

PA Wilds / PA Route 6 Artisan Development Survey

Either by contacting us directly, or through a referral by another artisan or organization, you have been identified as an artisan who may be interested in being involved in the PA Wilds or PA Route 6 Artisan Trail programs. A goal of this joint project is to help artisans tap into the market being developed through tourism initiatives and making your products more visible and available to local residents. We feel this project will provide economic growth for the region through increased sales for artisans and related retail outlets and it will help distinguish both the PA Wilds and PA Route 6 Corridor as a destination for high quality artisan products.

Name _____ Artistic Medium(s) _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Web Address _____ County _____

Current Sales & Marketing Strategies

• Do you currently own/operate a retail facility? Yes No

• Do you currently have open studio hours? Yes No

• Do you currently provide demonstrations or art displays at community events? Yes No

If so, what is your fee? _____

• Do you currently market and sell products through partnerships with retail facilities? Yes No

If so, what type of partnership is it? Wholesale/Resale Consignment Other _____

• Do you currently market and sell products on-line? Yes No

If so, what is your web site? _____

Marketing & Sales Development

Are you interested in any of the following? (please check all that apply)

Using the PA Wilds or PA Route 6 Brand to market your product with an emphasis on the product being made locally and being high quality

Having your products marketed and sold through a "Shop the Pennsylvania Wilds or PA Route 6" web site

Having your products marketed and sold through a "flagship" retail store located at a state visitor's center or state park (similar to Tamarack, WV or Berea, KY)

Having your products marketed and sold through retail stores located in state visitor's centers and/or state parks

Having your products marketed and sold through retail stores that are privately owned and have agreed to partner with us on this project. These stores are located throughout the PA Wilds and along PA Route 6.

Displaying your products at PA Wilds/PA Route 6 affiliated shows and festivals

Having your products marketed at trade shows

- Marketing & Selling my product in retail facilities outside of the PA Wilds/PA Route 6
- Going through a certification or jurying process
- Receiving requests for proposals for product orders (for example, a restaurant wants 10 dining room tables – you and other artisans would get the job details, contact information and the ability to submit a price quote for the job)

Artisan & Product Information

Please provide us with an artisan bio that can be used in marketing and promotion: _____

Please briefly describe your product? _____

Please tell us why someone should buy one of your pieces? (what makes it special, unique, valuable, etc) _____

Education

- Would you be interested in teaching educational programs for other artisans? Yes No

If so, what topics would you be interested in teaching? _____

- Would you be interested in teaching programs for the public (residents & visitors)? Yes No

If so, what topics would you be interested in teaching? _____

- Would you be interested in taking courses related to your artistic media? Yes No

If so, what topics would you be interested in? _____

- Would you be interested in taking courses to help you improve your business skills?

If so, what topics would you be interested in? (Please check all that apply)

- Accounting
- Advertising
- Book Keeping
- Copyright Laws
- Customer Service Skills
- Database Management
- Developing a Marketing Plan
- Human Resources Topics
- International Sales / Exporting
- Marketing
- Product Pricing
- Sales Tax
- Sales Techniques
- Submitting Proposals for State & Federal Contracts
- Writing a Business Plan
- Other _____
- Other _____
- Other _____

What support services would be beneficial to you?

- Bookkeeping/Accounting
- Legal Services
- Marketing Assistance
- Third Party Sales Management
- Other _____
- Other _____

What are your biggest concerns professionally?

- Product Liability
- Liability Insurance
- Health Insurance
- Copyright Issues
- Daily Business Operations
- Business Profitability
- Other _____
- Other _____