



Get Started Guide & Answers to Frequently Asked Questions

www.DowntownFridays.com

What is First Friday?

On the first Friday of each month, Downtown Greensboro becomes a showcase of our creative community. First Friday supports the creative community and merchants by attracting new patrons of all ages during extended hours of 6-9 pm for a FREE evening tour of the Center City. **Participants must be within the Business Improvement District (BID) and program an artistic activity.** The arts are all encompassing: poetry readings, music, visual art, demonstrations, dance, etc., are all possible activities. The event is free and open to the public.

What's the purpose of First Friday?

Downtown Greensboro Inc. and the United Arts Council of Greater Greensboro are working together to market and promote Downtown Greensboro as a cultural destination. This effort generates revenue for our local economy.

What happens if First Friday falls on a holiday?

In an effort to build consistency and encourage visitors to remember the event, First Friday will continue for each month of the year. Your participation is always optional but it is important that visitors can depend on the First Friday event in Downtown Greensboro.

What are the hours for First Friday?

Participants must be open from 6:00 to 9:00 pm. Patrons expect each location to be open. Participants that are not open from 6-9pm hurt all participants by not following through with advertised hours.

Can Downtown restaurants & hotels participate?

Yes! The requirements for inclusion in marketing and promotion for First Friday is simple: offer up some creativity in addition to your usual wares. Restaurants may want to offer live music or an art exhibit, merchants may showcase a local artist demonstrating their craft, hotels could schedule a performance at varying times during the evening. The possibilities to partner

with local creatives abound. Need help thinking of an idea or finding an artist? Contact Altina Layman at the United Arts Council for help making connections.

How can a local artist participate?

If you are a local artist, contact a Downtown business and inquire about collaboration for First Friday. This is a great opportunity to meet local shop owners and find productive ways to partner. For help locating a business to partner with, contact Lee Mortensen at Downtown Greensboro Inc.

How is the event promoted?

First Friday is promoted by DGI and UAC in a variety of ways. Each month, First Friday advertisements appear in Go Triad, YES! Weekly, 99 Blocks, on local radio stations and more. DGI maintains a First Friday Web site at DowntownFridays.com and press releases are sent to 45 local media outlets prior to the event. When you submit information about your participation, your business will be included in all advertisements. DGI and UAC deliver green balloons for each participating merchant each First Friday to signal a business as a participant. Maps of all participating locations are accessible online for printing and distribution.

How can I participate?

Information about your participation in First Friday should be emailed to Downtown Greensboro Inc. to both info@Downtowngreensboro.net and Lee@Downtowngreensboro.net with **First Friday (Month) in the subject line. Details must be received 3 weeks prior to the event.** Be sure to include the specifics (visiting artists names and information on your creative showcase) as well as contact and location information. We will attempt to include information received after deadline; however, your listing may not make all advertisements. Submissions must be sent for each month you plan to participate; DGI and UAC will not assume your participation. **There is no fee to participate;** however, you may choose to purchase additional advertising offered at a co-op rate in 99 Blocks and other publications.

Downtown Greensboro, Inc.
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336-379-0060, ext. 22



United Arts Council of Greater Greensboro
Altina Layman ~ Director of Community Affairs
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336-373-7523, ext. 242



How Can You Make Your Participating A Success?

www.DowntownFridays.com

- ✦ Invite your neighbors to join in on First Fridays to create more interest and synergy for pedestrian patrons
- ✦ Post First Friday flyer available at www.DowntownFridays.com one week prior to the event.
- ✦ Send an email invitation to your customers
- ✦ Display your First Friday green balloons and/or sign outside of your space
- ✦ Hand out maps, available for printing from www.DowntownFridays.com, to customers
- ✦ Have an email sign up sheet to send information to customers about the next First Friday
- ✦ Practice hospitality! Wear a nametag and greet guests with a friendly smile and hello
- ✦ Offer refreshments
- ✦ Tell guests about the creative work or demonstration you're showcasing

2009-2010 First Friday Schedule

<u>Participation Deadline</u>	<u>Print & distribute FF flyer</u>	<u>First Friday</u>
(Mon) Oct 19	(Thur) Oct 29	Nov 6
(Mon) Nov 16	(Thur) Nov 27	Dec 4
(Mon) Dec 14	(Thur) Dec 24	Jan 1
(Mon) Jan 18	(Thur) Jan 28	Feb 5
(Mon) Feb. 15	(Thur) Feb 25	March 5
(Mon) March 15	(Thur) Mar 25	April 2
(Mon) April 19	(Thur) Apr 29	May 7
(Mon) May 17	(Thur) May 27	June 4
(Mon) June 1z	(Thur) June 24	July 2
(Mon) July 19	(Thur) July 29	Aug 6
(Mon) Aug 16	(Thur) Aug 26	Sept 3
(Mon) Sept 13	(Thur) Sept 23	Oct 1
(Mon) Oct 18	(Thur) Oct 28	Nov 5