no dedicated market for local and independent biblical based creations in the Tauranga and Mt Maunganui area, presenting a unique opportunity for ACtS Gallery to create and cultivate this demand.

4. Marketing Strategies

Branding and Positioning

The galleries will be branded as “ACtS Gallery,” a name that evokes the biblical book of Acts and emphasises the gallery’s Biblical foundation. The “t” will emphasis the ‘Tav’ giving it the messianic context and may also be viewed as the ‘cross’, giving it the Christian context. The location near a major shopping centre will help attract foot traffic.

Marketing Channels

• Digital Marketing: Facebook, Telegram, Instagram, Etsy, Trade Me, and the gallery’s website.

• Local Marketing: Emailing and personal announcements of familiar local congregations already familiar to, shoulder tapping of known suppliers, signage near the gallery, flyers at local churches, community centres, events and advertisements on Radio Rhema.

• Event Marketing: Hosting events, art programmes, and workshops to engage the community.

• Tracking Success: Success will be measured by foot traffic, online engagement, and feedback on how customers heard about the gallery.

5. Operations Plan

Location

The first gallery will be located at 18 Farm St, Bayfair, Mt Maunganui, leveraging its proximity to a major shopping centre for visibility and foot traffic, in the home of local artist Finela Moore.

Space Requirements

The gallery will be legally bound to operate within a 50sqm area of the premise. All expenses incurred will be paid by The CBC to the HR. Expenses will include utilities, insurances, renovations and maintenance, and rates. The galleries will also need display stands, easels, and other necessary equipment. Wheelchair access and parking will be considered.

Staffing

The CBC members and the HR will volunteer to staff the gallery, with an aim for each member contributing at least one day per month. Roles include manning the gallery, engaging with the public, handling transactions, restocking, cleaning, preparing items for postage, and managing the online presence. Visual suppliers such as artists and sculptors are also encouraged to bring work with them to work on during the day. This may create a point of interest for people who want to watch.

Operational Hours

The gallery will be open at least one day a week, with the hope of expanding hours based on demand and volunteer base.

6. Financial Plan

Start-Up Costs

• Rent and Utilities: Current usage Estimated at NZD 525 per month for electricity and NZD 217 per quarter for water. The gallery will comply with New Zealand Tax law on claimable home office space, in accordance with the council bylaws of no more than 50sqm to be used for commercial venture. Current home office calculations may also be used which are $56 per sqm per annum.

• Renovations: have included creating an alternative entrance, painting, changing lights, making signs, reconfiguration of outdoor space, addition of barriers for areas not included, gate instillation, caravan relocation. All of which are focused on creating an inviting and accessible space.

• Insurance: Estimated at NZD 2,000 annually.

• Compliance and Permits:

* Registration with the charities commission will need to be made by the CBC especially if receiving donations. Alternately, if an existing charity is appointed to distribute the donations according to the common purposes of the Charity and The Collective, this will not be necessary.
* There are no permits needed to operate a business out of your home provided it meets the council regulations on such activity. A Food permit will need to be acquired if serving food or drinks.

• Signage and Marketing: NZD 300 for signage, with additional marketing costs as needed.

• Accountancy and Banking: NZD 2,000 to NZD 3,000 for accounting services.

Revenue Streams

• Sales: Mark-up on sales, with a standard 30-100% gallery mark-up dependant on the type of product and its saleability. (this includes 5% of total sale for the development of the community projects fund)

• Resale Items: Biblical-themed products bought for resale.

• Food and Beverage Sales: Potential revenue from selling tea and snacks.

Financial Goals

• Break-Even Point and profit distribution: Based on the home office calculation of $56 per sqm per annum @ 50sqm ($135 per week apx) The gallery needs to generate at least NZD $420 per week in sales to cover operational costs.

For example a 100% mark up of a $200 product, would return $110 to the suppliers(50%), $21 to the community projects fund (5%), $31.5 G.S.T (15%), $21 to HR for space use(5%), and $135 for Home office expenses (fixed cost not percentage based). This is very tight and would assume there are no other expenses incurred.

Any extra profit beyond what is needed to run the collective can either be allocated to the community projects fund or the HR allocation at the discretion of the committee.

7. Legal and Administrative

Permits and Licences

•Collective- needs to be a registered Charity to take donations. (See start up costs/Compliance and Permits point 2 for alternate consideration)

* Galleries: No permit needed if the space is under 50m² and has fewer than two additional full-time employees and is classified as a “work from home” situation.

• Food Permit: Required if serving food or drinks.

Membership and Governance

The galleries will operate as an incorporated society or a charity, with members electing representatives. Policies for membership, consignment, and sales commissions will be established by the committee.

Contracts and Agreements

Suppliers will agree on a sales price, with the gallery applying a 50% mark-up. Payments will be disbursed monthly based on sales. A sales fee of 10% will be deducted from the artists payment. This fee and the membership fee of $20 per year will be waivered if the supplying artist commits to volunteering at least once a month.

Exit Strategies

Members wishing to withdraw must provide written notice. Stock removal will be handled by the collective with appropriate notice.

8. Sustainability and Growth

Long-Term Sustainability

The gallery will maintain financial sustainability by appropriately pricing items, minimising expenses, and continuously promoting the gallery to attract new and repeat customers.

Growth Plans

Future plans include adding a prayer room, workshop space, and hosting events. Once the first galley Is successful, the model may be replicated in other locations. The CBC will remain adaptable to market changes by responding to customer preferences and sourcing popular products, while complying to government and council laws and bylaws.

This plan provides a solid foundation for The CBC and initial ACtS Gallery to grow and achieve its vision over the next three years. Additional details can be added as the gallery evolves and new opportunities arise.