



Get Started Guide & Answers to Frequently Asked Questions

What is First Friday?

On the first Friday of each month, Downtown Greensboro becomes a showcase of our creative community. First Friday attracts new patrons of all ages during extended hours of 6-9 pm for a FREE pedestrian arthrop. **Participating merchants 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. 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 First Friday in Downtown Greensboro. Each merchant programs their own art form while DGI and the UAC promote the event with advertising, press releases, maps and signage.

What happens if First Friday falls on a holiday?

First Friday will continue for each month of the year, on the first Friday of the month. See reverse for complete schedule.

What are the hours for First Friday?

6:00 to 9:00 pm. Patrons expect each location to be open.

Can any Downtown business participate?

Yes! The requirements for inclusion in marketing and pro-motion for First Friday is simple: offer up some creativity in addition to your usual wares. 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 or musician participate?

If you are a local artist or musician, 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.

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. Maps of all participating locations are accessible online for printing and distribution prior to First Friday.

How can I participate?

Merchants participating in First Friday should email arts programming to DGI at 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. 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. See reverse for complete schedule.

What about vendors from outside of Downtown?

- **Street Vendors** - First Friday promotes partnerships between existing downtown Merchants and local artists. Participation by Street Vendors may occur at the Indie Market. The Indie Market is operated by an individual and is not associated with First Friday other than as a participating venue. Indie Market can be contacted at FirstFridayMarkets@gmail.com or indiemarketgo.blogspot.com.
- **Grassroots Productions** also programs entertainment at Center City Park for Friday Night Live, a venue for First Fridays. Contact Grassroots Productions at brenda@grassrootsproductionsltd.org.
- **Local Bands** - contact a downtown Merchant and partner to provide First Friday entertainment. DGI and UAC do not program vendors, musicians or artists for First Friday.

www.DowntownFridays.com

Downtown Greensboro, Inc.
Lee Mortensen ~ Vice President
lee@downtowngreensboro.net
336-379-0060, ext. 22



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



How Can You Make Your Participation A Success?

- ✦ 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

2010 First Friday Schedule

<u>Participation Deadline</u>	<u>Print & distribute FF flyer</u>	<u>First Friday</u>
(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
(Mon) Nov 15	(Thur) Nov 25	Dec 3

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