



# ARTISTS & ART VENUES

## The Virginia Oyster Trail

**We're Not Just Building A Trail,  
We're Cultivating Local Economy!**

### ARTISTS

#### Painters, Jewelers, Sculptors, Craft Artisans, Authentic Collectibles

- The artist creates original works that specifically feature the Virginia Oyster on a consistent basis and as a main line of their media.
- The artist's studio has qualified as a business by presenting evidence of at least one of the following for approval: website, photo, maps, brochure, video or another expressed written method.
- The artist's studio may also provide demos and/or workshops.
- The artist's studio features 5 or fewer artists. If more than 5 artists are featured, the site must upgrade to "an affiliate art venue".



### ART VENUES

#### Locally-owned Galleries, Retail Shops, Gift Shops

- The affiliate art venue promotes original works and/or exhibitions featuring local artists who specifically feature the Virginia Oyster in their media.
- The affiliate art venue, gift shop and/or gallery prioritizes "American-made" with an emphasis on locally created art from the trail region.
- Shops with a strong product line of imports or crafts made from kits may not qualify.

### GENERAL CRITERIA – ALL VIRGINIA OYSTER TRAIL SITES

- The site features & promotes a genuine Virginia Oyster visitor experience.
- The site focuses and guarantees Virginia Oyster authenticity and quality.
- The site celebrates the cultural diversity of the region and reflects positively on its heritage.
- The site is well marked with a business sign (a VOT trail sign will be provided once qualified).
- The site specifies and maintains 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.
- The site is visitor friendly, clean, safe and provides adequate restrooms, ample parking, directional signs, icon denoting handicap accessibility, etc.
- The site's parking area is easily accessible by 2-wheel drive vehicles.
- The site promotes, connects & collaborates with other participants on the Virginia Oyster Trail.
- The site is featured or agrees to be featured on the Virginia Tourism Corporation website: Virginia.org (Note: other Virginia Oyster Industry related website participation is recommended however not required for trail participation).

**Program Disclaimer:** All trail site businesses/owners are solely responsible for complying with zoning regulations, ordinances, health and business licensing requirements as well as any required or discretionary insurance liability coverage in addition to taking steps to reduce/eliminate risk due to negligence.

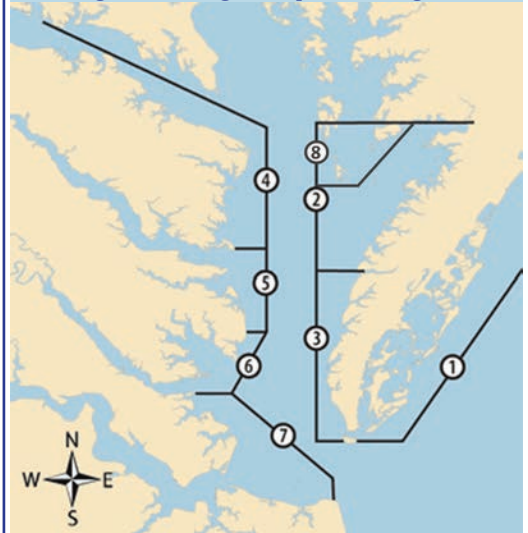
#### TRAIL SITE LINKS

AGRI-ARTISANS	RESTAURANTS	LODGING	CULTURAL
ARTISTS	ART VENUES	TOURS	RESOURCES

### VOT Trail Member Benefits include:

- Individual business profile on VirginiaOysterTrail.com
- Inclusion on the Virginia Oyster Trail map
- Virginia Oyster Trail metallic locator sign
- Use of Virginia Oyster Trail logo
- Calendar & Digital Marketing features
- Connective networking opportunities
- Eligible to participate in trail-related promotions
- Eligible for entrepreneurial services

### Virginia's Eight Oyster Regions



The Virginia Oyster Trail

**TRAIL SITE**

### Enrollment is a 4 step process:

1. Read the Virginia Oyster Trail Participation Details.
2. Complete the Trail Site Application Form.
3. Include payment.
4. Your application and trail site will be reviewed to ensure that your business meets the participation criteria. Once approved, you will receive an official 'welcome' with your login codes and a trail sign will be made available.

[www.VirginiaOysterTrail.com](http://www.VirginiaOysterTrail.com)



Artisans Center of Virginia
Virginia Oyster Trail
Trail Enrollment Application Form

\*Business Name

\*Primary Phone

Alternate Phone

\*Email (provide an active email for direct communication purposes)

Public Email

Web Address

\*Physical Address

City

State

Zip

County

\* Mailing Address (if different)

City

State

Zip

\*Contact Name

\*Owner Name

I am interested in becoming a "Trail Ambassador" volunteer? Yes No (circle one)

Table with 6 columns: Type of Trail Site, One-Time Set-Up Fee, Annual Fee (includes trail maintenance fee), Total First Year, Circle Applicable Type, Amount of payment included with my application. Rows include Agri-Artisan /Agri-Tourism Business, Lodging, Restaurant, Recreational, Cultural Points of Interest, Festival, etc., and Art-Related Retail Venue / Affiliate.

Payment by credit card can be made online or by calling the ACV office during regular business hours.

A significant multiple-trail discount applies to businesses that are already enrolled on an Artisan Trail Network regional trail.

Contact trails@artisanscenterofvirginia.org for more information

Participation Statement:

I would like to participate in the Virginia Oyster Trail (VOT) that is being developed by the Artisans Center of Virginia (ACV). I have read the "Virginia Oyster Trail Participation Details for Visitor Experience Sites" and believe that my site meets the criteria for inclusion. I understand that the VOT reserves the right to use the trail criteria to make the final determination of sites to be included in the trail network. This application submission does not guarantee my participation on the trail. I understand that I will be contacted by a representative the VOT to schedule a visit to ensure that my site meets the criteria. I agree to submit the applicable fees and further allow information about my business, including images I post to my trail site profile page, to be used in promotional materials, online and in print. I understand participation on the trail includes ACV membership dues and that a one-time trail set up fee and annual trail maintenance fee apply. I understand that my trail sign is a free lease as long as I am active in the program. By submitting this application I hereby acknowledge that I am the owner of the above-referenced business or authorized by the owner to submit this information on behalf of the owner. The information provided on this form is correct to the best of my knowledge.

Signature

Date

Office Use Only Date: Rec \$ Sign Y / N
CK# Online CC Site Visit Y / N
Ren Exc QB DB Tra Mbr Fin

Return your completed form and fees to:
Virginia Oyster Trail c/o Artisans Center of Virginia
P.O. Box 166, Greenville, VA 24440
trails@artisanscenterofvirginia.org
540-886-1684
VirginiaOysterTrail.com