



'ROUND THE MOUNTAIN: ARTS & CRAFTS

'Round the Mountain is a non-profit economic development organization working to cultivate and promote sustainable economic development in **Southwest Virginia** by focusing on the crafts, heritage and traditions of the region. 'Round the Mountain serves 19 counties and 4 cities in Southwest Virginia.

SWVA Marketplace

A soaring space retailing the art and craft of over 200 artisans from Southwest Virginia who have been juried by fellow artisans. From traditional pottery and quilting to modern paintings and glasswork, you'll learn the stories of our traditional art and explore over 5,000 pieces for sale.

The **Marketplace** hosts four seasonal markets each year. All members of 'Round the Mountain are invited to participate as vendors at these events. In addition to local, handcrafted art, our markets often feature live music, children's activities, book signings, and are fun for the entire family!

What We Do

- Develop opportunities to build wholesale and retail markets for local craft work.
- Maintain a communication network for information and services for members.
- Provide a regional voice, brand and network for our members.
- Tourism Development
- Work with each of our localities to develop their own artisan trail brochures.
- Develop strategies to connect craft and local foods to regional markets.
- Design a public education effort that communicates the value of locally produced craft & food; the unique experiences of the artisans themselves; and the authenticity of the communities that nurture the process.
- All members of 'Round the Mountain have the opportunity to participate in the SWVA Cultural Center's bi-annual jury process to sell their works in the facility.

Your Points of Contact



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Engage with us:

- 'Round the Mountain participates in annual artisan meet and greet and feedback sessions each year as a part of the Friends of SWVA Spring Break Blitz.
- 'Round the Mountain partners with several local artisan events and festivals. We are pleased to promote our members and their works to the public through these channels.
- For more information, or to become a member, visit RoundtheMountain.org
- Wholesale & Retail Marketing Opportunities
- Member Development Programs
- Artisan Trail Redevelopment
- Visions Student Art Competition: 2021



SOUTHWEST VIRGINIA'S CREATIVE ECONOMY PLAN

Definition

The creative economy is all about assets that currently exist - from natural assets to cultural assets to intellectual assets to structural assets. The Creative Economy Strategic Plan will analyze the following areas:

- Downtown Development
- Community Development
- Tourism & Economic Development
- Music, Artisans & Makers
- Agritourism & Food
- History & Heritage
- Outdoor Recreation.

Artisans & Makers Goals

- Re-engage 'Round the Mountain membership
- Revitalize the Artisan Trails of Southwest Virginia as effective local cooperatives.

Philosophy

This is the **region's creative economy plan**. The staff and boards of Friends of Southwest Virginia and the Southwest Virginia Cultural Heritage Foundation can do nothing alone. For some strategies, the organizations may not even act as the lead partner. However, staff time, resources, and coordinating support may be instrumental contributions in achieving the region and communities we desire.



Access the full plan at
www.friendsofswva.org/creative-economy-plan/