



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

What is First Friday?

First Friday attracts new and returning 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 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 own 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. 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.

Can any Downtown business 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. Need help thinking of an idea or finding an artist? Contact Altina Layman at the United Arts Council for help making artistic connections.

FOR DOWNTOWN BUSINESSES:

Get Started Guide & Answers to Frequently Asked Questions

How is the First Friday promoted?

Every First Friday is promoted by DGI with local and regionally distributed press release series and map of participating venues, the downtownfridays.com website, feature in the DGI newsletter and via social media posts.

DGI and the UAC share the cost of sponsoring ads in local print publications and posting on event calendar features. We also periodically distribution of fliers and posters in the Greensboro community. Participating venues also receive green balloons and maps on the day of the event to welcome visitors to First Friday.

How can my business participate?

Merchants participating in First Friday should email arts related programming to DGI. Details must be received 3 weeks prior to the event. Be sure to include the specifics as well as contact and location information. Submissions must be sent for every month you plan to participate. There is no fee to participate; however, you may choose to purchase additional advertising. See reverse for complete schedule and submission form.

What about vendors from outside of Downtown?

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. Additionally,

- For Local Bands - contact the United Arts Council (uacarts.org) or GrassRoots Productions grassrootsproductionsltd.org for various events.
- For Independent Vendors, the Indie Market (an independent open air crafts market) may also be contacted at frstfridaymarkets@gmail.com.
- Center City Park also programs entertainment for Friday Night Live, a venue for First Fridays. Contact centercitypark.org/events/index.php.

For additional information, visit:
downtownfridays.com

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How Can You Make Participation A Success For Your Business?

- Support your business neighbors! Join together to create more interest and synergy for pedestrian patrons
- Post the First Friday flier available at www.DowntownFridays.com on your storefront & website
- 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

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

How to submit your First Friday Event:

Go to downtowngreensboro.net
 Look for the "Explore" tab, look for the "Submit your event" link
 Under Categories, check the First Friday box

What type of information do you need to submit?

- First Friday participation date
- Your Business Name & Address
- A 95 word or less description of your First Friday art event activity
- Will refreshments be served?
- Contact Name, Phone & Email address

Additional Questions?

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