



Made in Paris Member Policies for Participation

WHY WE EXIST:

The goal of the Made in Paris project is to enhance the public's perception of Paris & Bourbon County as a destination - one that is experiential, visually appealing, welcoming, and informative. By working together as a Collective of Makers, this member-led organization is uniquely positioned for micro-businesses to set the standard of hospitality and creativity our area has long been known for.

Made in Paris showcases artisan businesses located in Paris/Bourbon County. Specifically, it is a network of businesses involved in the creation and/or sale of "something," whether that be art, crafts, food, or drink.

We are serious about serving people well - both local and visiting - growing our businesses, and staying true to our mission of celebrating all things Bourbon County. That's why we want to be clear about the members we are looking for and the expectations of their participation.

WHO CAN BE A MEMBER:

- * Local artisan-owned businesses based in Bourbon County
- * Retailers who sell locally-made artisan products within Bourbon County

OUR VALUES:

- **REGIONAL PRIDE:** Bourbon County is special. Locals know it and visitors invite us to teach them about our unique blend of friendliness, hardworking nature, down-to-earth values, and love for our roots . While bourbon is the most famous product associated with Bourbon County, the area has a diverse and thriving economy that includes a range of industries. Every person and every business contributes to this story. We love to tell you our tales – and especially about how the things we Make are a reflection of our strong sense of community.
- **APPRECIATION FOR CREATIVITY:** We are Makers. By definition, artisans use our imagination and skills to produce unique, often handmade goods. We celebrate the diversity of style, self-expression, and media that we each contribute. We recognize that sharing your creativity is a risk, and we applaud those who do it anyway, regardless of

personal preference. We welcome innovative and creative conversations about business ownership, too.

- **SMALL IS GOOD:** As microbusinesses, we are nimble, highly skilled at our specialties, and provide quality goods by letting each contribute their personal trades to the collective whole. People prefer shopping small because of our personalized service, unique products, contribution to the community, and an overall more meaningful shopping experience.
- **COLLABORATION:** We're better together. By working together, we can pool our resources, knowledge, and skills to tackle challenges and take advantage of new opportunities that we might not be able to pursue on our own. When we help our neighbors succeed, it creates a better community for all.

WHAT MADE IN PARIS WILL DO:

- Work together on events, marketing, and other cooperative efforts
- Made in Paris businesses/artisans will be featured in marketing on Made in Paris social media pages
- Coordinate signage and maps will assist visitors in their exploration of our areas
- Liaison with tourism organizations to collectively promote Paris/Bourbon County
- Create opportunities for members to learn from each other to improve their business skills
- Artisans without a storefront can partner with Retailers to sell their products.

MEMBER EXPECTATIONS

These practices help us ALL be as successful as possible. Please read and consider them carefully before you make the commitment to become a Made in Paris Member.

- Member businesses must be open on Fridays and Saturdays. (Or have your goods for sale in a partner business that is open Fridays and Saturdays.)
- Member businesses must display the Made in Paris sign on their storefront or window if a brick-and-mortar location. Next to their product display if located inside another business. The sign type of your choice is included with your initial membership fee. Other printing costs are the responsibility of the business.

Other ideas of signaling your membership in the Made in Paris project included adding the logo to your website, email signature, social media header, etc.

We also ask Made in Paris members to:

- Promote the Made in Paris initiative by using the logo at your location to highlight locally made items, sharing the bookmarks, and otherwise supporting the collective of Makers to those who visit your business. (Maps are being developed as well, for example)
- Be involved with marketing activities, such as posting on social media, emailing customers, and contributing to advertisements. Like, Comment, Share social media posts from the Made in Paris social accounts (@madeinparisky) on both Facebook & Instagram.
- Participate in cooperative events (ie. host artisan demonstrations, samplings, and exhibitions)
- Reply to requests from the Made in Paris Team to help promote you/your business from time to time (these will come from makers@madeinparisky.org or kathy@madeinparisky.org – add these to your safe list to bypass the spam filter.)
- Contribute ideas to the project that can support the collective. We want to hear from you! Send questions, thoughts, or feedback to: makers@madeinparisky.org.

NEW MEMBER FEE of \$65 includes:

- Business Sign of Your Choice (provided by local Sign Maker - We're shopping local!)
 - Exterior Storefront (like the one at 718 Main Street - Guild & Gallery)
 - 12x12 Acrylic for window or wall
 - Table-Top for individual artists, show vendors, etc.
- Addition to the Made in Paris website (<https://madeinparisky.org/meet-the-makers>)
- Addition to the Made in Paris map (coming soon)
- Digital logo to use in your own marketing, store design, and more
- Sharing of your social posts to Make in Paris FB page