



# 2019 FIRST FRIDAYS PARTICIPANT/VENDORS GUIDELINES

## WELCOME VENDORS AND EXHIBITORS

### MEET THE FIRST FRIDAYS COMMITTEE

The Downtown Florence Alliance First Fridays Committee is composed of a group of community-spirited volunteers dedicated to organizing and presenting exciting monthly events in Historic Downtown Florence.

### 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, with the exception of summer months: June, July, and August. During these months, the event will begin at 5pm and end at 9pm.

### 2019 EVENT FEES AND BENEFITS:

#### Annual Artist Booth Fee - \$125

This is a **savings of \$100** when artists pay for the year in advance.

Benefits to paying for the year in advance include:

- ✎ Annual Artists who pay by February 20, 2019, will be listed on the First Fridays Vendors page on the First Fridays Florence website ([www.firstfridaysflorence.org](http://www.firstfridaysflorence.org))
- ✎ First choice of booth location. All efforts will be made to assign an exhibitor to his/her first, second, or third choice of booth spaces. Booths will be assigned on a first-come, first-served basis. Same booth location will be guaranteed.
- ✎ Coverage of artists in other marketing and public relations efforts as opportunities become available.

**Monthly Artist Booth Fee - \$25 in advance. Monthly subscribers have no guarantee of consistent booth location. ONLY ARTISTS WHO PAY ANNUALLY ARE GUARANTEED SAME BOOTH LOCATIONS. You must pay for your booth before the event. You can pay by check or credit card. Booth spaces will not be assigned until payment is received.**

All Artists, whether yearly or monthly, provide their own table, chairs, and display materials. While power does exist on Court Street, not all booths have access, 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 OR pay by credit card for booth payment to: First Fridays Florence • P.O. Box 431 • Florence, AL 35631. **If checks are returned for non-sufficient funds, vendors will be required to pay the monthly fee and all associated fees in cash. Only cash will be accepted for all subsequent months.**

**REMEMBER:** Regardless of your payment choice, artist approval, advance notice of your attendance, and a booth assignment by the First Fridays committee **IS REQUIRED OF ALL VENDORS**. 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. **ALL DOWNTOWN AREAS DURING FIRST FRIDAYS ARE PERMITTED BY THE CITY TO FIRST FRIDAYS – ANY VENDOR REGARDLESS OF STORE AFFILIATION MUST CONTACT FIRST FRIDAYS TO BE ALLOWED TO SET-UP AT THIS EVENT.**

#### **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) and 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.

Pay for the year and get a permanent space! Best value!

**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/email is required FROM ALL YEARLY AND MONTHLY VENDORS 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 will forfeit his/her regular booth space, unless you have given proper notification to the vendor coordinator.

## PARTICIPANT POLICIES

**Anyone who wishes to participate in First Fridays must submit the application with all other required information to [info@firstfridaysflorence.org](mailto:info@firstfridaysflorence.org). Read below for details.**

### ARTISTS

All new artists or month by month artists from the previous year are required to submit photos of their work annually before being allowed to become an exhibitor at First Fridays Florence, or if you are a repeat yearly vendor and are introducing a new product. **RETURNING YEARLY VENDORS NEED NOT REAPPLY. Send an email to [info@firstfridaysflorence.org](mailto:info@firstfridaysflorence.org) along with your \$125 fee.** (Note: all vendors are still reviewed by the review committee before approval for the year). New and monthly vendors are required to submit photos, a website, or several pieces of work to the First Fridays Review Committee for approval at least three 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.org](mailto:info@firstfridaysflorence.org) along with the completed application (the application may be found at the end of the Guidelines).

***IMPORTANT NOTE:*** Due to limited server space, submitted photos cannot exceed 500k (or ½ 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 postal mail. The review process for postal mail submissions will take up to three weeks. Artist's photos and/or other pieces WILL NOT be returned after submission.

- ✎ 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 may take up to two weeks.
- ✎ 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.
- ✎ 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.

**Only items previously approved are allowed to be displayed and sold. If a vendor is found in violation, you will be asked to remove your items immediately. We reserve the right to revoke future First Friday Booth privileges.**

**If you are not approved as a First Fridays vendor, please feel free to reapply. Artists may re-apply, following the guidelines above, a maximum of three times per calendar year. Photo quality can make a difference in the review process.**

## 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.
- ✂ 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 items.
- ✂ **Any items that do not meet the Review Committee's standards and qualifications are subject to not being approved at the discretion of the Review Committee.**

## 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 [music@firstfridaysflorence.org](mailto:music@firstfridaysflorence.org) requesting to play or perform at a selected First Fridays date, along with a digital press kit or other web-based media to be reviewed by a selection committee. 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 that takes place 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.

**Please Note: The First Fridays Committee does not have authority to waive City noise ordinances. If your performance or activity uses amplification or generates unusually loud noise, you need permission from the First Fridays Committee and you need to apply for a permit from the Florence Police Department.**

## **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.

## **NON-PROFIT GROUP BOOTHS** (non-individual artists)

The First Fridays committee schedules non-profit booth spaces. Non-profit groups are invited to participate at First Fridays on a first-come, first-served basis. There is a limit of three non-profit groups allowed at each First Fridays event. Each non-profit group may 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. **There is a \$20 booth fee for non-profit groups.** Proof of non-profit status is required prior to participation approval. **Local charities are given first preference.**

## **EDUCATIONAL INSTITUTIONS**

Institutions of learning that are run by either local or state government, or are funded in such a way as to be considered state facilities, shall be allowed to participate in First Fridays events on a case-by-case basis. Prior approval must be acquired from the First Fridays Committee, and activities and/or themes during the event must be approved **in advance**. Contact the First Fridays Committee for more details.

## **FOOD VENDORS**

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 and photos of your set-up and foods. There is a limit of three food vendors allowed at each First Fridays event, you cannot sell foods that conflict with the downtown restaurants. Food vendors cannot be set-up within 120 feet of a established restaurant and are reviewed and accepted on a case by case basis. If approved, vendor must provide required health permits, be an insured vendor, and/or an Auburn Batch Report Analysis. Final approval of food vendors will come from the City of Florence. Extension cords must be securely taped to the sidewalk. Sidewalks must be free from tripping hazards.

## **CANCELLATIONS**

First Fridays takes place rain or shine. Should it be necessary to cancel a First Fridays event under any circumstances, the First Fridays Committee will make every effort to contact you via multiple outlets (TV, email, Facebook, radio).

**COMMON COURTESY AND RESPECT – please follow these rules, no marked lines for booths so be respectful with the vendor setting next to you!**

- ✂ 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, and the First Fridays Committee members – they are all volunteers trying to help you have a great place to sell your product. Conflicts can cause loss of booth spaces so please play fair.
- ✂ **BOOTH SPACES ARE DESIGNATED 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 persons 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 the First Fridays Committee Chair Rachel Daniel, via any of the following methods:

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

877.290.8880  
info@firstfridaysflorence.org  
www.FirstFridaysFlorence.org

By submitting your payment either annually or monthly, you are agreeing to these terms and conditions.

All policies and procedures are subject to change.

**SEE APPLICATION BELOW**

## **2019 FIRST FRIDAYS APPLICATION**

**NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

\_\_\_\_\_

**EMAIL:** \_\_\_\_\_

**HOME PHONE:** \_\_\_\_\_

**CELL PHONE:** \_\_\_\_\_

**Applying as (please check one):**

Artist \_\_\_\_\_

Musician/performer \_\_\_\_\_

Author \_\_\_\_\_

Non-Profit \_\_\_\_\_

Educational Institution \_\_\_\_\_

**For artist applicants only (please check one):**

Yearly \_\_\_\_\_ Monthly \_\_\_\_\_

**Description of art to be sold/activities to be performed/music:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please email this form, along with all other requirements (photos, digital media kits, etc) to [info@firstfridaysflorence.org](mailto:info@firstfridaysflorence.org).

By signing this form, you are agreeing with the terms and conditions set forth in the 2019 First Fridays Guidelines.

\_\_\_\_\_  
**Print - Name of Applicant**

\_\_\_\_\_  
**Signature of Applicant**

\_\_\_\_\_  
**Date**

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(Official Use Only below line)

Status: Approved \_\_\_\_\_ Not Approved \_\_\_\_\_ Date \_\_\_\_\_