

How to become a First Friday Art Walk Participating Location:

First Friday of Every Month – All Year Long – 5 to 8pm

First Friday Art Walk is an Old Town sponsored event made possible by all of our participating art galleries, restaurants, retailers and businesses. It has grown into a very successful event in our community. On the First Friday of each month guests are invited from 5-8pm to view and enjoy all types of art displayed or performed in participating locations. During and after Art Walk you will see our restaurants and bars are very busy!

All businesses in the Old Town area are invited and encouraged to participate in Art Walk. Jane Warnock is our First Friday Art Walk Coordinator and has done a wonderful job for the past couple of years. Jane spends hours every month sending reminders, collecting the information about who is doing what, she writes the article for the Idaho State Journal and keeps everyone motivated. The next time you see Jane, please thank her for her time and efforts!

If you would like to become an Art Walk Location, please email Jane at artwalkotp@gmail.com. Each participating location should schedule your art or artist. If you need help scheduling an artist, please let Jane know. She tries to keep a list of artists who would love to display their art. Please remember this is an “art” event and your location should have a form of art on display or being performed from 5-8pm.

Old Town provides Art Walk posters and sidewalk signs to help promote the event. We have an Art Walk brochure that is available either printed or on our website. We also upload the First Friday Art Walk guide on our website each month.

Do you need a First Friday Art Walk poster? We provide these free of charge, just let Jane know at artwalkotp@gmail.com how many posters you want and we will deliver them. We encourage you to keep the posters up all month to heighten awareness about the event.

Do you need a sidewalk sign? First we need to know if you have received one in the past and no longer have it? Old Town provides the first sidewalk sign at no charge. They are \$45 each after that, which is the replacement cost. We encourage you to put a weight under the sign when you place it out on the sidewalk. With our windy weather, it's the safest way to keep your sign and not have to replace it. Signs should be out when Art Walk starts at 5pm, or earlier in the day to help promote the event. Watch the weather and use your good judgment.

SUBMISSION DEADLINE: Each month Jane sends an email asking for information about who you will have as your featured art or artist for the next Art Walk. She typically sends the email at the beginning of the last week of the month. The submission deadline for First Friday Art Walk is Noon on the last Friday of each month. All submissions should be emailed to artwalkotp@gmail.com. If we don't hear from you by Noon on the last Friday of each month, we will not be able to include you in the Idaho State Journal article or on the event guide that is posted on the Old Town website. We all have deadlines and calendars. We ask that you please help Art Walk run smoothly by submitting your information on time.

We can't make any guarantees about what will be included in the Journal article. We only have 500 words. We try our very best to include everyone. The Journal provides the article space as a courtesy to Old Town and we are very grateful. DO NOT submit your information directly to the Journal because you will not be included. We have a process in place to make it easy for everyone. The key is to make sure you submit your information to Jane at artwalkotp@gmail.com by Noon on the last Friday of every month. Please be nice to your neighbors and respect the process.

If you have a special artist, are celebrating a special anniversary or sale, a grand opening, etc.... or have a news worthy activity taking place, you are welcome to submit a separate press release

to the Journal and other media outlets. It will be up to them to determine if they will print or feature your press/news release as a separate item.

RULES: There are no rules with art. We try not to enforce any rules related to Art Walk. Just be sure to submit your information on time so we can include you. If you miss the Journal deadline, it's OK, you can still participate. Simply put your sidewalk sign out, open your door and folks will come. You can provide refreshments if you choose. It's a great idea because it will keep folks in your place for a longer period of time. Demonstrations are a great idea. Be creative! Music, food, photography, jewelry, sidewalk chalk, can all be art forms. Keep it fresh, new, and innovative and folks will keep coming back!

IMPORTANT REMINDERS: If you are serving alcohol as a refreshment inside your establishment and are **not charging**, please make sure you do two things. 1. Pay attention to age and when in doubt ask for ID. You should not serve to anyone under 21. Please be careful about who you serve so we don't have any problems. 2. Please remind your guests to consume all alcohol on your premises. Do not take open glasses, cups, bottles, cans, etc...containing alcohol onto City sidewalks. That is considered an open container and you certainly don't want your guests ticketed by the Police Department.

If you are **charging** for drinks during Art Walk that contain any type of alcohol and do not have a permit to do so, you should stop immediately. There are strict laws that govern the sale of alcohol, including beer and wine without a permit. Please let's not jeopardize your business and this wonderful event!

If you have any questions please let Jane know at the artwalkotp@gmail.com address. Thank you for your participating and for helping to make Old Town the center for Art in our community!