OXFORD HANDCRAFTED TRAIL PARTNERSHIP ELIGIBILITY

Thank you for your interest in participating on the Oxford Handcrafted Trail. As an Oxford Handcrafted Trail partner, you will be promoted as a location for visitors to appreciate, make, and/or purchase Oxford Handcrafted Products. You will benefit from promotion of the Trail in print, digital, email marketing, and working with travel writers.

DEFINITION OF "OXFORD HANDCRAFTED PRODUCTS"

To be classified as an Oxford Handcrafted Product, items need to fit within the following criteria:

- **The majority of the work involves original artistic creation. This includes any items made by hand or machinery, in which the artist does one or more of the following:**
    - Designs their own patterns, illustrations, or compositions from scratch
    - Uses processes that require creative decision making, skill, and hands-on execution
    - Exercises artistic control over the conceptual, aesthetic, and technical aspects of the finished product
    - Displayed individual artistic interpretation, innovation, cultural expression, or offer uniqueness
- **Creation, retail, or activity takes place in Oxford County.** Locations outside of Oxford County that provide economic and unique value, will be considered and reviewed by Oxford Tourism
- **It meets the non-replicability standard.** This means it does not include pre-made, non-original art or products that can be easily replicated by the consumer
    - Items cannot e made by machine with downloadable files, non-original graphics or by AI. This includes items whose primary purpose is sharing common phrases/quotes
- **Acceptable use of manufactured items:**
    - The artist both creates the original artwork, design, or pattern and executes the artistic application processes (hand-silk screening, hand printing, hand dyeing, etc.)
    - Manufactured product serves merely as the canvas, not the creative contribution itself

WHO CAN BE AN "OXFORD HANDCRAFTED STOP"

To be a destination stop on the Oxford Handcrafted Trail, businesses must meet business operation standards and fall within a stop category.

Business Operation Standards:

- **Must not be in living quarters or in residential zoning**
- Must be a **physical location** with business sign, separate entrance, posted hours parking
- Must have **all required government and public health approvals** including zoning, licenses, permits, etc.
- Have an **online website** where visitors can access location, hours, and basic venue information
    - Oxford Tourism is open to discussing testing businesses who do not have a website purchasing a Tourism Oxford Enhanced Listing instead
- **Meet one of the following hours of operation:**
    - Be open a minimum of 8 months of the year, 3 days a week
    - Offer an activity such as a tour, experience, or workshop that can be booked through a website
    - Be an event held in Oxford County catering to or highlighting the handcrafted arts

Stop Categories:

- **Museums, historic sites, or other locations** highlighting heritage in Oxford County
- **Arts cooperatives** that provide exhibition, studio, resource, or retail spaces for makers and visitors
- **Galleries** that exhibit and/or sell Oxford Handcrafted products
- **Antique stores/malls** selling handcrafted antiques and vintage
- **Retailers** with commitment to handcrafted arts and focus on selling the Oxford Handcrafted products with labels recognizing makers
- **Repair and refurbishing businesses**
- **Maker supply stores** offering unique inventory. This can include niche supply stores and second-hand stores
- **Locations offering classes, workshops, or events** that fit the criteria for Oxford Handcrafted products
- **Events and studio tours**

WHO CAN BE AN "OXFORD HANDCRAFTED ONLINE PARTNER"

To be an Oxford Handcrafted Online Partner, businesses must:

- **Have a website** that provides online purchasing of products and processes of transactions

- Products sold on the website must **meet the criteria for Oxford Handcrafted Products**
- Online purchasing must be hosted on an **official, standalone website** (e.g., Shopify, Squarespace, etc.) or a **recognized e-commerce marketplace with official storefronts** (e.g., Amazon, Etsy, etc.) as well as maintain secure checkout functionality

WHO CAN BE AN "OXFORD HANDCRAFTED AFFILIATE PARTNER"

To be an Oxford Handcrafted Affiliated Partner, like restaurants or accommodations, businesses must:

- Provide a **connection to the handcrafted arts** through either their property (architecture, design, etc.), displaying local handcrafted items (artwork, linens locally made, etc.) a menu featuring locally sources ingredients, or hosting local arts and culture events (live music, retreats, shows, etc.)