

# Welcome to Artisanal Virginia

## Artisans Center of Virginia



## Artisan Trail Network

[ArtisanTrailNetwork.org](http://ArtisanTrailNetwork.org)

# Creating a Journey of Discovery

## ***NETWORKING:***

artisan studios,  
agri-artisan  
farms, and  
craft-related  
venues  
amidst local  
hospitality  
and cultural  
assets.



# Historical Snap Shot

- 1997 ACV designated the “Official State Artisans Center.”
- 2006 Mark Warner’s “Works Initiative” formed ‘Round the Mountain, a Southwest Virginia regional artisan trail initiative.
- 2006-2008 ACV Alleghany Craft Network Study to identify artisan businesses in Alleghany region of the state.
- 2009 ACV Artisan Trail Network program initiated to expand trail development beyond Southwest Virginia.
- 2013 ACV Headquarter Office Relocates to the Frontier Culture Museum, Staunton, Virginia.
- 2013 Virginia Artisan Trail Network expansion to date: 19 completed artisan trails statewide with 3 new trails currently in development (2014 launch).



# Strengthening the Economic Vitality of Local Communities



*ACV - Handcrafting Virginia's Artisan Economy*

# Artisan Culture

*Virginia's artisan culture links the past, present and future, and reconciles “meaning” with “making.”*



# Working in Partnership

*ACV establishes a connective local management team to develop a locality's unique, distinctive trail system.*

- City/County Government
- Economic Development
- Tourism
- Craft Artisans & 2D Artists
- Agri-Artisans
- Craft-Related Venues
- Hospitality/Recreation/Cultural Businesses





# Trail Site Participants

- Artist Studios
- Agri-Artisans / Agri-Tourism
- Craft Related Venues
- Supporting Sites (Unique Lodging, Restaurants, Recreational & Cultural Points of Interest)



# The Process

- Project Management System
- Monthly Management Team Planning Meetings
- ACV Artisan Registry Outreach
- Sustainable Budget Development
- Artisan Trial Network Survey
- Public Gatherings
- Trail Ambassador Training
- Community Networking
- Enrollment
- Collateral Development
- Strategic Marketing Plan





# Promoting with Print



## *Artisan Trail Launch Map-Brochure*

- Customized Content in a Visitor Friendly Unified Design.
- Minimum distribution includes Virginia Welcome Centers, ACV Retail Alliances, Local Tourism Outlets, and participating trail sites and sponsoring locations.

# Real Time, Online – All the Time



- Regional Mapping
- Visitor Trip Planner
- Virginia.org Data-Share Integration
- Event Calendar
- “Open Door Tour” Travel Blog
- Cross-linking & Co-promotions with Trail Participants, ACV Affiliates & Alliances
- Leveraging ACV’s Brand
- Social Media Marketing

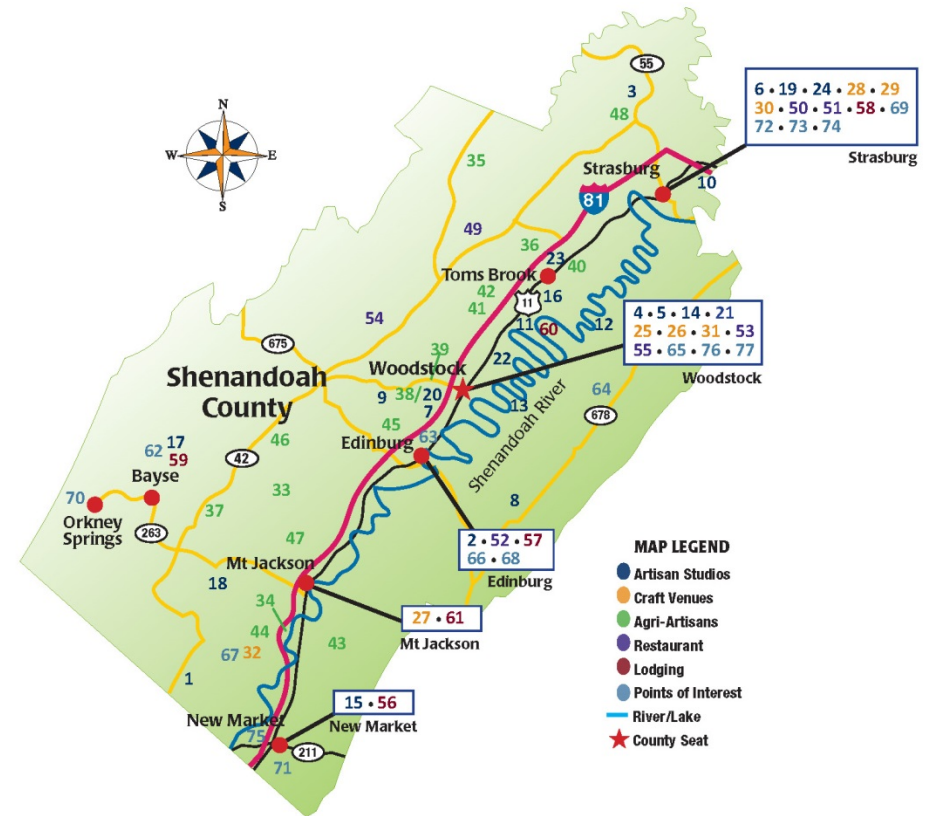
ArtisanTrailNetwork.org

# Wayfinding Locators



Trail Signs at each participating site

Map with trail site location identifiers



# Goals

- Establish a foundation for regional cooperation and connectivity
- Provide economic opportunity
- Preserve and promote the region's culture, heritage and traditions
- Increase buy-local expenditures
- Promote tourism visitation
- Support business development
- Stimulate new job creation
- Inspire next generation artisan career pathways





# Opportunities & Benefits





# Estimated Impact

*In western North Carolina,*

**97% of travelers make a purchase somewhere along the artisan trail.**

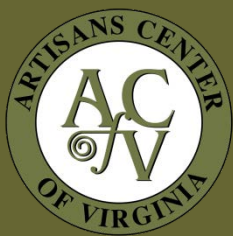
**Artisan studios & farms have shown an increase of 23% in sales.**

**Craft shops and galleries reported a 28% increase in revenue.**



**1995-2008 “Hand Made In America” Impact Study**

# Take Home A Piece of Virginia



*Global Marketing Campaign*



# ARTISANS

Center *of* Virginia



**540.886.1684**

**trails@artisanscenterofvirginia.org**

**ArtisansCenterofVirginia.org**