



— sponsored by Downtown Greensboro Inc. & United Arts Council —

FOR ARTISTS: Get Started Guide & Answers to Frequently Asked Questions

What is First Friday?

First Friday attracts new patrons of all ages during extended hours of 6-9 pm for a FREE self-guided walking tour. On the first Friday of each month, Downtown Greensboro becomes a showcase of our creative community. **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?

The purpose of First Friday is to attract new visitors to downtown shops and merchants while showcasing our local creative talent. Downtown Greensboro Inc. and the United Arts Council of Greater Greensboro are working together to market and promote First Friday while each merchant programs their town art form.

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 – come rain or shine, heat or cold, or even a holiday, First Friday will continue. See reverse for complete schedule.

What are the hours and dates for First Friday?

6:00 to 9:00 pm, on the first Friday of each month. For 2011-2012: July 1, August 5, September 2, October 7, November 4, December 2, January 6, February 3, March 2, April 6, May 4 and June 1.

How is the First Friday promoted?

DGI and UAC promote First Friday through print ads, the DowntownFridays.com website, press releases to local media, and a map updated monthly with participating venues. Maps of all are accessible online for printing and distribution prior to First Friday.

How can a local artist or musician participate?

If you are a local artist or musician, contact a Downtown business and inquire about collaborating for First Friday. This is a great opportunity to meet local shop owners and find productive ways to partner.

I'm a vendor from outside of Downtown, can I participate?

• **Independent Vendors, Artists & Local Bands** - First Friday promotes partnerships between existing downtown Merchants and local artists. Independent vendors, artists and local bands are encouraged to contact downtown businesses and explore potential partnerships.

• In addition to merchant partnerships, the **Indie Market (an independent open air crafts market)** may also be contacted at firstfridaymarkets@gmail.com.

• **Center City Park** also programs entertainment for Friday Night Live, a venue for First Fridays. Contact centercitypark.org/events/index.php.

How can I help to make my participation in First Friday successful?

• Work closely with your host business to coordinate “getting the word out” about your participation, for example send notifications to your social media networks, use your email distribution list to let friends and family know when, where and what time you will be performing, blogs, etc.

Questions?

Artists may contact Altina Layman at the United Arts Council of Greater Greensboro at 336-373-7523, ext. 242.

downtownfridays.com

Downtown Greensboro, Inc.
Lee Mortensen ~ Vice President
lee@downtowngreensboro.net
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United Arts Council of Greater Greensboro
Altina Layman ~ Director of Community Affairs
alayman@uacarts.org
336-373-7523, ext. 242



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2011-2012 First Friday Schedule

First Friday	Information Deadline	First Friday	Information Deadline
July 1	Monday, June 13	January 6	Monday, December 19
August 5	Monday, July 18	February 3	Monday, January 16
September 2	Monday, August 15	March 2	Monday, February 13
October 7	Monday, September 12	April 6	Monday, March 19
November 4	Monday, October 17	May 4	Monday, April 16
December 2**	Monday, November 14	June 1	Monday, May 14

** Also Festival of Lights

Questions about participating as an artist?

Contact: Altina Layman

United Arts Council of Greater Greensboro

Director of Community Affairs

alayman@uacarts.org

336-373-7523, ext. 242

If emailing, include the following information in the subject line of your email:

“First Friday Artists (and the month)”

First Friday Artists Participation Form

First Friday Date: _____

Artist Name: _____

Contact Name: _____

Address: _____

Phone: _____

Email: _____

Description of how you'd like to participate in First Friday (this information will be used to suggest merchants you may contact to partner with):

Request additional information by submitting your interest form to:

Altina Layman
alayman@uacarts.org