

First Fridays in Florence Guidelines 2008

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 every month throughout the year. The event begins at 5 o'clock p.m. and ends at 8 o'clock p.m.

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 the Book Lion Shoppe in downtown Florence to see about approval 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 public 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.

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.

The First Fridays Committee reserves the right to revise these Participant Guidelines at its discretion, so check back from time to time to be sure you are complying with the current version (the version date is located at the bottom of each page).