

# First Friday Artwalks 2017

## Business Sign-up

Dear Nevada City Business Owner,

We are entering our fifth season of First Friday Artwalks with many exciting plans for the upcoming season. The mission of the Nevada City Artwalk is to increase awareness, appreciation and participation in the Arts in our local community while also increasing commerce for local businesses in the downtown Nevada City area. Participating Downtown businesses feature local artists and host a reception/open house every First Friday evening monthly. We have seen the increased revenue and foot traffic for participating businesses and throughout downtown during the last four years of Artwalks and look forward to seeing this event grow with your continued support.

Participants are encouraged to stay open until 8 or 9pm every first Friday of each month and will host a reception (i.e. Local Artist, Trunk Show, and/or Performance). We have a roster of curated artists who are interested in being featured and can help "curate" a local artist for your business if needed. There will be live music of interest to all demographics and interactive arts activities at different locations throughout downtown (all free to the public).

**This is a family-friendly event and will be encouraging people to shop INSIDE the stores.**

### The benefits to being a participant are:

Supporting a downtown event which is designed to get folks strolling downtown and INSIDE the stores. Your business will be featured on the Artwalk map which 500-1000 copies get printed and distributed during each event.

We will have an active and aggressive Facebook/Instagram marketing campaign with daily featured businesses with links to your website or Facebook page. Even if your business is not on social media, your name is seen by thousands who are.

### First Friday Dates for 2017 Season are;

May 5th, June 2nd, July 7th, August 4th. MARK YOUR CALENDAR!

### Sign-ups are now for the entire season (May-August). Contribution for all 4 months is \$200 (\$50/mo). Due April 5th.

If you are interested in participating please fill out this form and return to Cynthia Levesque at Neva Co, 400 Broad St (No later than April 5th). Make checks payable to Nevada City Chamber of Commerce

Business Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Business Address \_\_\_\_\_

Phone # \_\_\_\_\_ Email \_\_\_\_\_

**Please indicate if you would like help in finding an artist to be featured in your shop. For the integrity of the event and for better success for all it is best if all participants feature a local artist in some way. Ways a business can participate; feature an artist, sponsor a performance, display art in their window, host interactive activities, poetry readings, book signings and other "outside the box" ideas...we are here to help with creatives.**

**Would you like for us to curate artists for you? Yes/no \_\_\_\_\_**

If so, please describe the space available to feature art, or if you would prefer a musician, poetry reading or other idea;

\_\_\_\_\_

If you would like to find your own artists please email that information to Cynthia (nevacoboutique@gmail.com) a month in advance so that it may be included on the map and in other promotional materials. Cynthia will follow up as well.

One time payment of \$200 \_\_\_\_\_ Due April 15th

Monthly Payment Plan (\$50 mo to be collected via CC 2 weeks prior to each First Friday).

CC# \_\_\_\_\_ ex \_\_\_\_\_ sc \_\_\_\_\_ billing zip code \_\_\_\_\_

Please call or email Cynthia Levesque with ANY questions, concerns, comments, suggestions, etc.

Tel 530-575-8846 email nevacoboutique@gmail.com