



First Friday Art Stroll Guidelines

Mission, "Our goal is to promote and celebrate the arts and local artists in collaboration with our downtown businesses, galleries, and restaurants by providing our community with a free public event and an evening of Art."

To participate in the First Friday Art Stroll a gallery or business must change its display every month and be open to the public with regular operating hours.

1. The Art Stroll will take place on the First Friday of every month, 12 months a year. Participating galleries/businesses shall be open to the public from 6pm to 9pm with the option to all participants of being open both earlier and later.
2. Participating Galleries and businesses will be responsible:
 - a. to let Ogden City Arts know if they are participating at least two weeks in advance.
 - b. to provide their own refreshments if desired
 - c. Each venue will be responsible for finding their own artist to host.
 - d. Check the Local Artist Database on ogdencity.com/arts if needing an artist to host.
3. Ogden City Arts will provide a logo that each participant must use when promoting/advertising the event.
4. Ogden City Arts will be responsible for centralized promotions as a Downtown event in ways such as websites, Facebook, email, pamphlets in hotel lobbies and other print media.
5. The Ogden City Arts Coordinator will specifically post on OCA calendar, OCA Facebook, and in email "blast".
6. The ogdencity.com/arts map will include participating Galleries/Businesses and list of available local artists.
7. Each participating gallery/business should rotate their exhibits monthly.
8. Each gallery must participate at least 10 months out of the year if they wish to be listed on the Ogden City Arts website and or be promoted on the website.
9. Ogden City Arts will provide a Flag for each participating gallery. You MUST place the flag in front of your gallery by 10am on the First Friday of the month and leave it up until the stroll is over. Galleries are responsible for replacing the flags if they are lost or damaged.
10. Galleries must provide current information each month to be included in the press release and for a push on social media. Lorie will send a reminder email each month with a deadline that must be met to be included in all marketing.
11. Please share information on your website or Facebook page each month, keep First Friday flyers in your gallery/business in the public pick up area and promote the First Friday Stroll.

Ogden City Arts

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