



# Artisan Trails

of North Central Idaho & Southeastern Washington  
*Criteria for Selection*

## All Business + Listings Must Agree to the Following:

- Signage (supplied by business owner) to guide visitors
- Any decals / flags supplied by 2DNW should be displayed clearly
- The focus must be on authenticity and quality
- Locations must be easy to access (no 4WD access areas) and visitor-friendly
- All sites must be safe, clean, and tidy. For example, work areas where injury may occur should be made safe for visitors/observers by screening off areas or providing safety goggles, etc. Business owners will provide evidence of legally required liability insurance
- All sites must specify and maintain regular business hours, be available by appointment or have a website/social media account we can point visitor to. (If the proprietor cannot be there during all specified hours, we recommend finding someone to “business-sit” or other creative solutions)

### Lodging

- Locally owned and operated
- B & B's serve some locally grown/produced foods
- Retail items must be primarily locally made
- Lodging may be bed and breakfast inns; farm and ranch stays; fishing, hunting, or tipi lodges, rental cabins or inns of historic note or local character

### Farms/Ranches/Gardens

- Regular hours or online presence (website or social media)
- At least one season total (can be part of two), a farmers market you attend or an on-farm store/stand
- Accessible driveway (non-4WD accessible)
- Level parking area / walking paths
- Controlled animals
- Must have minimum required liability insurance

### Dining

- Locally owned
- Unique menu (not a chain – or no more than 10 outlets, 8 of which are located in Idaho and/or Washington)
- Serve locally grown / produced foods (minimum of two regularly offered menu items or four seasonally offered menu items that are noted in the menu - or signage - as being locally produced)
- If alcohol is served, a minimum of 5 wines, beers and/or spirits produced within the 2DNW 13 county region
- Retail items sold in the restaurant must primarily be locally made

*More on next page*

**For questions about listing in  
Artisan Trails please contact  
Lorie | [hello@2dnw.org](mailto:hello@2dnw.org)**





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*Criteria for Selection Continued*

## Galleries/Shops/Studios/Museums

- Regular hours
  - At least two days per week, 10-5
  - At least 6 months of the year
- Separate entrance to studio
- Accessible driveway (non-4WD accessible)
- Level parking area/path to studio
- Controlled animals
- Shops and galleries must have a major emphasis on locally-made items (Idaho, Washington and American-made items are acceptable as well, but must comprise less than 40% of inventory)
- Shops and galleries that well imports must clearly label them as such and those products must comprise of 10% or less
- Items identified at "Native American" must be made by someone of Tribal descent

## Public Art

- The region's public art locations will be included in the guide at no cost
- Examples include murals, monuments, memorials, statues, and architectural landmarks
- Nominations are welcome

## NOTE

A rejection does not mean that a product/craftsperson, experience, site, dining place, or lodging place is permanently excluded from the artisan trails project. Nominees and applicants are encouraged to continue to develop their products, experiences, sites, dining places, and lodging places and may apply again after at least one year has passed since the rejection.

## Historic Sites/Attractions

- Historic sites should be arts, crafts, or culturally related to the region or community
- Attractions can be natural or can include wagon train, historic OR recreational trails, parks, or scenic byways

## Fairs/Events/Farmers Markets

- Selected events such as craft fairs, demonstrations, educational experiences, cultural events including music, dance, theatre or entertainment (such as storytelling), and farmers markets will be listed in promotional materials. Fairs, events, such as community festivals, must have a two-year track record

## Recreational Businesses

- Recreational business listings will be limited to non-motorized activities taking place in relatively undeveloped places (paved bike trails are exempt), including non-franchise bike and outdoor recreation shops
- Outfitters and guides are eligible as long as there is a "local flavor" element in offered products, including, but not limited to
  - Locally produced foods prepared for guests
  - Educational components that foster a historical understanding of this region and its people
- Bike trails, hiking areas and scenic byways will be included in the guide at no cost

**Still wondering if listing your business in the  
Artisan Trails guide is right for you?  
Keep reading for all the benefits!**



# Benefits of Artisan Trails Participation

## All Artisan Trail Network Participants....

- Full profile page listing as a Trail Site on 2DNW website: Includes: photos, logo, map, description, social marketing links (Facebook, Twitter, Pinterest), YouTube & Etsy links, contact info, link to personal website
- Inclusion in printed guide (available as print-on-demand from publisher; guide updated annually)
- Inclusion in IOS and Android Artisan Trails App (TBD)
- Official Artisan Trails decal for business door or window
- Cross linking opportunities from 2DNW and partner's website
- Inclusion in regional trail related marketing promotions
- Use of 2DNW Artisan Trail logo for PR (Brand Usage Policy applies)
- Eligible to post events and through 2DNW's events calendar, Facebook & Twitter outreach
- Connective networking opportunities
  - Small Business Owners
  - Local Government Officials
  - Tourism Professionals
  - Community Leaders
  - Artisans
- Eligible for Menu of Fee Based Services *Coming in 2021*

## **SPECIAL PROMOTION**

Artisan trails are open for enrollment in established trail regions year 'round with exposure online in real time, all the time. Sign up to participate during initial development period and receive a listing in the full color printed map brochure (a special regional inaugural publication – firm deadline applies). The map brochure is available from the publisher in any quantity. Annual fees are due on or before May 1<sup>st</sup> each year starting in 2021.

To sign up and be listed visit: [2dnw.org/application](https://2dnw.org/application)

For more information or questions, please contact

Lorie Higgins | [hello@2dnw.org](mailto:hello@2dnw.org)