



# Developing An Artisan Trail In Bedford

A group of Bedford area business owners, local officials and interested citizens is exploring the possibility of partnering with the Artisans Center of Virginia's Artisan Trail Network to develop an Artisan Trail in Bedford.

## What is the ACV Artisan Trail Network?

The Artisan Center of Virginia (ACV) developed the Artisan Trail Network to offer a unique opportunity to form strategic alliances with artisans, venues, galleries and retailers across the state, while connecting points of interest, restaurants, and accommodation locations in the related communities in order to enhance regional tourism activity. The Artisan Trail Network is an innovative program to leverage ACV's broad-based grassroots membership into a coordinated marketing and outreach campaign to strengthen local communities while strengthening Virginia's craft industry.

## Who can participate in an Artisan Trail?

Trail participation is open to Virginia artisans, farms and craft venues that are members of the Artisans Center of Virginia and meet certain criteria (businesses that provide food, lodging or are a point of interest qualify to apply as a Supporting Trail Site. The Artisan Trail Network with its community loops are designed to attract visitors to artisan studios, agri-artisan farms and local craft businesses. Trail participation is comprised of the following categories:

- **Craft Artisan:** Individual Virginia craft artisan studio businesses that make hand-crafted objects without the use of kits, commercial models and whose primary components are not manufactured.
- **Agri-Artisan:** Agricultural-based Virginia businesses that rely on natural resources of the land such as family farms, vineyards, wineries, breweries, orchards, organic farming, roadside stands, etc. These enterprises produce food, fiber, unique crops or livestock, add value to traditional agricultural products, or offer recreational, education, nature or other farm based activities.
- **Craft Related Business or Venue:** Venues, businesses and organizations who are primarily engaged in selling, exhibiting or promoting locally made crafts. This can include schools, museums, galleries and cultural/historic sites that have a direct connection to artisan aspects and cultural heritage.

- **Supporting Sites:** Businesses or sites that enhance the artisan trail. These sites offer visitors places to eat, sleep or unique places to visit and include, but are not limited to bed and breakfasts, restaurants, agri-tourism venues that represent agri-artisans, entertainment venues and other points of interest.

## What services does ACV offer to communities implementing an Artisan Trail?

ACV provides an organizational structure and back office support for the implementation process. Among other things, this includes working with the community to form a management team which guides the implementation, providing training for trail ambassadors who interpret the project to the broader community, production of print and web-based marketing, and helping to identify and secure funding sources.

## How is the implementation of an Artisan Trail funded?

While a final budget for trail implementation is determined by the trail management team, ACV estimates that the two-year implementation costs approximately \$25,000. Most implementations are funded through a variety of sources, including private donations, tourism matching grants, government allocations and trail participant fees.

## Does Bedford have a critical mass of potential participants to sustain an Artisan Trail?

Yes! See the opposite side for a list of just some potential participants. As noted, this is not a comprehensive list but rather a starting point for conversation. You can see, there is already much going on. An Artisan Trail would be an excellent way to get the word out about all that Bedford has to offer.

## How can I get more information or volunteer?

Contact (540) 586-8482 or [artisantrailbedford@gmail.com](mailto:artisantrailbedford@gmail.com) to get more information and/or volunteer to help with this effort. Find us on Facebook at [www.facebook.com/artisantrailbedford](http://www.facebook.com/artisantrailbedford)

# The Potential for an Artisan Trail in Bedford

The following list includes possible sites that might be included on an artisan trail in Bedford. The list includes the ACV categories and others which reflect the broad range of artisan and cultural offerings in Bedford. Potential supporting sites (food, lodging, etc.) not included due to space. **This is by no means meant to be a comprehensive list but rather a starting point for conversation.**

## **CRAFT ARTISANS/ARTISTS**

(Studios and/or represented by Craft-Related Venues)

- Black Lion Forge and Studio – Peter Buchanan
- Capture Moments Charcoal Portraits – Lauren Young
- Centertown Pottery – Gene and Sally Carter
- Draconian Leatherworks
- Goose Creek Woodworks – Larry Durey
- Goose Creek Furniture – Jeff Garrett
- HAL Woodworking - Roger Henderson
- Heidi's Golden Moose – Heidi Carlone
- Lightning Welding and Fabrication
- MT Maxwell Furniture – Michael Maxwell
- Old Moneta Ironworks
- Sagebrush Pottery – Kate Larsen
- SER Art Stained Glass Studio – Shelley LaTreill
- Smiling Goat Studio – Amy Carter
- Studio 43 Pottery – Sonya Forte
- Terramio – Helen Maxwell
- Belvia Tate – mixed media
- Beulah Witt - watercolor
- Brigitte Petersen – photography
- Chris Lorenz - oil
- Dale and Josh Ridgeway - woodwork
- Dan Perkins – pottery
- Dotti Stone - mosaic
- Ed Wennetstrom – woodwork
- Hugh Key – woodwork
- James Jones – musical instruments
- James Underwood – pastel
- Jeff Goggin - photography
- Jewel Tumas – weaving
- Joe Collins – bronze sculpture

- John Norcross – wood & folk art
- Kurt Kinderman - mixed media
- L T Skinnell – metalwork
- Larry Shmehl – mixed media
- Lori Stetson –wireworks and oil
- Mitchell Bond – stain/fused glass
- Nancy Blankenship - pottery
- Nancy Laurent - acrylic
- Pat Dougherty – oil and acrylic
- Patricia Strobel - oil
- Patrick Ellis – mixed media
- Revelle Hamilton - watercolor
- Rod Adams - watercolor
- Theresa Dittrich - oil

## **AGRI-ARTISANS**

- Andy and Barry Arrington
- Apple Valley/Gross's Orchard
- Bedford Farmers' Market
- Bramble Hollow Farm
- Forest Farmers' Market
- Hickory Hill Wineries
- IdleWild Farm
- Johnson's Orchard
- Kennedy's Orchard
- LeoGrande Winery
- Maple Hallow Farm
- Morgan Farms
- Mountain Run Farm
- Otter Peaks Alpaca Farm
- Peaks of Otter Winery
- Reba Farm Inn
- Savoy-Lee Winery
- Scott's Strawberry Farm
- Skinnell's Orchard
- Soulstice Farm
- TLC Organic Orchard
- White Rock Winery

## **CRAFT RELATED BUSINESSES OR**

### **VENUES**

- Appalachian Images and Framing
- Art Upstairs at Bedford Hardware
- Artist's Village – Gross' Orchard
- Art-on-Depo

- Bedford County Administration Building
- Bedford Public Library
- Beyond These Hills Gallery
- Bower Center for the Arts
- City of Bedford Administration Building
- Decoy Room
- Elk Creek Woodworking
- Emerson Creek Pottery
- ETC Gallery at Cup-a-Joe
- Goose Creek Studio
- Hearthside Quilts
- Rainbow Row Gallery
- Sedalia Center
- The Art of Virginia

## **POINTS OF INTEREST**

- Avenel
- Bedford Community Orchestra
- Bedford Meeting House
- Bedford Museum
- Big Otter Mill
- Friends of the Library Concerts
- Little Town Players
- Poplar Forest
- Wharton Foundation Garden

## **ANNUAL EVENTS**

- 2nd Fridays in Centertown
- Bedford Craft Show - Bedford Women's Club
- Big Otter Mill Festival
- CenterFest – Bedford Mainstreet
- Horse and Hound Festival – Johnson's Orchard
- Gross' Apple Blossom and Apple Harvest Festivals
- Olde Liberty Fibre Faire
- Peaks and Pieces Quilt Show – Bedford Library/Peaks and Pieces Quilt Guild
- SMAC Annual Art Show
- SMAC Annual Photography Show
- Smith Mountain Lake Wine Festival – SML Chamber

# Artisans Center of Virginia Artisan Trail Network

## Participant Details



Virginia   
*is for Lovers*

VIRGINIA  
COMMISSION  
for the



As part of trail development, craft artisan studios, galleries, and agri-artisan businesses will be invited to participate as trail sites. The full criterion for participation, which is standard across Artisan Center of Virginia Artisan Trail Network, includes the following:

### PARTICIPATION CRITERIA

- The focus must be on authenticity and quality.
- The “trail” must celebrate the cultural diversity of the region and reflect positively on its heritage.
- All trail sites must provide interpretation of the artisan aspect through at least one of the following: exhibits, material, demonstrations, maps, brochures, video or another expressed written method per ACV approval.
- Locations must be easily accessible by 2-wheel drive vehicles (4-wheel drive only access areas do not qualify).
- All sites must be well marked with a business sign and an ACV Trail Network sign that is visible from the main road. The cost of the ACV trail sign is included in the one-time start-up fee (additional or replacement signs will incur additional cost).
- All sites should specify and maintain regular business hours. Seasonal hours are acceptable. Businesses that are open to the public “by appointment only” or fewer than two days per week will be considered.
- All sites must be visitor friendly, clean, safe and provide adequate restrooms, directional signs and ample parking. For example: home businesses with pets must be conscientious about visitors’ sensitivities; work areas where injury may occur should be made safe for visitors/observers by screening off area or providing safety goggles, etc.
- Site owners shall contact their insurance agent to ensure they are carrying adequate liability insurance.
- Site owners are responsible for taking steps to reduce or eliminate risk due to negligence.
- Home-based businesses should comply with all local zoning regulations, ordinances and licensing requirements.
- Craft shops, gift shops and galleries must prioritize American-made crafts with an emphasis on craft from the distinct trail region. Shops with a strong product line of imports or crafts made from kits will not qualify.
- Farms that provide a cultural heritage interpretative experience of the region may be included

## ARTISAN TRAIL PARTICIPANTS

**A Craft Artisan for the purpose of this program is defined as...** an individual Virginia craft artisan studio business that makes hand-crafted objects without the use of kits, commercial models and whose primary components are not manufactured. ACV juried status is not required. A craft artisan studio trail site features 5 or less artists (including the owner of the studio). If more than 5 artists are featured, the site must apply as a "craft related venue".

**A Craft Related Venue for the purpose of this program is defined as....**a venue, business or organization, for-profit or not for-profit, engaged in exhibiting or promoting or selling the works of a multiple of local craft artisans and may also represent artists of other media. This can include schools, museums, galleries and cultural/historic sites that have a direct connection to Virginia craft.

**An Agri-Artisan for the purpose of this program is defined as...** an agricultural-based Virginia business that relies on natural resources of the land, such as family farms, vineyards, wineries, breweries, orchards, organic farming, roadside stands, etc. Such enterprises produce food, fiber, unique crops or livestock, add value to traditional agricultural products, or offer recreational, education, nature or other farm based activities, such as markets & roadside stands.

**A Supporting Trail Sites for the purpose of this program is...** a locally owned business or site that supports the ACV Artisan Trail Network program through sponsorship and offer visitors places to eat, sleep or unique places to visit, including but not limited to locally owned lodging such as bed and breakfasts, restaurants, and cultural points of interest, including festivals and fairs.

## PARTICIPATION FEES

	One-Time Set-Up	Annual Renewal (includes trail maintenance fee)	TOTAL FIRST YEAR	Discount if ACV Member
<b>Craft Artisan</b>	\$40	\$50	<b>\$90</b>	*Up to \$40
<b>**Agri-Artisan (Agritourism)</b>	\$40	\$60	<b>\$100</b>	*Up to \$50
<b>Craft Related Venue – Non Profit</b>	\$50	\$120	<b>\$170</b>	*Up to \$100
<b>Craft Related Venue – For Profit</b>	\$50	\$170	<b>\$220</b>	*Up to \$150
<b>Supporting Trail Sites</b>	\$50	\$100	<b>\$150</b>	ACV Membership Not Required

\* Existing ACV membership will be prorated to coincide with trail annual renewal date.

\*\*2 dimensional artist studios are eligible for consideration (waiting list may apply) as long as the total number in a region does not exceed 20% of the craft artisan studio participation. 2-D artist & 3-D artisan studios are encouraged to collaborate with artists from their region who do not have qualifying studios outlets for their work.

### **Additional Benefits for Craft Related Venues:**

- Listing in the “Shop ACV” Section of the ACV website as an affiliate retail partner
- Watermark Certificate of ACV Affiliation
- Affiliate listing in applicable program materials and online
- Invitations to behind-the-scenes functions, receptions and exhibitions
- Opportunity for co-marketing ventures
- Employees and members of the organization who choose to become ACV individual members receive \$5.00 of their personal membership fee

### **Additional benefits for ACV Juried Virginia Craft Artisan Members (Jury Fees Apply):**

- Integrated profile listing in highly visible “Our Artists” section of website: Includes: homepage image/link rotation and navigation by name & media.
- Opportunity to apply as a feature in member exhibitions.
- Eligible to participate in the ACV Retail Alliance program which places select juried work (at the retailer's discretion) in retail locations around the state
- Eligible to participate as an instructor at the Artisans Center of Virginia Studio School (Piedmont Virginia Community , Blue Ridge Community College, Patrick Hentry Community College and in ACV's traveling outreach programs).
- Opportunity for organizational assistance with ACV Traveling Craft Shows
- Use the ACV brand logo with jury distinctions for professional and industry leveraging

## **BECOME A SPONSOR AND PROMOTE YOUR BUSINESS WORLDWIDE!**

### **Additional Sponsorship Opportunities**

**(rate card may apply – contact us about customized sponsorship opportunities)**

- Ad placements in the initial trail map brochure (images, logos, info-ad text)
- Logo placement on printed rack cards
- Online logo campaigns,
- ACV ePromotional Features (e-blasts, logo placement, sponsorship acknowledgement, craft-related articles, and/or event promotions, etc).
- Banner image homepage display for craft related events
- Calendar Event Marketing
- High Profile Event Sponsorship Opportunities
  - Statewide Conference
  - Trail Events/Tours
  - Exhibitions
  - Studio School Seminars

## HAVE YOU TAKEN THE ARTISAN TRAIL NETWORK SURVEY YET?

Your input is very important as we set out to build a network of driving trails that connect visitors to artisan studios, galleries, agri-artisan businesses & farms, lodging, restaurants and points of interest within a trail region.

[Click here to take the survey.](#)

It takes about 10 minutes and additionally provides us with insights for developing other ACV programming such as Studio School courses and Retail Alliance (Shop ACV) affiliations to help you advance your business.

We invite you to take the survey regardless of where you operate in the state as we look to expand opportunities for artisans all across the Commonwealth.

ACV is actively developing the "HeART and Soil of the Shenandoah Valley" artisan trail in Augusta County (including Staunton & Waynesboro), the Virginia's Western Highlands Artisan Trail (Craig, Alleghany, Bath & Highland Counties), in addition to having launched the Monticello Artisan Trail (Nelson & Albemarle Counties continue to welcome enrollment) last fall.