



'ROUND THE MOUNTAIN
Southwest Virginia's Artisan Network

20th
Anniversary

RTM completes planning and launch of Artisan Trails in partnership with localities

2005

Round the Mountain Artisan Network officially founded

2006

First RTM Board of Directors convened

2007

Initial strategic plan developed and adopted

2008

RTM joins with The Crooked Road and Heartwood concept planning begins

2009

RTM receives first major Appalachian Regional Commission grant

2010

First series of artisan business development workshops

2011

Grand Opening of Heartwood: Southwest Virginia's Artisan Gateway

RTM artisans begin regularly featured retail at Heartwood

Featured by Virginia Tourism Corporation in "Virginia is for Lovers" campaign

2013

Launch of trail-wide studio tours and artisan events

2014

Partnership with Virginia Tech and other institutions for artisan training

2016

Major marketing campaign launched to promote Southwest Virginia artisans

2017

Strategic partnership expanded with The Crooked Road and Friends of SWVA with the Partnership Requests to Each Locality

2019

Formal partnership established with Friends of Southwest Virginia to provide staffing and operational support for RTM

2022

Online Artisan Marketplace launched

#MadeInSWVA Artisan Events Kicked Off

2024

First Southwest Virginia Artisan Conference

Launch of artisan business workshops

2025

20th Anniversary Celebration