



Love Local Grand Valley Frequently Asked Questions - Businesses

For Businesses

How does it work?

To help businesses during this challenging time, The Fruita Area Chamber of Commerce, Western Slope Communications, Grand Valley Power, and Downtown Grand Junction have partnered to create an online platform to allow you to sell your products, services and gift cards. You can do this by submitting an item participation form to selena@fruitachamber.org. Item participation forms can be found at www.fruitachamber.org/lovelocalgrandvalley

Once we receive your items, we will enter the item in an online store hosted by the platform 32 Auctions. The store will be open to customers starting April 22, 2020 through May 20, 2020. The selling period for the online auction has been extended so that we may further support our local businesses. The Fruita Area Chamber of Commerce will process payouts biweekly via PayPal, or check if needed. 100% of the proceeds of the sale will go directly to the business owner, thanks to our sponsor, Grand Valley Power, for helping cover the processing fees.

What businesses can participate?

The online store will first be open only to members of the Fruita Area Chamber of Commerce and Downtown Grand Junction businesses. These businesses will have first opportunity to submit items into the auction. After April 22, ALL located in the Grand Valley may submit items if there is room (there is a limit of 300 total items). All Businesses must have a sales tax license and report sales tax for all sales

If you are not sure if you are a member you can send an inquiry to The Fruita Area Chamber of Commerce by contacting selena@fruitachamber.org or kayla@fruitchamber.org

How will I get paid?

The Fruita Chamber will collect the payment from the buyer. The Fruita Chamber will then forward that payment to your business on a bi-weekly basis. **Our strongly preferred method of payment will be by PayPal.** It is free to use and setting up a new account is very easy. If you absolutely cannot set up a PayPal account, The Fruita Chamber can mail you a check, but this can take up to two weeks longer to send your payment. PayPal payments will be submitted 1 week from end of selling period.

Different Purchasing Options

For each auction item, you will have three options for how people can buy it:

- **Buy Now (RECCOMENDED)**- This option allows customers to purchase the item now. Businesses can list multiple quantities of an item with the buy now option.
- **Standard bidding** - this works like a normal auction where bids are accepted until the auction ends, last and highest bid gets the item. The bidding option allows a quantity of only 1 item – this is recommended for larger items or packaged bundles.
- **Both** - when you choose both, you will list a buy it now price and a starting bid. Buyers will be allowed to bid on the item or choose to buy it now. If the bidding goes above the buy it now price, then this will no longer be an option and only bids will be accepted. You cannot choose multiple quantities for this option.

Can I offer more than one item?

Yes, you can offer up to **five** different items. Each item must be entered separately. You can, and are encouraged to, submit multiple quantities of the same item. **This only counts as one item.** For example, if you submit twenty \$25 gift cards. In this scenario, you must choose the Buy Now price. Standard bidding is not available for items with a quantity.

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Explain the pricing. What do these terms mean and where do I start?

Here is a brief explanation of the terms you will see listed in the form.

- **Fair Market Value**- This is the selling price for an item. The price or value you would place on an item.
- **Starting BID**- The starting price is where the bidding will start. Each new bid will go up in select increments based on the Market Value. The starting bid should be lower than the Fair Market Value. It is completely up to the owner on where you start the bidding.
- **Buy it Now Price**- This is the price someone can buy an item outright. Offering this at a little lower than the Fair Market Value makes the buyer feel like they are getting a good deal on the product or service. Set this figure at a comfortable price that works for your business.
- **Number available**- If you select the buy it now option, you may offer multiple quantities of the same item. Multiple quantities are only available for Buy it now. This is not available for bidding or combining Buy it now and Bidding option

**Make sure to include sales tax in your price.

How does the item get to the recipient? Who pays for shipping?

Your business is responsible for arranging the pickup, delivery or shipping of all items they sell. We suggest that you create a simple tracking system to keep records of each item that is sent out or delivered to a customer. Mail or email is best. Only offer delivery or pick up when it is safe to do so. The Fruita Chamber will notify you of the purchase by providing weekly sales reports, provide buyer contact information, and will ask that you contact them right away to begin making the arrangements to get them their item.

Please note – Businesses will only receive a weekly sales report if items are sold. The Fruita Area Chamber of Commerce does not retain any unsold items after the store's selling period ends. All items being sold belong to the participating business. Participating businesses are responsible for getting items to the recipient.

Who pays the sales tax?

If the item is a gift card or certificate, no sales tax is due until that is redeemed at your store. If you are selling a physical item, you will need to treat this as a normal sale in your store when BID sends you the info on the buyer and the payment for the item. Keep sales tax in mind when setting the value and starting bid for your item, as you are responsible for it as in a normal in-store transaction.

What type of items can I sell?

Merchants can offer any product, service or gift card.

Online Payments

Transaction Fees Apply

32auctions charges a transaction fee of 2.9% + \$0.40 for each payment and donation processed online using the [Payment & Donation Collection features](#). PayPal and Stripe also charge a transaction fee for each online payment and donation. The amount they charge depends on the payment account connected to the auction but is typically 2.9% + \$0.30 per transaction (or lower if their non-profit discount is applied). Please see [What transaction fees are charged for online payments & donations?](#) for more information.

We chose to keep these transaction fees separate, allowing you to take advantage of any discounts your payment account offers. The payment account transaction fee is applied to the payment amount after the 32auctions fee is deducted, further reducing the fee amount. This approach helps you maximize the amount of money raised through

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your auction. It's natural to think this transaction fee will reduce the amount raised by your sales. However, [research indicates people spend 12-18% more when using credit cards than when using cash](#). This increase more than pays for the transaction fee, allows winning bidders the convenience of using their preferred method of payment, and simplifies the process of managing your auction. All you need to do is deliver the items!

For more information, see the [Payment & Donation Collection section](#) on the Pricing page.

Add items to the online store.

The Fruita Area Chamber of Commerce, Western Slope Communications, Grand Valley Power, and Downtown Grand Junction have partnered sell products, services and gift cards online on behalf of local businesses.

Please submit an item participation form to selena@fruitachamber.org

- The online store opens **Wednesday April 22 at 5:00 PM and closes Wednesday May 20, 2020 at 10:00 PM**. The online store is an online auction site, which The Fruita Chamber has purchased an account to create one place for the public to support your business.
- Participating businesses will receive 100% of all the proceeds from the sale of their item, thanks to Grand Valley Power and the Fruita Chamber for sponsoring the processing fees.
- Each business can submit **up to five** different items for the auction. Businesses can offer multiple quantities of the same item. This would count for one of your total allowed items. For example, you may add 20 gift cards that are worth \$25 each. This would count as one item. In this scenario, you are required to use the "buy now" option.
- We suggest that you offer items that will maximize purchase and income. Be creative with your listings by offering packages of like items. Buyers will be looking for items to give away for birthdays, anniversaries, Mother's Day and graduation. Gift packages for kids, or teachers will be also a popular item. Other ideas could include an in-house dinner party, graduation party or in-house concert.
- Keep in mind you will be responsible for reporting and paying sales tax for each item, as well as any shipping costs. Choose the value of your items and your minimum bid accordingly (when applicable).
- **Item pick up, delivery and shipping will be the responsibility of the business. The Fruita Chamber does not retain inventory or unsold items.**
- Payments will be collected by the Fruita Chamber for each sale. The Fruita Chamber will forward those payments to the business via PayPal on a bi-weekly basis, which requires the business to set up a PayPal account. If you absolutely cannot set up a PayPal account, The Fruita Chamber will mail you a check, but this will take up to two additional weeks to process.

The Fruita Chamber and Western Slope Communications will promote the auction through social media, radio, digital ads and email. Upon request, we will provide you with marketing materials so that you can help promote the campaign through your own social media outlets.

Questions? Please email: selena@fruitachamber.org or kayla@fruitachamber.org

The form will be close once we have hit our item limit. We will evaluate upgrading for additional items at that time.

