

Welcome to Artisanal Virginia

Artisans Center of Virginia



Artisan Trail Network

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).



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)



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

The screenshot shows the homepage of the Artisans Center of Virginia. At the top, there is a navigation bar with links for Newsletter Archive, Craft Conference, Call for Artists, Get Involved, Award for Excellence, Brand Use, About Us, Other Links, and Contact Us. The main header features the ACV logo and the text 'Artisans Center of Virginia - The Official State Artisans Center'. Below this are tabs for 'Our Artists', 'Artisan Trail Network', 'Studio School', 'Retail Alliances', and 'Membership'. A large featured image shows several pieces of pottery. To the right of the image is a 'PLAN A VISIT' button and a 'Stay Connected' email sign-up form. Below the image is a 'News & Updates' section with placeholder text. Further down are sections for 'Artisans Trail Network of Virginia', 'Studio School', and 'Our Artists', each with a small image and placeholder text. At the bottom, there are sections for 'Sponsors' and 'Retail Alliance Members' with logos for various partners like WICK, WINE CELLAR, and MYPC.

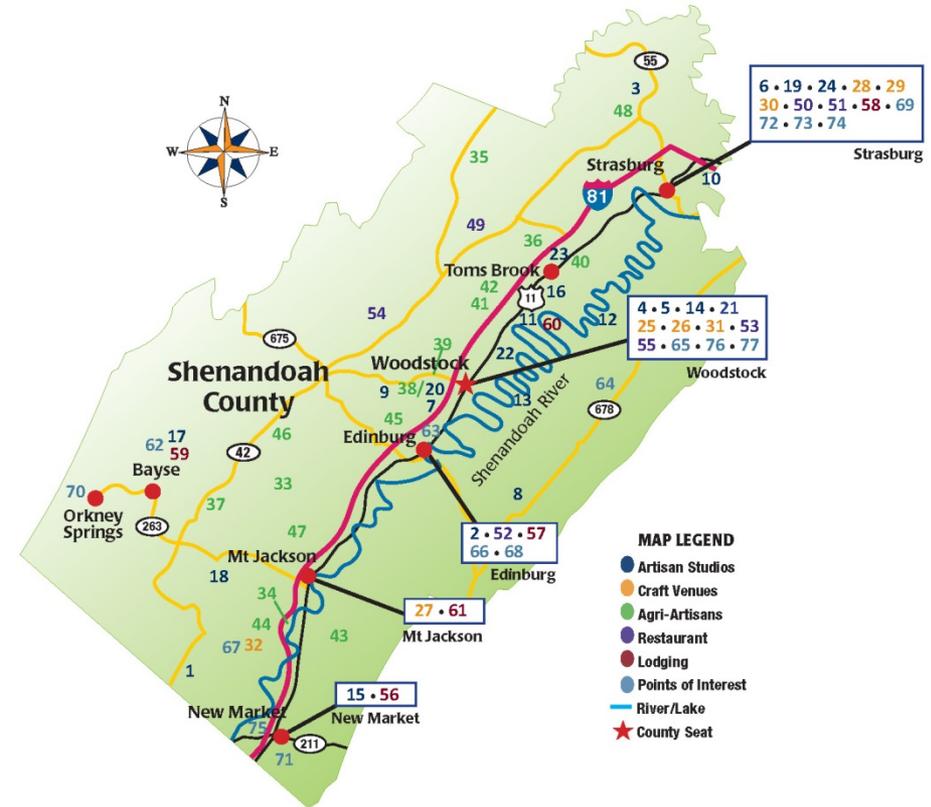
- Regional Mapping
- Visitor Trip Planner
- Virginia.org Data-Share Integration
- Event Calendar
- “Open Door Tour” Travel Blog
- Cross-linking & Co-promotions with Trail Participants, ACV Affiliates & Alliances
- Leveraging ACV’s Brand
- Social Media Marketing

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.

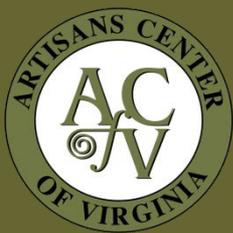


1995-2008 “Hand Made In America” Impact Study

Take Home A Piece of Virginia

TAKE *Home* **A**
PIECE
of **VIRGINIA**

An Experience . . . A Memory . . . A Skill
ArtisansCenterofVirginia.org



Global Marketing Campaign



ARTISANS

Center *of* Virginia



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