

Of Sage and Stone: A Guide to Southwest Montana's Rural Treasures **Back Roads and Scenic Byways to Fine Crafts and Cultural Heritage**

Criteria For Inclusion

- Each business or site must celebrate the cultural diversity of the region and reflect positively on its heritage.
- The focus must be on *authenticity* and *quality*.
- Craft sites (studios, shops, galleries, museums) must provide a written description of items displayed (through exhibits, written materials, demonstrations, etc.).
- Locations must be easy to access (no 4-wheel drive access areas) and visitor-friendly. If the site is a residence, the entrance must be well marked. Seasonal routes must be clearly indicated.
- All sites must specify and maintain regular business hours or be available by appointment. (If the proprietor cannot be there during all specified hours, we recommend finding someone to “business-sit or other creative solutions.)
- All sites must be safe, clean, and tidy. For example, home businesses with pets must be conscientious about visitors’ sensitivities; work areas where injury may occur should be made safe for visitors/observers by screening off areas or providing safety goggles, etc. We encourage business owners to carry adequate liability insurance.
- Historic sites should be craft, craftsperson, craft-architectural, or Montana culture related.
- In the spirit of our mission, shops and galleries must feature American-made craft with a major emphasis on fine craft from Montana. Shops that sell imports must clearly label them as such.
- No franchise restaurants or lodgings will be listed.
- Lodgings may be bed and breakfast inns; farm and ranch stays; fishing, hunting, or tipi lodges; rental cabins, homes or inns of historic note.
- Attractions can be natural or can include farms, ranches, wagon train trails, parks, gardens, or scenic byways.
- Selected events such as craft fairs, demonstrations, educational experiences, cultural events, including music, dance, theater, or entertainment (such as storytelling) will be listed in the book. Such events must take place on an annual or regular basis and must have a proven track record.
- To participate in the guidebook, the business owner must grant written permission.

Of Sage and Stone: A Guide to Southwest Montana's Rural Treasures Empowers SW MT residents to:

- Create and diversify personal revenue through joint partnerships and collective efforts to produce, market and distribute Montana goods and services.
- Live confidently in sustainable communities across the landscape-growing, making, creating and selling indigenous products and services that reflect Montanans’ ingenuity using the vast landscape and resources it provides.
- Celebrate our cultural heritage with residents and visitors participating in the diverse offerings; including museums and art galleries, gift shops and guidebooks, lodging and home/ranch/farm visits, events and experiences, and education about the unique people and places of SW Montana.
- Steward the landscape (both the built and natural environments), respecting our diverse cultures, and honoring our rich heritage as we forge new futures.
- Fulfill our potential to be who we are, live where we want and maintain a good, sustainable standard of living.



Application Agreement 2009-2010

Of Sage and Stone

A Guide to Southwest Montana's Rural Treasures

For office use only:
Date: _____
Check/Cash _____
Check # _____
By - Initials _____

You are invited to complete this information sheet to be considered for inclusion in *Of Sage and Stone: A Guidebook to Southwest Montana's Rural Treasures*. Please read carefully the criteria for inclusion and make sure the business falls within these guidelines before submitting this application.

The fee for listing is \$25 and includes an address listing in our brochure and on our website. You will be invited to be included in our next guide book printing in 2011. The book listing will include your promotional text and one or two photographs for a fee of \$50. To apply, complete the form below and return it with your \$25 fee by May 1, 2009 to: **Montana Preservation Alliance, 120 Reeder's Alley, Helena, MT 59601, or e-mail to info@preservemontana.org.**

- Yes! I want to be listed in *Of Sage and Stone*. I'm enclosing my check for \$25.
- Yes! I'd also like to become a business member of MPA and help support their efforts to save and protect Montana's historic places, traditional landscapes, and cultural heritage. I'm enclosing a separate check made out to MPA for \$50.

Owner Name: _____

Business Name: _____ **Business Address:** _____

Town: _____ **Zip:** _____ **Business Phone:** _____ **Business FAX:** _____

E-Mail: _____ **Website:** _____

Operating Hours: _____

Directions to site: _____

Mile marker reference? : _____

Mailing Address and Phone (if different than above): _____

Check all that apply for type of business:

- | | | |
|---|---|----------------------------------|
| <input type="checkbox"/> Craft Studio | <input type="checkbox"/> Craft Gallery | <input type="checkbox"/> Eatery |
| <input type="checkbox"/> School/Educational | <input type="checkbox"/> Historic Site | <input type="checkbox"/> Lodging |
| <input type="checkbox"/> Special Attraction/Event | <input type="checkbox"/> Museum/Interpretive Center | |
| <input type="checkbox"/> Other: _____ | | |

Services Available: Public Rest Rooms Handicap Accessible

My work can also be seen at: _____

Reference Map Photocopy of highway map with location clearly marked

I hereby verify that to the best of my knowledge the above information is correct, and I provide my written permission for inclusion in *Of Sage and Stone: A Guide to Southwest Montana's Rural Treasures*.

Signature: _____ Date: _____

Any questions? Call us at 406-457-2822.