



As a participant in the Blue Ridge Craft Trails, we ask that you agree to the following commitments:

- Be sure your studio is visitor friendly and accessible.
- Make it easy for visitors to find you. Have easy-to-read signage at your studio/place of business. If your site is a residence, there should be a separate business entrance that has a well-marked door, mailbox, or sign visible from the road.
- Make sure your studio is safe, clean and tidy (e.g., if there are pets in the work space, be conscientious about visitor's sensitivities; you may want to section off work areas where injuries may occur or have safety goggles on hand).
- COVID-19 Safety Precautions: Please post signage regarding COVID-19. Example: Masks Required, and provide a Hand Sanitizer Station.
- Hold regular business hours or be available by appointment. Must be responsive to inquiries and be able to make and keep appointments.
- Answer phone calls and have a voicemail message if you're unable to take calls. Voicemail should have clear information on hours of operation and/or availability. Mention that you are a site on the Blue Ridge Craft Trails in your voicemail message.
- Please determine a Designated Point of Contact and maintain a working email address for that person.
- Must be able to accept increased visitation.
- Display your Blue Ridge Craft Trails window cling prominently. Clings are provided by the Blue Ridge National Heritage Area.
- Use the Blue Ridge Craft Trails logo on your website and promotional materials.
- You now have an online presence at BlueRidgeCraftTrails.com. Please share the link to your Blue Ridge Craft Trails profile with your clients and others, in addition to any online presence that you already have.
- Establish a reciprocal link to BlueRidgeCraftTrails.com. If you have one, we will have linked to your website already—your link back to BlueRidgeCraftTrails.com will strengthen our partnership and the whole program.
- Use social media to your advantage. "Like" the Blue Ridge National Heritage Area Facebook page (www.facebook.com/BlueRidgeNationalHeritageArea). Tag us in your posts [@BlueRidgeNationalHeritageArea](https://www.instagram.com/blueridgeheritage). Follow us on Instagram at <https://www.instagram.com/blueridgeheritage>. We'll follow you back. Use #BlueRidgeCraftTrails in your craft-related posts
- Distribute the Blue Ridge Craft Trails brochures and rack cards, available from the Blue Ridge National Heritage Area.
- Get your events listed on BlueRidgeHeritage.com by submitting them to robin@blueridgeheritage.com and please send photos if you have them.
- Tell your clients that you are a part of the Blue Ridge Craft Trails. If you have a mailing list, let those recipients know that you're a site on the Blue Ridge Craft Trails, too.
- Notify Blue Ridge National Heritage Area when your web listing needs updating.
- Participate in an evaluation process to help track the impact of the Blue Ridge Craft Trails.
- Visit the Craft Trails online toolkit on the Blue Ridge National Heritage Area website for additional info. <https://www.blueridgeheritage.com/partners/crafttrailstoolkit/>