



EVENT GUIDELINES

Mission Statement

To provide a service to artists representing all forms of the arts a vehicle 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 dates:

The First Fridays in Florence is held the first Friday of each month from March through December. The event begins at 5 o'clock p.m. and ends at 8 o'clock p.m.

Submitting Photos for New Vendor Review

All potential new vendors must go through a Selection Committee review process. This includes the submission of 1-2 digital photos of your work to info@FirstFridaysFlorence.com.

IMPORTANT NOTE:

Due to limited server space, submitted photos cannot exceed 1 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 on our website Contact page. The review process for traditional mail submissions will take up to three weeks.

2010 EVENT FEES AND BENEFITS:

Beginning with the April 2010 event, a nominal \$10 fee per event for each exhibitor who is selling a product or service will be required. If an exhibitor chooses to pay for the remaining 2010 schedule in advance, a discount will be offered, with final the cost being \$75.00. Other advance reservation purchases at varying numbers of events may be offered throughout the year. Contact the First Fridays office for more details.

Those who participate in 2 or more events during the year will receive:

- A page on the new First Fridays website with a photo and description of your work or business, and a link to your website or email.
- First choice of booth location for those who pay for each event in advance (a booth diagram will be sent to you upon receipt of payment).
- A posting on the First Fridays Facebook page describing your product or service. Postings will be made on a regular basis, rotating the featured artist or business, with the intent of covering exhibitors each time they exhibit.
- Discount for those who prepay for the remaining 2010-event schedule (\$75 total).
- Plus coverage of artists and businesses in other marketing and public relations efforts as opportunities become available.

If you would like to pay your \$10 fee for the April event (or the remaining event schedule with discount) in advance, please send your payment to: **First Fridays Florence • P.O. Box 431 • Florence, AL 35631**. Otherwise, payments can be made the day of the event at the on-site First Fridays Information Center. REMEMBER: Regardless of your payment choice, advance notice of your attendance, and a booth assignment by First Fridays is still required.

Remember to also include a photo of your work, a description and website or email information that you wish to share. If you would prefer to email this information, please send it to info@firstfridaysflorence.com. If you have additional questions, please call toll-free **877-290-8880**.

PARTICIPANT POLICIES:

ARTISTS

Artists who have never participated or artists who have but are introducing something new beyond the genre of what has previously been accepted are required to submit photo, slide, website or actual piece of work to the First Fridays Review Committee by the second Tuesday of each month (at least two weeks prior to the following First Fridays event). The artist who actually created the work is required to be on site at all times. No agents, dealers or representatives may attend in the place of the artist.

Juried Standards:

- 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.
- Traditional crafts must be historically accurate and well executed.
- Reproductions of original work must involve handwork or direct supervision by the artist.
- On-site demonstration is strongly encouraged. Education is a key to appreciation.

The following are not acceptable:

- Embellished items
- Objects from commercial kits, molds, or patterns
- Direct buy / resell items
- Imported or manufactured goods

A jury system has been put into effect as of May 2006 to address inquiries for acceptance as a First Fridays participant.

MUSICIAN AND PERFORMER REQUIREMENTS

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 following First Fridays event. See "Participation" and "Availability of Space" sections for contact information. In certain cases, businesses may sponsor a particular performer to setup outdoors, these booth locations must be approved two weeks in advance and adhere to the sound requirements below. Written proof of sponsorship by the PROPERTY OWNER must be provided to the First Fridays Committee.

SOUND REQUIREMENTS

Acoustic music is allowed during First Fridays with an exception of amplified music for Feature Performances only or music held indoors. 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 setup along Tuscaloosa Street (adjacent to Court Street).

GROUP BOOTHS (non-individual artists)

The First Fridays committee schedules non-profit and profit business organizations booth spaces two weeks prior to each event. Business Group entry forms are available from the First Fridays committee by email request at info@firstfridaysflorence.com or by calling 877-290-8880.

Non-Profit Groups

Non-profit groups are restricted to three participants per event and are allocated booth space through a pre-paid setup fee of \$25 per event. Non-profit status may be requested by the committee prior to participation approval.

For-Profit Groups

For-profit groups are restricted to two participants per event and are allocated booth space through a pre-paid setup fee of \$75 per event. *

Business Sponsored Groups

Downtown business PROPERTY OWNERS may sponsor a non-profit or for-profit group, written approval must be provided to the First Fridays committee two weeks prior to each event. The reservation fee of \$25 (non-profit group) or \$75 (for-profit group) plus a \$150 (retail group*) fee, if applicable, will be paid by the business sponsor.

***Retail group reservation fee: A for-profit group selling items is required to pay \$150 for each event.**

PARTICIPATION REQUIREMENTS FOR EACH FIRST FRIDAYS EVENT

1. Call First Fridays at (877) 290-8880 for booth allocation and reservation or email us at info@firstfridaysflorence.com.
2. Request or print out a set of the guidelines from our website, www.firstfridaysflorence.com and read carefully as all participants are required to adhere to the guidelines.

Availability of Space

All event space is assigned. You may call the telephone number mentioned above. Amount of space is based upon 10ft x 10ft, if more space is needed please make us aware of the need. Public and business entrance access routes cannot be blocked.

It is necessary to call and reserve your booth space two weeks in advance of each event. A courtesy call is required if you are unable to attend, so your booth space may be reassigned for that particular event.

Note: Any artist who misses two consecutive FF Events that are not weather related or First Friday committee related, will forfeit his/her regular space and may be assigned to another location.

Common Courtesy and Respect

- The First Fridays in Florence committee will deal honestly and courteously with exhibitors. The same is expected from the exhibitors.
- No exhibitor may interfere with the entrance to any business.

- It is strongly suggested that the exhibitor introduce himself/herself to the business owner or manager and detail their intentions for the event.
- Establish a working relationship with the business owner if possible.
- Respect the vendor 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, 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 in charge of the performance. If two warnings fail, 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. Violations of the First Fridays participant guidelines will be enforced through the City of Florence and/or full extent of the law.

SAFETY

When using supplemental lighting, extension cords must be securely taped to the sidewalk. Sidewalks must be free from tripping hazards.