

MANIFESTO SALON AND HABERDASHERY OVERHEAD TAKING AN INCREASING CUT FROM LOCAL HAIR SALON

- Sally bought struggling Joji's Hair Salon in 2010
- A savvy rebrand and years of hard work establishing positive connections with customers coupled with supporting local artists by selling their wares has turned a dying business into a burgeoning local hang-out
- Sally has made connections with artists through clients, friends and social media. These relationships have helped to elevate Manifesto's visibility in Vancouver as well as diversify the business
- Now the salon and retail offerings are synchronistic!



"There is a culture here that is totally unique. You need to find where your business fits and where I am is perfect. I love the culture and the people that we deal with. I don't want to have to move!"

— Sally Traynor, Owner of Manifesto Salon



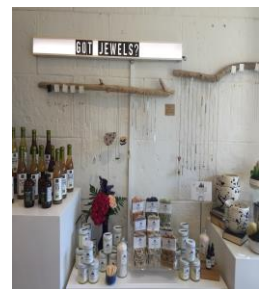
THE CHALLENGE

For 750 square feet, Sally pays \$3,600 a month for rent. On top of that, the business is on the hook for over \$800 a month in property taxes which have more than doubled since 2010. The looming spectre of the next lease and potential spikes in property tax puts huge stress on Sally.

THE OUTCOME

"I have seven local employees. I really care about them and we look out for each other. It's a real sense of community. *Without such massive overhead, I'd definitely reinvest more into them and the business.*"

"I've squeezed every inch of floor space to maximize revenue – overhead is so expensive. But there's only so much revenue can grow – *as things continue this way, it puts extreme pressure on my business. It's stressful.*"



In 2018 Manifesto Salon diverted:
Solid Waste: 661 lbs
Liquid Waste: 16lbs
Total Waste: 677lbs
Salon Waste diverted from our landfill spaces and water systems in partnership with Green Circle
#CertifiedSustainableSalon

TO SEE HOW TO HELP AND READ MORE STORIES VISIT www.cfib.ca/skyhightaxes
For more information on the business see: <http://www.manifestosalon.ca/>