

# Artisan Development Initiative

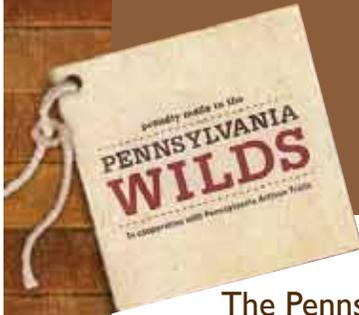
Raising the visibility and profitability  
of artisans and arts-related  
businesses in the Pennsylvania Wilds

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# What is the Pennsylvania Wilds and the PA Wilds Artisan Development Initiative?



The Pennsylvania Wilds Initiative is a state and local effort to grow the nature and heritage tourism industry across 12½ counties of rural Pennsylvania in order to create jobs, diversify local economies, encourage stewardship and improve quality of life.

Early studies on the Pennsylvania Wilds showed there was real growth potential for the region's artisan industry. Many skilled artisans live in the Pennsylvania Wilds. They create beautiful saleable products and also help give the region its unique sense of place and make it an authentic destination. The PA Wilds Artisan Development Initiative was launched to help grow this industry.

The Artisan Initiative aims to raise the visibility and profitability of our region's artisans and arts-related businesses in two main ways: by branding high-quality, locally-made artisan products with the "Proudly Made in the Pennsylvania Wilds" brand so these products can command a higher price; and helping get more of these items to market by establishing an Artisan Trail and an online presence for the program so artisans can more easily market their products to residents, visitors, design professionals and the like.

Skilled visual and craft artisans living in the PA Wilds are encouraged to apply to the program. Likewise, shops, restaurants, lodges, galleries, visitor centers and other retailers in the region who are interested in selling handcrafted items by PA Wilds Juried Artisans, and tying into the PA Wilds brand, are encouraged to apply to become a stop on the PA Wilds Artisan Trail.

## ABOUT US

The PA Wilds Artisan Development Initiative is a young program that is still evolving. The driving force behind the effort is the Artisan Workgroup, a volunteer group comprised of arts council members, artists, gallery owners, tourism, heritage and economic development professionals, and other local government entities and non-profit organizations from across the region. Northern Tier Cultural Alliance manages the day-to-day operations of the trail and provides fiscal oversight. Funding and administrative assistance has come from PA DCNR, PA DCED, Appalachian Regional Commission, Lumber Heritage Region, PA Route 6 Tourist Association, and private-sector partners.

## FOR MORE INFORMATION ON THIS PROGRAM, PLEASE CONTACT:

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



*This display is available to Artisan Initiative partners to help promote the Artisan Trail and other aspects of the program. Other marketing efforts include annual rack cards, the [www.PAWildsArtisans.com](http://www.PAWildsArtisans.com) website, networking events, and stories in print and online media.*



## Is it for me? How to join and why.

The PA Wilds Artisan Development Initiative is open to visual and craft artisans in the Pennsylvania Wilds who are looking for more opportunities to get their product to market and who want to tie into the PA Wilds brand and marketing networks.

The Artisan Development Initiative is a juried program; artisans must submit samples of their work for review and be accepted in order to participate. Cost is \$80 for a three-year membership; plus a onetime \$20 non-refundable application fee (which covers the review of up to two medium; add \$10 for each additional medium).

Benefits of membership for artisans include:

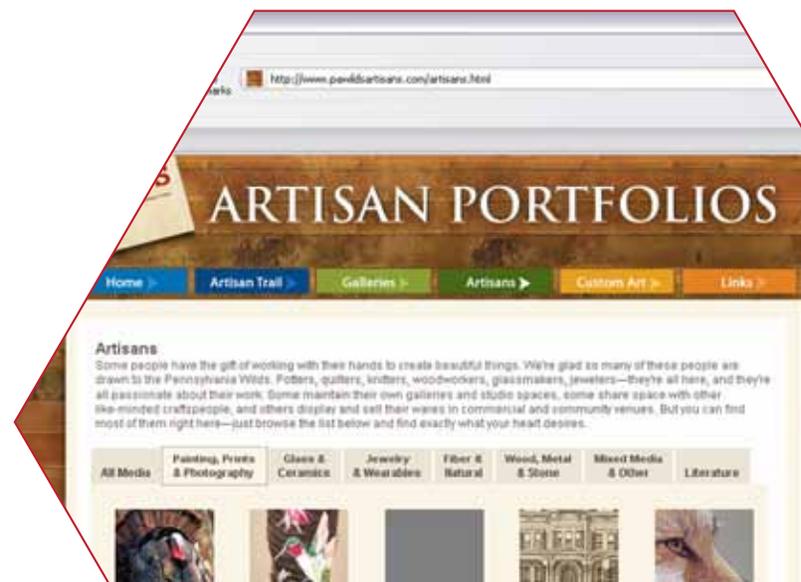
1. A web page on **www.pawildsartisans.com** that includes a bio, contact information and work samples (artisans are encouraged to review the site before applying);
2. A supply of "Proudly Made in the Pennsylvania Wilds" hangtags for use on products being sold at shows, festivals, and in retail stores;
3. Access to participating PA Wilds Artisan Trail retail stores and galleries;
4. Subscription to the Artisan Development Initiative E-Newsletter and PA Wilds E-Update;
5. Marketing support through the PA Wilds Initiative;
6. Listings and referrals to wholesale buyers and galleries, show organizers, state agencies, the media, and participation in cultural heritage tourism initiatives
7. Technical assistance through conferences, workshops and new initiatives
8. Free assistance from the PA Wilds Small Business Ombudsman on business-related issues.
9. Access to all artisan and business resources posted on the PA Wilds Resource Center ([www.pawildsresources.org](http://www.pawildsresources.org))

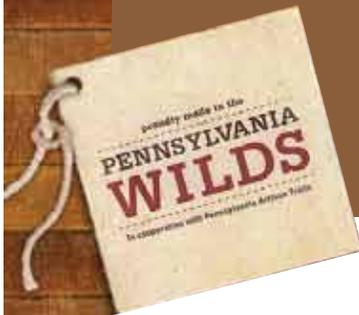
## WHO MAY APPLY

The Artisan Development Initiative is open to visual and craft artists who live in the PA Wilds (the 12 ½ counties that comprise the region are Cameron, Clarion, Clearfield, Clinton, Elk, Forest, Jefferson, Lycoming, McKean, Potter, Tioga, Warren and northern Centre County).

Applicants must have been full-time Pennsylvania residents for at least six months prior to the application deadline, and remain full-time residents for the program participation period. For proof of residency, applicants must submit a copy of the following:

- A Pennsylvania drivers license or other official ID that includes your photo; name and address; and the date the card was issued and expires.
- A sales tax ID number
- A business card
- Applicants must be U.S. citizens or lawfully admitted to the U.S. for permanent residence or have permission from the Department of Homeland Security to work permanently in the U.S.





## JURY PROCESS & REVIEW CRITERIA

Artisans who apply to the program will have their work reviewed by a panel of professional artists and arts professionals working in wholesale and retail markets. Applications and work samples will be reviewed for artistic excellence (80 percent) and marketability (20 percent). Panelists review each entry (set of five samples), complete scoring sheets, and write comments designed to be helpful in improving and/or marketing the applicant's work. Applicants will receive a letter notifying them of the jury results. Panel comments are not included in the letters but applicants may contact program coordinators to review the comments. The applicant must agree to the terms if they choose to participate in the program.

## PARTICIPATION REQUIREMENTS

The PA Wilds Artisan Development Initiative gives participants access to a well thought out and growing brand to use on their products, and ties them into a network to help get their products to market – but it is still up to each participant to make sales happen.

Artisans are responsible for contacting Trail Stops and securing places to sell their work. Every establishment is different in the types of products it is looking for and how it charges commissions, annual fees, buys wholesale, etc. These arrangements are left between the retailer and artisan.

Participants must remain a resident of the PA Wilds and be actively producing/selling their juried work during the time they are members of the program.

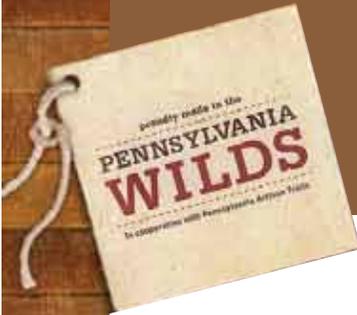
Lastly, all applicants must have their business properly registered with the Commonwealth of Pennsylvania (or show proof that such registration is underway). A business tax number or proof of application must be included with each application. To register with the state, contact PA Open for Business ([www.paopenforbusiness.org](http://www.paopenforbusiness.org)), a one-stop website where small business owners can electronically register a

business with the Pennsylvania Departments of Labor and Industry, Revenue, and State (click on “Online Business Registration.”)

## RESTRICTIONS

- For 2D work, all digitally created or manipulated work must be derived from the artist's original work. Digital impressions of appropriated images are not allowed (such as Clip-art, downloaded paintings, prints, drawings, etc.).
- All work samples submitted must have been created within the past three years.
- Artwork created under the supervision of an instructor within an undergraduate or graduate degree program is not eligible.
- Work made from items purchased and decorated and items created by combining purchased commercial objects, unless commercial objects play a subordinate role, are not eligible.
- Hand crafted components used in original artwork may be submitted only if the resulting finished product is also submitted for inclusion in the program. (Example: wool yarn and also wool hats ; cut stones and also cut stone set in a pendant for a piece of jewelry)
- Artwork Crafts identified as Native American but not made by Native Americans as stated in the Indian Arts Act of 1990.

**Note:** *The Indian Arts and Crafts Act of 1990 makes it illegal to sell or display for sale, any product not made by Native American Indians in a way that falsely suggests it was. If submitting Native American work, please submit a copy of your membership card in a federally or state recognized Indian tribe, band, nation or organized group or community with your entry for authenticity purposes.*



## APPLICATION & DEADLINES

Applications to join the PA Wilds Artisan Development Initiative as an artisan are accepted twice a year – in May and October. Application deadlines fall on the second Friday of the month. Applications to the Artisan Development Initiative must be postmarked by the second Friday of the month. Applicants will be notified of their status about a month after the deadline.

Applications to the program are only available during this spring and fall window. The application is online. We announce that the program is “open” several weeks in advance of the deadlines in local media and through the PA Wilds E-Update, a free e-newsletter, so people have time to apply. Anyone interested in joining the Artisan Development Initiative is encouraged to sign up for the PA Wilds E-Update (available on the [www.pawildsresources.org](http://www.pawildsresources.org) homepage).

## APPLICATION

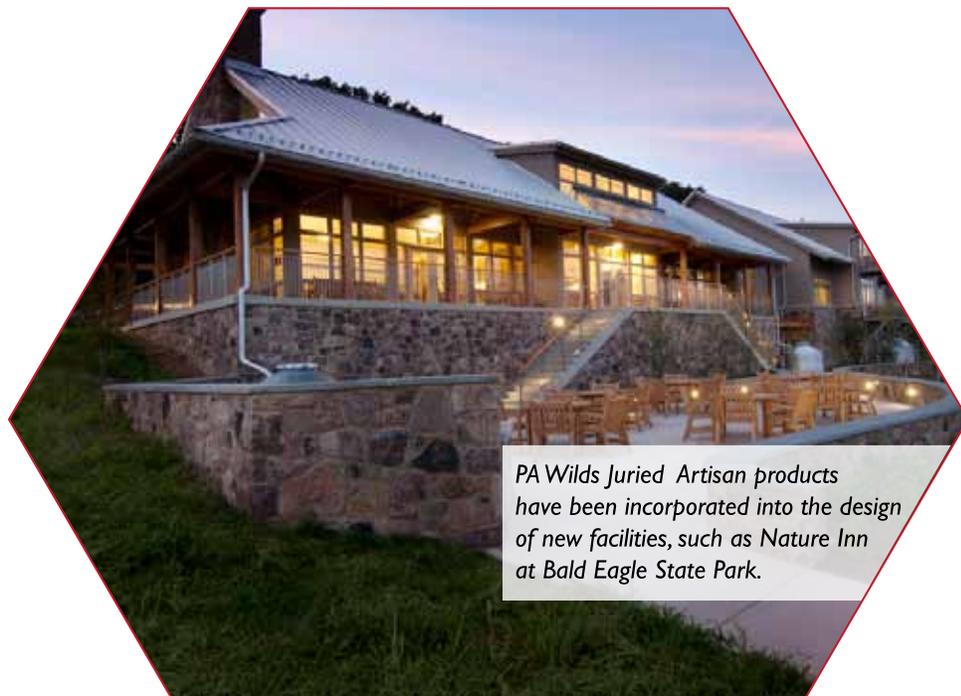
Completed application forms must be submitted via [www.pawildsresources.org](http://www.pawildsresources.org) by the deadline. Upon online submission, applicants will receive a confirmation e-mail.

Work Sample images, if not submitted by email, must be: 1) officially postmarked by the US Postal Service by the application deadline or 2) delivered by a shipping service (e.g. UPS, Federal Express, etc.) with a paid receipt on or before that date.

## WORK SAMPLES

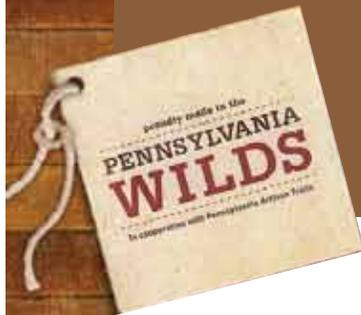
The success of your application is primarily determined by the quality of your artistic work, as demonstrated by your work samples. Work samples are the review panel’s only direct evidence of your artistic capabilities. It is therefore HIGHLY recommended that you give your work samples careful consideration. Most applicants submit digital images of their artwork as opposed to the actual products (recommended). The technical quality of your sample should be adequate to allow clear viewing. Applications that do not include work samples will not be considered.

Work samples should be chosen to demonstrate the artist’s artistic and creative ability. Samples should represent work completed in the last 2 –3 years.



*PA Wilds Juried Artisan products have been incorporated into the design of new facilities, such as Nature Inn at Bald Eagle State Park.*





## GENERAL GUIDELINES

Send only duplicates and copies, not originals. The PA Wilds Artisan Development Initiative does not accept responsibility for lost or damaged work samples. We do not return work samples.

## VISUAL ARTS, CRAFT, ARCHITECTURE, DESIGN ARTS

- Your work samples must be a line of work made in the same medium/technique and therefore, constitute a coherent body of work rather than a range.
- Samples should work together and complement each other.
- Sets (i.e. Earrings, gloves, sugar/creamer pieces) are considered one sample.
- Work samples employing techniques, styles or materials that vary greatly should not be mixed within a single entry. For example, turned wood vessels and wood jewelry would be two separate applications. Or for a visual artist who might be doing pen and ink drawings and also has watercolor products, two separate applications would be needed.
- Work samples of entirely different mediums must be submitted as separate applications (your \$20 non-refundable application fee covers up to two mediums. It is \$10 for each additional medium).
- An artisan can be juried for a maximum of five (5) mediums.

## HOW TO SUBMIT DIGITAL IMAGES

- Submit eight (8) digital images for the corresponding medium. These images should be emailed to [pawildsreview@gmail.com](mailto:pawildsreview@gmail.com) by the application deadline. Choose the images carefully to show recent work that supports



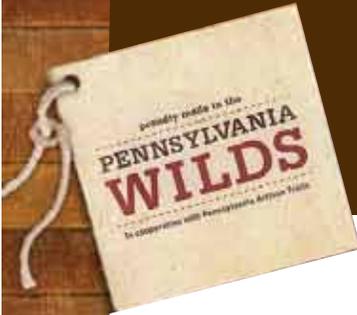
the selected medium and the purposes of the PA Wilds Artisan Development Initiative. When selecting images for submission, please arrange them within in the order of preferred viewing.

- Digital images should clearly show both whole works and some detail. Sharp focus and adequate lighting allow the panel to see your work clearly.
- Submit 8 digital photos of work in .tif or .jpeg format. Images should be easily opened in a web browser or PaintShop Pro. Images should be at least 300 dpi.
- Label each image with a number 1 through 8, your name, title of work, date completed.
- Submit at least one close-up/detail shot of one work.
- Complete the "Work Sample Identification Sheet" included in the online application.

## LITERATURE (POETRY, FICTION, OR CREATIVE NON-FICTION): WRITTEN ARTIST SAMPLES

- Submit one (1) typed, collated and bound copy in standard form of your work. DO NOT send original manuscripts or photocopies of published works.
- List work with title, date completed, where and when published and/or publicly read, if applicable.

## Is the PA Wilds Artisan Trail the right fit for you?



The PA Wilds Artisan Trail is open to galleries, restaurants, shops, lodges and other businesses in the PA Wilds that are interested in selling quality locally-made artisan products and tying into the PA Wilds brand and marketing.

A wide variety of products and price ranges are available; business owners are encouraged to review samples at [www.PAWildsArtisans.com](http://www.PAWildsArtisans.com) (just click on the “artisans” section). Cost for joining the trail is \$125 annually (\$105 if a member of your local tourism promotion agency). Benefits to being a trail stop include:

1. A listing on [www.PAWildsArtisans.com](http://www.PAWildsArtisans.com) that includes a description of your establishment; hours of operation; location; contact information and a picture.
2. Marketing of the Artisan Trail by the PA Wilds, the Artisan Workgroup, and other partners, including the distribution of 20,000 brochures or rack cards annually, media releases about the trail, and a growing online presence.
3. Access to quality, locally-handcrafted products that have been vetted through a jury process to sell in your store to meet customer demand.
4. Access to a supply of the “Proudly Made in the Pennsylvania Wilds” hangtags for use on Juried Artisan products.
5. Access to low-cost Artisan Trail marketing materials such as “Open” flags, countertop and window displays, and the like as they are developed and become available.
6. Subscription to the Artisan Development Initiative E-Newsletter and PA Wilds E-Update;
7. Access to a well-thought out and growing brand
8. Listings and referrals to wholesale buyers and galleries, show organizers, state agencies, the media, and participation in cultural heritage tourism initiatives
9. Technical assistance through conferences, workshops and new initiatives

10. Free assistance from the PA Wilds Small Business Ombudsman on business-related issues.
11. Access to all artisan and business resources posted on the PA Wilds Resource Center ([www.pawildsresources.org](http://www.pawildsresources.org))

### WHO MAY APPLY

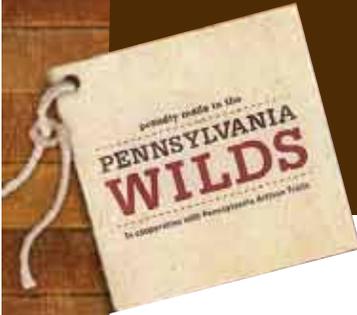
Businesses in the Pennsylvania Wilds may apply to be a stop on the Artisan Trail. The counties that make up the PA Wilds are: Cameron, Clarion, Clearfield, Clinton, Elk, Forest, Jefferson, Lycoming, McKean, Potter, Tioga, Warren and northern Centre County north of I-80.

Applicants must be U.S. citizens or lawfully admitted to the U.S. for permanent residence or have permission from the Department of Homeland Security to work permanently in the U.S.



*Outdoor and indoor signage is available at a reasonable cost to businesses participating in the Artisan Trail.*



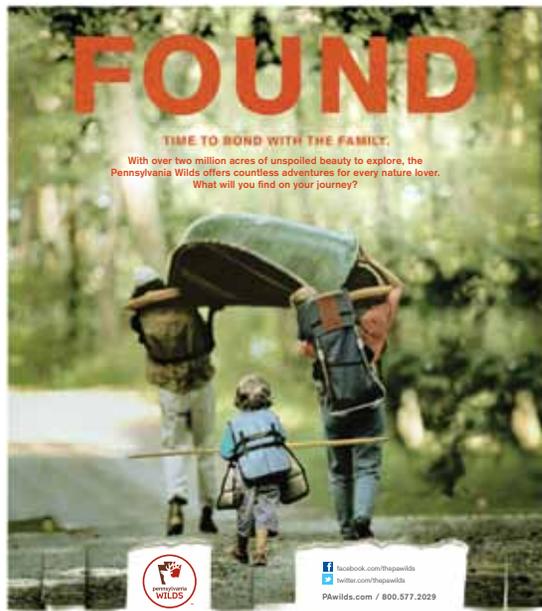


## PARTICIPATION REQUIREMENTS

Business owners must agree to carry a minimum of three PA Wilds Juried Artisans in their establishment to be an Artisan Trail stop. This program does not restrict what other kinds of artisan products a store may carry.

Business owners are encouraged to designate a portion of their retail facility to Pennsylvania Wilds Artisans, and to distinguish this area through use of the PA Wilds logo and other marketing materials, such as hangtags and signage, made available through the Artisan Workgroup.

Business owners are responsible for selecting and securing Juried Artisan products for their shop. Every establishment is different in how it charges commissions, annual fees, buys wholesale, etc. These arrangements are left between the retailer and artisan. Failure to pay an agreed upon commission or other breach of contract may result in removal from the program.



Businesses that join the Artisan Trail benefit not only from marketing through our program but from overall promotion of the PA Wilds brand. Ads like this one frequently run in national print and online markets.

Trail stops should be pro-active about contacting juried artisans and selling their artwork. Artisan work samples, bios, and contact information are available for free online at [www.PAWildsArtisans.com](http://www.PAWildsArtisans.com). New artisans are juried into this program twice a year – in April and October; trail stops will be notified via newsletter.

**Note:** *Securing artisan products is not always as easy as “putting in an order.” While some artisans are prepared to do wholesale orders; others do not have that capacity. Most PA Wilds artisans are one-person operations. Creative solutions and patience are sometimes required in order to get their unique products to market.*

All applicants must have their business properly registered with the Commonwealth of Pennsylvania (or show proof that such registration is underway). A business tax number or proof of application must be included with each application. To register with the state, contact PA Open for Business ([www.paopenforbusiness.org](http://www.paopenforbusiness.org)), a one-stop website where small business owners can electronically register a business with the Pennsylvania Departments of Labor and Industry, Revenue, and State (click on “Online Business Registration.”)

Partners must be willing to distribute promotional materials about the Artisan Trail and encourage artisans they know who live in the PA Wilds to go through the jury process.

Partners must be willing to provide testimonial information about the sale of PA Wilds Artisan products available to the Artisan Workgroup for the purpose of advancing the goals of the overall Artisan Initiative (this information is helpful when applying for grants to help fund the artisan Initiative).

## HOW TO APPLY & DEADLINES

Business owners can apply to become a trail partner at any time, but applications will only be reviewed once a year, in October. To obtain an application, go to [www.pawildsresources.org](http://www.pawildsresources.org) or contact program managers.

