



2011 EVENT GUIDELINES

MISSION STATEMENT

To provide for artists (representing all forms of the arts) an opportunity for public awareness in a community that celebrates the arts. Also to provide an atmosphere that promotes the vitality of our downtown shopping district as a whole.

TIME AND DATE

The First Fridays Florence event is held the first Friday of each month from March through December. The event begins at 5PM and ends at 8PM. Hours during the summer months are often extended. Early notification of changes to the hours is provided to all participants.

2011 EVENT FEES AND BENEFITS:

Artist Booth fee per month - \$10.

Artists provide their own table, chairs, display materials. While power does exist on Court Street, not all booths have access and there is **no guarantee** of power at a booth. All display materials should be battery operated (e.g. lighting, fans, etc...). Artists who pay monthly have **no guarantee** of their booth location.

Booth fees are required to be paid two weeks prior to the event. Send a check for booth payment to: First Fridays Florence • P.O. Box 431 • Florence, AL 35631.

Artist Booth Annual Fee - \$75.

This is a savings of \$25 when artists pay for the year in advance. Artists provide their own table, chairs, display materials. While power does exist on Court Street, not all booths have access and there is **no guarantee** of power at a booth. All display materials should be battery operated (e.g. lighting, fans, etc...).

Benefits to paying for the year in advance include:

- Placement on the Featured Exhibitors page on the First Fridays Florence website (www.firstfridaysflorence.com) with a photo and description of your work or business, and a link to your website or email.
- First choice of booth location. All efforts will be made to assign an exhibitor to his/her first, second, or third choice of booth locations. Booths will be assigned on a first come, first served basis. Booth spaces will be held/guaranteed and not reassigned.
- Plus coverage of artists in other marketing and public relations efforts as opportunities become available.

REMEMBER: Regardless of your payment choice, artist approval, advance notice of your attendance, and a booth assignment by the First Fridays committee is required.

PARTICIPANT POLICIES

ARTISTS

All artists are required to submit photos of their work once each year prior to being allowed to become an exhibitor at First Fridays Florence. This includes all new artists for the 2011 First Fridays season, previously approved artists (those who participated in First Fridays prior to 2011) and artists who have been approved for the 2011 First Fridays season but are introducing something new (beyond the genre of what has previously been approved). All are required to submit photos, a website or several pieces of work to the First Fridays Review Committee for review and approval at least two weeks prior to each upcoming First Fridays event.

Submitting Photos for Artist Review

All artists wanting to showcase their works at First Fridays Florence (new and previous artists) must go through a Juried Selection Committee review process. To be reviewed, please take the following steps:

- Submit 4 – 6 digital photos of your work to info@firstfridaysflorence.com. Photos must be submitted at least two weeks prior to the First Fridays date at which you hope to participate.

*(IMPORTANT NOTE: Due to limited server space, submitted photos cannot **exceed 500k (or _ megabyte) each**. You may adjust your digital camera to take lower resolution photos, or use the camera's photo editing software to reduce the size of larger original files. If you are unable to reduce the size of your photos to match these specifications, you may send printed copies of the photos via traditional mail to the address under the Contact info. The review process for traditional mail submissions will take up to three weeks.)*

- Upon receipt of your photos, you will receive a message from the First Fridays review committee confirming the receipt of your materials and stating that the review process will take up to ten days.
- After the review committee makes its decision, you will be notified via email of the decision. If approved, you will be placed on the list of artists to be assigned a booth. Booth assignments are sent out to all artists on the Monday prior to the First Fridays date.
- If accepted as a First Fridays artist, you will not be required to resubmit during the calendar year unless adding to, or changing your offerings.

JURIED STANDARDS

A jury of volunteers (the review committee) will address artist inquiries for acceptance as a First Fridays participant. A simple majority vote by the review committee members will determine whether or not your submission is accepted. In addition to **artistic quality**, artists will be judged on the following criteria:

- All work displayed for sale, must be of the artists' original design and handcrafted/ executed by the artist.
- Work should demonstrate skill and mastery of the medium.
- On-site demonstration is strongly encouraged. Education is a key to appreciation.
- Cash and Carry. First Fridays is an opportunity for artists to sell their current items, not an order taking opportunity.
- Uniqueness of an item – limits may be imposed on how many items of a similar genre will be allowed.

The following are not acceptable:

- Simply embellished items, where the central item is not significantly altered from its original state.
- Machine made items or items made using professional/industrial equipment (sewing machines, wood shop tools and other personal machines are acceptable).
- Mass produced items.
- Objects from commercial kits, molds, or patterns.
- Direct buy / resell items.
- Imported or manufactured goods.
- Simple embroidering, vinyl lettering or painting of words or initials onto manufactured items will no longer meet the artistic standards of the Review Committee.
- **Items that do not meet the review committee's standards and qualifications.**

MUSICIAN AND PERFORMER REQUIREMENTS

Acoustical music, performance groups and street performers are welcome to participate at First Fridays. Mobile Plaza is dedicated to "Feature Performance" scheduling. To avoid interfering with the Mobile Plaza activities pre-scheduled by the First Fridays Committee, musicians and performers must be approved for locations at least two weeks prior to the upcoming First Fridays event. Please submit an email to info@firstfridaysflorence.com requesting to play or perform at a selected First Fridays date. The Music & Performer Committee will respond to emails with location assignments. As long as a musical group or street performer is not selling anything, **there is no fee to be an acoustic musical performer or street performer at First Fridays.**

Sound Requirements: Only acoustic music is allowed during First Fridays with the exception of amplified music for Feature Performances only or music held indoors. Music and sound may not be artificially amplified in any way, and drum sets and electronically synthesized music are prohibited. The volume of music played on the streets of First Fridays must be minimized. Sound must be kept at a level not to be heard 75 or more feet away, with the exception of Feature Performances pre-scheduled at Mobile Plaza.

AUTHORS

Authors wishing to participate at First Fridays can contact First Fridays to see about approvals for book signings and booth space assignment. Please follow artist submission guidelines.

GROUP BOOTHS (non-individual artists)

The First Fridays committee schedules non-profit and profit business organizations booth spaces two months prior to each First Fridays event (e.g. If a group wants to attend a First Fridays in June, they may call in April 1 and request a booth space).

Non-Profit Groups

Non-profit groups are invited to participate at First Fridays on a first come, first served basis. There is a limit of only three non-profit groups allowed at each First Fridays event. Each non-profit group may only participate twice in a calendar year and in non-consecutive months. Non-profit groups must submit photos or descriptive write-ups of the activities to take place at the booth during the requested First Fridays event. Non-profit groups are restricted to no more than three participants at the booth per event.

There is a \$10 booth fee for non-profit groups. Proof of non-profit status may be requested by the committee prior to participation approval.

For-Profit Groups (space permitting)

For-profit groups are restricted to two participants per event and are allocated booth space through a pre-paid setup fee of \$150 per event. Booth spaces are allotted to For-Profit groups only if space allows.

FOOD VENDORS

Currently for 2011 food vendors will not be allowed to participate at First Fridays events but policies are under review and changes are expected. If you are interested in selling a food item at First Fridays, please send an email with your contact information and a description of your food items to info@firstfridaysflorence.com and you will be contacted when the new food vendor policies are put into place.

AVAILABILITY OF SPACE/BOOTH ASSIGNMENTS

The First Fridays Florence committee assigns booth spaces to approved artists on the street side of the sidewalks of North Court Street (between Tennessee and Tuscaloosa streets) and any side streets being utilized for the First Fridays event. Booths spaces are approximately **10ft wide** (e.g. space between a parking meter and a light pole) **x 6-8ft deep** (extending into the sidewalk area, not to impede foot traffic). If more space is needed please make us aware of the need. Public and business entrance access routes cannot be blocked.

Booth space assignments are at the discretion of the First Fridays committee and artists will need to be flexible if adjustments are necessary. **FINAL BOOTH LOCATIONS, ADJUSTMENTS AND CHANGES ARE AT THE DISCRETION OF THE FIRST FRIDAYS COMMITTEE.**

It is necessary to call/email and reserve your booth space two weeks in advance of each event, and final booth number assignments will be issued the Monday prior to the event. A courtesy call is required if you are unable to attend so your booth space may be reassigned for that particular event.

Any artist who misses two consecutive First Fridays events that are not weather related or First Fridays committee-related, may forfeit his/her regular booth space and be assigned to another location. **This does not apply for artists who have paid for the year in advance.**

SAFETY

Extension cords must be securely taped to the sidewalk. Sidewalks must be free from tripping hazards.

RAIN CANCELLATIONS

Should it be necessary to cancel a First Fridays event due to inclement weather, a pre-paid credit will be offered for the next event.

COMMON COURTESY AND RESPECT

- The First Fridays Florence committee will deal honestly and courteously with artists and performers. The same is expected from the exhibitors.
- No booth space may interfere with the entrance to any business.
- It is strongly suggested that the artist or performer introduce himself/herself to the business owner or manager located near his/her booth and detail his/her intentions for the event.
- Establish a working relationship with the business owner if possible.
- Respect the artist booths near you.
- IT IS STRONGLY SUGGESTED THAT YOUR BOOTH SPACES ARE NON-SMOKING AREAS.

VIOLATIONS

While the First Fridays Committee recognizes some noise is acceptable in a public event, complaints about excessive noise will be addressed. If a problem is not resolved amicably between the First Fridays Committee and artist/participant, a referral to the City of Florence Police Department will be made. The Police Department will make the final determination whether a noise violation has occurred. The First Fridays Committee will generally handle noise complaints by issuing up to two verbal warnings to the person or person's responsible for the noise. If two warnings fail to correct the problem, action by law enforcement authorities and/or refusal to be allowed to perform at future First Fridays events may result. Consequences for noise violators may include restriction from use of Downtown city-owned facilities, e.g. electrical outlets, for a period of time. The artist contact on file will be notified of any action taken in writing.

The First Fridays Committee reserves the right to accept or refuse any artist, musician, author, performer or group participation based on these guidelines and/or First Fridays Committee discretion. Any artist, musician, performer or group arriving at a First Fridays event without having been approved by the review committee will be asked to leave.

CONTACT

Should you have any questions about First Fridays Florence, you may contact Ms. Silka Miller, First Fridays Committee Chair via any of the following methods:

First Fridays Florence
P.O. Box 431
Florence, AL 35631

877.290.8880
info@firstfridaysflorence.com
www.FirstFridaysFlorence.com

All policies and procedures are subject to change.

© 2006-2011 Downtown Florence Unlimited (DFU). All Rights Reserved. Rev 1-25-11. www.FirstFridaysFlorence.com