



PA Route 6 Artisan Trail 2007

January 30, 2007

Hello:

Preparations are underway for the **2007 PA Route 6 Artisan Trail** - a year-round trail designed to establish Route 6 as a driving destination for exploring the arts, crafts, culture, heritage, and folk-life of northern Pennsylvania. The Trail is over 400 miles long from New York State to Ohio. In 2006, the PA Route 6 Artisan Trail was promoted at tourism events and in advertisements throughout the Eastern United States. Over 50,000 brochures were distributed. A copy of last year's brochure is enclosed. For 2007, the Artisan Trail will be marketed using an updated brochure and a newly designed website, www.paroute6.com (slated for release in spring 2007). PBS-affiliate television station WITF will broadcast a show in May 2007 highlighting the eastern section of the Trail.

New for 2007, the PA Route 6 Artisan Trail in Wyoming, Lackawanna, Wayne, and Pike Counties will be managed by the Lackawanna Heritage Valley Authority (LHVA), a state and national heritage area located in Mayfield, PA. Colleen Carter is the project manager, and will be your "on the ground" liaison for the eastern section of the Trail.

The 2007 PA Route 6 Artisan Trail brochure is now open for listings in three categories:

- **Artists, Artisans, Galleries, Museums, and Retail Stores.** *Special attention will be paid to including arts, crafts, and products that reflect the culture and heritage of the region.* Space in the brochure is limited. Entries will be juried to verify the authenticity and quality of the product(s). **Listing Fee: \$125.** NOTE: A paid membership in your county's officially designated Convention and Visitor Bureau entitles you to a 10% discount (\$112.50 listing fee).
- **Festivals and Open Studio Events.** Artisan Trail participants often display their work at festivals or open studio events. These events, **with at least one paid Artisan Trail participant**, is eligible for a free listing (text only). **Listing Fee: No Charge with Paid Artisan Trail participant.**
- **Lodging and Hospitality Establishments.** New in 2007, lodging and hospitality establishments along the PA Route 6 corridor willing to develop partnerships with artists and artisans are invited to participate. Partnerships could include: exhibiting local artwork in your establishment; hosting artist workshops or demonstrations; offering special rates or packages for visits tied to an arts/artisan experience, etc. Lodging and hospitality establishments will receive a one-line listing in the brochure. **Listing Fee is \$50.**

DEADLINE: Images, text and payment must be received by Friday, February 9, 2007 to be included in the brochure. Please follow these steps:

1. Complete the enclosed submission forms. There is one form for artists, artisans, galleries, and events; and one form for lodging/hospitality partners.
2. Artists and Artisans: complete the enclosed survey form.
3. Email your digital images (high resolution, minimum 300 dpi) and text (75-word maximum plus location and hours) to: jen@bcrac.org.
4. Mail your payment (checks payable to BCRAC), submission form, and completed survey to:
Jennifer L. Swain, c/o Bradford County Regional Arts Council, 601 Main Street, Towanda, PA 18848

Feel free to pass a copy of these forms along to other artists or establishments that might be interested in joining this exciting initiative. For information about your submission, contact Jennifer Swain at (570) 265-7455 or jen@bcrac.org. For information about the PA Route 6 Artisan Trail/East, contact Colleen Carter at (570) 963-6730 x8211 or ccarter@LHVA.org.

Sincerely,

Terri Dennison, Exec. Director
PA Route 6 Tourist Assoc.
PA Route 6 Heritage Corp.

Jennifer L. Swain, Artisan Trail Director
Bradford County Regional Arts Council
Northern Tier Cultural Alliance

Colleen Carter, Director of Public Education
Lackawanna Heritage Valley Authority
Project Manager: PA Rt. 6 Artisan Trail/East