



## **RTM Regional Artisan Trail Network 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 with RTM 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 RTM sign that is visible from the main road. The cost of the RTM sign is included in the one-time start-up fee.
- ◆ 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, 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 Southwest Virginia. 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.
- ◆ Sites that sell agricultural and food products must prioritize locally grown or produced goods.
- ◆ Cultural/Historic sites should have a direct connection to artisan aspects and cultural heritage.
- ◆ Restaurants should meet four or more of the following:
  - Shows local art on the walls/display cases and/or uses handcrafted items as tableware.
  - Have interpretive materials that tell about the art/craft on premises and/or the history of the place.
  - Regularly has live music.
  - Features locally grown produce.
  - Offers a selection of Virginia indigenous food.
  - Serves Virginia heritage recipes.
  - Have offerings authentic to the establishment.
  - Is in an architecturally significant building.
  - Is popular with the locals.
  - Has a unique, authentic regional claim to fame and or family owned and operated business.
- ◆ Lodging – Bed & Breakfasts, Campsites, Cabins and Inns of cultural importance. Franchised hotels or motels are not included unless in extreme circumstances.
- ◆ All approved sites must update their business information on the RTM website on at least an annual basis.
- ◆ Business owners/managers of all approved sites are encouraged to participate in hospitality and other tourism related workshops offered in the region.

- ◆ All sites must be an RTM member. (RTM Member or Supporting Trail Member)
- ◆ All sites must be within the RTM region

**Cost of Participation:**

One time start-up fee: \$40 Artisans/Farms, \$50 Craft Venue, \$50 Supporting Trail Site (includes RTM sign)

Annual Trail Maintenance Fee: \$10 Artisans/Farms, \$20 Craft Venue, \$100 Supporting Trail Site

**DEFINITIONS OF TERMS:**

**Artisans** – People who make handmade objects without the use of kits, commercial molds and whose primary components are not manufactured. This includes producers of agricultural specialties and farmers who have a direct connection with the culture and heritage of the region.

**Artist Studio** – A studio has a working artisan on-site. This may include home-based studios.

**Craft Shop** – This category is primarily engaged in selling or exhibiting crafts. The business would not necessarily have a working artisan on-site.

**Agritourism** - This category includes agricultural-based businesses that rely on the natural resources of the land. These enterprises produce food, fiber, unique crops or livestock, add value to traditional agricultural products, or offer recreational, educational, nature or other farm based activities.

**Restaurants** – This category includes restaurants that provide a unique representation of the community and/or culture. This does not include restaurant chains unless they reflect the cultural heritage of the locality.

**Lodging** – This category includes bed & breakfasts, inns, campsites, and cabins. It does not include franchised hotels or motels unless they are the only available lodging.

**Cultural/Historic Sites** – This category may include homes/buildings, museums, or other places of significance with a direct connection to artisan aspects or cultural heritage.

**Trail Site:** All sites that have met the criteria and approved to participate on the RTM Regional Artisan Trail Network.

**RTM Region:** The Southwest Virginia counties (and Towns within) of: Bland, Buchanan, Carroll, Dickenson, Floyd, Franklin, Giles, Grayson, Lee, Montgomery, Patrick, Pulaski, Russell, Scott, Smyth, Tazewell, Washington, Wise, Wythe, and the towns located within those counties, and the cities of Bristol, Galax, Norton and Radford.

**RTM Regional Artisan Trail Network Criteria subject to change. Please call or email for updates 276.492.2079 or [info@roundthemountain.org](mailto:info@roundthemountain.org).**

