



## Introducing ***First Friday Santa Rosa- the Downtown Art walk!***

***Join us in this inaugural event series that will bring people to shop, dine and enjoy the arts in downtown Santa Rosa!***

### ***Dear Visual Artist,***

Over the course of the last several months, representatives from the City of Santa Rosa, Santa Rosa Main Street, the Arts Council of Sonoma County and Community Foundation Sonoma County have met in an effort to coordinate ***First Friday***, an art walk that will occur the first Friday of every month, from 5:00-8:00pm, between June and November 2006. The ***First Friday*** Steering Committee appreciates this opportunity to share the details of this event with you, and we hope that after reading this, you may wish to participate as an artist.

**THE GOAL:** ***First Friday*** is designed to bring artists and businesses together for greater accessibility to the arts and for the development of a strong and vital downtown Santa Rosa.

**THE EVENT:** Every ***First Friday*** evening of each month, between June and November 2006, from 5:00-8:00pm, downtown will be the stage for the pairing of dozens of local artists with dozens of local downtown Santa Rosa businesses. Artists' work will be displayed inside or possibly on the adjacent sidewalk of participating businesses. ***First Friday*** attendees will be greeted by local Sonoma County artists displaying and selling art work, exclusively featured that evening. While attendees stroll, they'll enjoy relaxing sounds from roving musicians. ***First Friday*** will be free to the public and will take place in downtown Santa Rosa in the Courthouse Square district. An information booth will be present.

**THE FOOTPRINT:** The footprint of the event extends throughout the Courthouse Square district. Rosie the Trolley will be on hand following the event footprint, transporting event goers from various destinations, including the Sonoma County Museum and the Arts Council Gallery.

**THE BUZZ:** Through advertising, marketing materials, news articles, and a community 'buzz', the public will be enticed to visit downtown Santa Rosa businesses that are hosting local Sonoma County artists. Event marketing is provided by the ***First Friday*** Sponsors and will be featured in local media (TV, radio, and newspapers), and a website: [www.firstfridaysantarosa.com](http://www.firstfridaysantarosa.com). The ***First Friday*** Event Steering Committee's marketing and promotions strategy included advertisements in the Press Democrat and a radio campaign, press releases for articles, a brochure/rack card (lists participating businesses and artists, event map, and details the event), ***First Friday*** window decals for business windows, ***First Friday*** stickers for attendees to identify their membership in the night's event, an information booth at the event (to promote downtown businesses, direct attendees, and provide assistance) and balloons to mark the route.

**SUCCESS OF ARTWALKS:** ***First Friday*** is a successful event in many vibrant cities across the country including, Portland OR, Lancaster PA, Palo Alto CA and Scottsdale AZ. Lancaster has enjoyed their ***First Friday*** program for 6 years and it has contributed to an amazing revitalization of their once sleepy downtown city center. "There is so much positive energy," says Kelly Withum, head of the Downtown Investment District

(DID). “The gallery scene has grown and more and more businesses are joining in to reap the benefits. People are realizing the arts have a very strong impact on economic development.”

We hope to do the same in Santa Rosa! Please join us in this monthly event by registering to display your art in a participating business, or on the adjacent sidewalk. *First Friday* will be free to the public and will take place Downtown Santa Rosa in the Courthouse Square district.

**“YES! I WOULD LIKE TO PARTICIPATE!”**

You can participate in all or some of the following event dates: June 2, July 7, August 4, September 1, October 6 and November 3, from 5:00-8:00pm. Note: We do encourage participating in multiple dates, as it will create a ‘routine’ stop for attendees, and give you optimum exposure. Please understand that artist locations are assigned by the arts council and may alternate from month to month depending on business involvement or other factors.

- **FIRST STEP: Enclosed, please find a Artist’s Participation Form**
  1. ***Please compete it and return it with a digital image by Friday, June 12th to:***  
**Arts Council of Sonoma County**  
**529 Fifth Street**  
**Santa Rosa, CA 95401**  
**Attn: Art walk**
  2. **or fax it to: (707) 542-3412.**
  3. **or email to [artists@firstfridaysantarosa.com](mailto:artists@firstfridaysantarosa.com)**
  
- **NEXT STEPS:**
  1. Upon receiving confirmation of your participation and reviewing your specifications, the *First Friday* Event Steering Committee will tailor fit and notify you of the business they have selected for your display.
  2. You will be given instructions when to arrive, how much space there is to display and the contact name at the business.
  3. We will provide you with promotional flyers and/or rack cards-*Pass these out to your clients letting them know about this inaugural event!*

Visit the *First Friday* website for more information (to be updated in coming weeks):  
[www.firstfridaysantarosa.com](http://www.firstfridaysantarosa.com).

If you have any questions, please call the Arts Council at (707) 579-2787 ext. 2#

***Remember the deadline is June 12th! (Please see attached forms.) We look forward to teaming up with you as we invite the community to enjoy art and culture in downtown Santa Rosa!***



*Thank you!!*

*~The Steering Committee for **First Friday** in downtown Santa Rosa*