

## Tierra Bella Draft Clothing Report 2022 - In progress - Clothing still being mailed

### Jerseys-

Jerseys ordered from Voler - Ralph Juarez is our contact [ralphj@voler.com](mailto:ralphj@voler.com)

Staff Jerseys - 15 + Historian Jersey - 1 were ordered at a cost of \$941.00 = 58.82 per jersey  
(last yr club jerseys were 42.00 - this year 53.00 before tax and shipping)

Participant jerseys sold - 82 - (2 additional sold the day of the event as size exchanges with captains)  
Profit to club - \$1,785.36 (\$519.81 outstanding)

Jerseys cost the club 53.00. We charged 75.00. Because we did not pay design fees we had an estimated **profit of approx. \$22.00 per jersey.**

What worked:

- Having only one jersey style seemed to be fine. I only got one complaint about jersey sizing. Women's small.
- Sue Bialson designed the jersey, T-shirt, socks, and sticker. Not sure if we would have a profit if we had to pay a designer.

To change or improve:

- Cuts of jerseys seem to be getting smaller. Should we look at another distributor? Should we have sample jerseys at the TB? There is a cost to have sample jerseys shipped.
- Captains need to respond to google form request for jerseys and gifts.

### Staff Gift Cards -

9 gift cards were requested - 8 x \$58.00 = \$464.00

Hyland Bikes donated a 58.00 gift card to the club.

- 3 Staff members did not request a jersey or gift card
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### T-shirts

Shirts were ordered from Authentic Imprints in San Jose. I made the change in order to avoid issues with shipping delays and to support local business. (Authentic Imprints prints the Turning Wheels for Kids shirts). The money saved on shipping offset the slightly higher cost of purchasing in San Jose. In addition we were able to keep our ordering window open 2 weeks longer by buying local.

Port & Company® Performance Tee. PC380.

4 color print on the left chest, 1 color print on the right sleeve

Silver - 2 XSM, 9 SM 40 MD, 75 LG, 34 XL, 7 2XL, 3 3XL = 170

170 @12.75 = 2,154.75 + 12.75 (late order)

2XL Mark-Up 2XL to 5XL Additional Mark-Up - 7 2XL, 3 3XL 10 - @ 3.00 = 30.00

Set up - 4 color front - 1 color right sleeve 5 x 25.00 = \$ 125.00

Total Cost T-shirts = \$2,322.50 (no sales tax charged - club pays sales tax on what we sell them for)\$16.59 per shirt

Sold at event for \$20.00

Tax .09375 X20 = 1.875 per shirt \$20.00 - 16.59 - 1.88 = **1.53 profit per shirt.**

**If purchased with square need to subtract 2.75% - \$20.00 x .0275 = \$.55 (actually .0295))**

2 shirts given to designer

**168 T-shirts x \$1.53 = \$257.04 profit (did not subtract for the square purchases)**

(PC 380 was priced at 9.75 when I started in November - 2019 Gilden cotton T-shirts 9.00 , 2XL -11.00, 3XL -13.00)

140 T-shirts pre-ordered

28 - T- Shirts ordered for sale at the Tierra Bella (9 Med. 11 Large and 8 X-L) Could have sold 1 or 2 Small few more Med.

Had 1 XL shirt left over

Charcoal cotton Staff T-shirts - Brian, DJ, Jim Lydia, Judy - 2: 1 given to participant who had not yet received in the mail.

8 T-shirts shipped before the ride - Cost - 36.98

\$5.10 to mail one or 2 shirts if not bigger than large + cost of envelope \_\_\_\_\_

\_\_\_ T-shirts shipped after the ride (not picked up) - cost \_\_\_\_\_ 1 shipped for free

\_\_\_\_\_ T-shirts not picked up. Will be stored and sold next year at a steep discount. At \$5.00 old T-shirts sold quickly this year.

What worked:

- Sending a reminder to participants to pick up T-shirts (Thank you Judy and Jared)
- Help from Judy and Jared to send an email to participants to let them know to send a check or paypal to have T-shirt mailed if they forgot to pick up.
- Would continue to have T-shirt pick up option as shipping has become even more expensive

What did not work:

- Mixed reviews on the polyester fabric
- Emphasize that the T-shirt is unisex. Seems like shirt ran really large even for men
- Need to increase cost of T-shirt and cost to ship
- Do not print the actc logo on the sleeve - Reduce the colors on the shirt. This will reduce the cost.
- Investigate ring spun cotton for t-shirts next year

### **Socks -**

Ordered from Defect in 2019-

316 pairs @ \$2,430.54 = 7.70 per pair - We did not pay tax as these were purchased from Oregon.

Sold at event for \$13.00 per pair

Approx. 219 were given away to volunteers (some were returned after the ride) x \$7.70 = \$1,686.30

\_\_\_\_\_ were sold at the TB event

2 additional pairs were gifted to the designer

Sock inventory as of 5/10

Small - 13

Med - 4

Lg - 27

XL - 20

Request to exchange a Med. pair for a SM

Communication/Radio says they have some socks to return

What worked:

- Sign up genius for tracking size of socks - really important that every volunteer registers. Individual emails from captains are difficult to track
- Volunteers seemed to like the socks this year

To Change or improve:

- Try to move away from volunteer gift with sizing. Always results in over ordering.
- Captains who meet before the event need to notify clothier of their meetings so they can get their gifts.
- Have captains sign up for their volunteer gift with their work station
- Volunteers must sign up one person for one work slot so can track gifts needed
- When purchasing volunteer gifts, need to estimate for the number of actual workers; not the number of jobs
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**Note** - There were 178 volunteers + approx 12 additional captains + 20 radio volunteers (2 unregistered workers at workers ride)

### **Stickers-**

Ordered from Lighting Press in San Jose

Vinyl - UV resistant stickers

1,100 stickers - \$480.15 = \$.44 per sticker

What worked:

- Stickers only needed 4 days lead time before the mailing party so could order close to exact amount
- Sticker included in mailing so everyone got one. No need to mail out later
- Stickers half the price of patches and can order close to exact number needed

What did not work:

- Some riders were disappointed we did not have a patch. If we do a sticker next year, highlight it on the webpage. Not sure if riders cared at all about the sticker. Would be a good question for the survey.
- Will investigate the cost of a very small run of patches.

To think about...

- Do we need a sticker?
- I didn't hear any comments about the sticker
- Do we want a different size sticker?
- We could hand out at the end, but that requires another volunteer

**Other -**

- Need a 3rd person to help with clothing during the busiest time. Approx. 11:00 - 3:00
- Clothing needs to be away from the DJ. Too hard to hear customers
- Having one person get the shirt and the other run the square or handle money worked well.
- Need signs to direct people to clothing
- Helped to have signs with prices of items
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## Expenses

Captains - Jerseys and gift cards \$1,346.18

Historian Jersey - 58.82

2 T-shirts comped. - \$36.94

Volunteer socks - Approx 221 pairs @ \$7.70 = 1,701.70

Additional 91 pr socks for sale - \$728.84

Stickers - \$480.15

Captain T-shirts (from 2019) ?

Square Fees - \$25.71 (2.95%)

T-shirt mailing fees -

Income -

Jerseys - \$1785.36

T-shirts - \$257.04

T-shirt mailing fees -

Socks -

\$499.00 cash sales at TB

\$846.29 in sales revenue through Square at the TB event (\$872.00 - \$25.71 fees) (fees 2.95%)

TOP-SELLING ITEMS

2022 T-shirts × 15	\$300.00
2022 socks × 17	\$221.00
Jersey × 2	\$172.00
Grey T-shirt-Short Sleeve × 6	\$120.00
Grey T -- Long × 2	\$50.00
2018-2019-Tshirts × 1	\$5.00
TB Wallets × 2	\$4.00

Clothing Tierra Bella Inventory 5/2022

Blue Bin Storage –  
**Socks** – Small 13, Medium 4, Large 27, XLarge 19 Total = 63 pairs  
Cost \$7.50 Sold for \$13.00pr  
**Dark Gray “volunteer” T-shirts** – Short Sleeve 2XL – 4, \$20.00 ea.  
Long Sleeve XL – 2 \$25.00 ea, Long Sleeve 3XL – 2 \$25.00 ea.  
**2019 Participant T-shirts** – All but one were sold and not picked up. Cost approx.. \_\_\_\_ Sold for \$20.00  
Small – 1, Medium – 3, Large – 13, XLarge- 7, 2XL -1  
**Wallet/ID** – 10 - \$2.00 each  
**1 Watt Headlight** – 6 - \$2.00 each  
**Cards printed with Tierra Bella for lanyards**  
**Small paper bags for shirts**

**In cardboard box in storage**  
2 cash boxes, large and small mailing envelopes for T-shirts,  
**Cardboard box in storage**  
Yellow lanyards and clear name badges

