

Membership Orientation Packet



What is First Fridays Artswalk?

First Fridays Artswalk is a monthly program in Downtown Pittsfield that connects businesses, galleries, artists, and the community in an effort to put on an “Artswalk” on the first Friday of every month from 5 to 8 pm.

Businesses and galleries join the program and agree to host a different artist in their venue every month. The Artswalk committee distributes a monthly flyer/map featuring all venues and artists for the current month, as well as coordinates a wide array of other advertising.

On the first Friday of the month, venues stay open during the 5 to 8 pm time frame and host their featured artist at a reception with food/drink provided by the artist. The Artswalk is self-guided; however, there is also a guided walking tour that takes participants through all of the venues for free!

Venues enjoy increased traffic to their locations by people on the Artswalk and the artists enjoy the opportunity to display and sell their work.

The community is encouraged to not only come out on the first Friday of the month, but ALL MONTH LONG to see the art!



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Who is Our Audience?

From young singles to professionals to artists and art collectors, those that head out for a stroll on the evening of the first Friday of the month are looking for a relaxing way to spend an evening socializing, enjoying art and exploring what the downtown Pittsfield businesses have to offer.



How Do I Become a Member?

There is a \$200 membership fee which covers one year of participation in First Fridays Artswalk. Please contact Downtown Pittsfield, Inc. for other membership options.

Please make your membership fee payable to DPCA. Due dates will be assessed by Downtown Pittsfield, Inc. 33 Dunham Mall, Suite 101. Pittsfield, MA.

***Is membership not the right fit for you? Ask us for our sponsorship package!
There are in-kind and volunteer opportunities as well!***

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Coverage/Press/Marketing= **BANG** for YOUR BUCK!



for your



Your \$200 year-long membership fee goes a long way!
Here are some of the ways we are getting your name out there:

*Hundreds of articles in various print and online publications, including The Boston Globe, Our Berkshire Times, The Berkshire Eagle, Berkshire Trade & Commerce, The Berkshire Edge, and The Pittsfield Gazette

*Over 1,000 brochure maps printed monthly with new featured artists, distributed throughout downtown Pittsfield and select hospitality locations

*Near daily Social Media Coverage on our Facebook page with links to your Facebook pages. Our Facebook page has seen tremendous growth and is at 6475 likes and growing everyday! Extra social media coverage on our Twitter and Instagram!



*Monthly "Artswalk Preview e-Newsletter" which is a detailed breakdown with images and links to your specific location and featured artist(s). Besides being sent to our Artswalk contacts, it is also forwarded to the Office of Cultural Development's 4,000+ readers!

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Coverage/Press/Marketing= **BANG** for YOUR BUCK!

*Featured in Downtown Pittsfield, Inc.'s brochure ("Experience Pittsfield: Downtown & Beyond") with a 50,000 circulation

*Presence on DowntownPittsfield.com and on Downtown Pittsfield, Inc.'s social media and e-newsletter

*Presence on DiscoverPittsfield.com and on the Office of Cultural Development's social media and e-newsletter

*Your venue, contact information, and artist information are listed on our website, www.FirstFridaysArtswalk.com

*3000 color Artswalk bookmarks circulated to the venues, info sites, Manchester VT, Northampton, Hudson Chambers and various locations.

*Distribution monthly to dozens of media contacts promoting the upcoming First Fridays Artswalk

*Half page ad in the Barrington Stage playbill distributed to 51,000 patrons who visit their three theatres from May through October.

*Artswalk appears in the Berkshire Eagle Community Calendar day before and day of Artswalk.

*One (1) ad per month in the Pittsfield Gazette

*Artswalk slide at The Beacon Cinema displayed for all movie previews

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Could there possibly be **MORE BANG** for **YOUR BUCK**?!



ABSOLUTELY!

*Berkshire Chamber of Commerce Member with Printed and Online Directory Listing

*Berkshire Visitor's Bureau Member with a listing online at Berkshires.org, the #1 Google ranked website for the Berkshires.

*Listing and display ad in *The Berkshires* tourist directory booklet with 150,000 copies distributed annually at over 500 distribution points throughout the Berkshires and surrounding areas, including at 200 lodging and time share properties.

*First Fridays Artswalk flags distributed to all participating venues to be hung outside their location

*Guided First Fridays Artswalk Tour each first Friday of the month bringing groups of attendees to each participating venue

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Important Contacts

Artswalk Coordinator Email: info@firstfridaysartswalk.com

*(Direct communication to our Lead Artswalk Coordinator.
Email questions, concerns, events, venue information, artist information- any
and all information pertinent to your involvement in First Fridays Artswalk!)*

Downtown Pittsfield, Inc./Artswalk Phone: 413-443-6501

Mailing Address: First Fridays Artswalk | 33 Dunham Mall,
Suite 101, Pittsfield MA 01201

Website: www.FirstFridaysArtswalk.com



Facebook Page: <https://www.facebook.com/FirstFridaysArtswalk>



Twitter Page: https://twitter.com/FF_Artswalk



Instagram: <http://instagram.com/firstfridaysartswalk#>

**Need help finding an artist? Contact co-founder Mary McGinnis directly at
413-464-2127 or email info@firstfridaysartswalk.com**

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2018-19 First Fridays Artswalks:

All Artswalks are 5 to 8 pm.

- February 2nd, 2018**
- March 2nd, 2018**
- April 6th, 2018**
- May 4th, 2018**
- June 1st, 2018**
- July 6th, 2018**
- August 3rd, 2018**
- September 7th, 2018**
- October 5th, 2018**
- November 2nd, 2018**
- December 7th, 2018**
- February 1st, 2019**

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What We Ask of You

- 1) We ask that you be **open during the hours of First Fridays Artswalk**, 5 to 8 pm on the first Friday of every month. **We ask that you let us know IMMEDIATELY if you CANNOT be open.**
- 2) We ask that you allow your featured artist(s) to host a reception in your venue during the hours of First Fridays Artswalk so that he/she can promote their art. **NOTE that you are not required to provide any food/beverage items for your artist(s)'s reception. They will handle that on their own.**
- 3) We ask that you allow your featured artist to place business cards or postcards in your venue so that he/she can promote their art.
- 4) We ask that you allow us to place First Fridays Artswalk maps/flyers, decals/flags in your location.
- 5) **We ask that you try your best to book your own artists from month to month.** Help from the Artswalk committee is available for venues in need of assistance.
- 6) **We ask that you coordinate directly with your artist(s) as to appropriate times to hang and take down their art.** If we have booked your artist(s) for you, we will guarantee to provide you with their contact information.
- 7) **We ask that you coordinate directly with your artist(s) to obtain the following information needed for promotional purposes:**
Please include ALL of the following:
 - Artist(s) name and their phone number(s) and/or email address(es)
 - Digital image(s) of their artwork (high resolution i.e. 300 dpi if possible)
 - Artist's statement and/or description of the art show (please include a title of the show if applicable and the mediums used)
 - Special attractions/unique features of the show (including whether you are hosting an opening reception)

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What We Ask of You Continued...

- 7) **We ask that you respond to any correspondence from the First Fridays Artswalk coordinator.**
- 8) As we all have a different database of contacts respective to our specific endeavors, it is a GREAT IDEA and **you are encouraged to promote your Artswalk events independently as well.**

The ARTSWALK logo will be made available to you in print and digital versions for use on your specific materials.

TIPS FOR PROMOTING YOUR VENUE/ARTIST:

Once you've received a press release, image(s) and/or other artist information from your featured artist, you can copy and paste this information to your Facebook, website, newsletter, etc.

Here are some suggestions:

- Post the press release on your Facebook and on the Facebook page for "First Fridays Artswalk" . Tag your venue and "First Fridays Artswalk" in your post.
- Create a Facebook event for your specific opening/reception using your press release as copy. Invite your friend lists and share your event with the "First Fridays Artswalk" page.
- Share "First Fridays Artswalk"'s Facebook event and status updates with your page.
- Create a page on your website listing current and upcoming artists using information from the Artswalk committee and your press releases as copy.
- If you collect email contacts, create an e-mail or e-Newsletter and use your press release and image(s) as copy. (Mail Chimp is a great free resource.)
- Use your press release to create signage for your artists if they have not provided any. Always have a plastic frame available for your artists to put their artist statement or create a sign for them. Put this frame in a visible place.

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Monthly Checklist

- You have found your venue and an artist for the upcoming month.
- If you do not have an artist, you have contacted the First Fridays Artswalk committee via Mary at 413-464-2127 or via email at info@firstfridaysartswalk.com so that someone may help you find an artist.
- You have coordinated with your current and upcoming artist as to take down and installation of current and new works. You have discussed with the artist the terms of their reception (*i.e. that they will be providing food/beverage or that you have opt to provide it for them*).
- You have responded to any correspondence from the First Fridays Artswalk coordinator.
- You have marketed the show to your own contacts.

What We Guarantee Monthly

As a member of First Fridays Artswalk, we will guarantee you the following...

- **Help finding an artist if you are in need. Please contact us as soon as the need presents itself, and no later than the date of the first call for information for the given month.**
- **If we have booked your artist(s) for you, we will guarantee to provide you with their contact information.**
- **We will promote you and the Artswalk itself in the ways outlined.**
- **Your artist will coordinate his/her own reception, food and beverage included.**

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Where to Find Artists

If you don't have an artist lined up and need help finding one, here are some helpful local artist directories to review for possible candidates:

First Fridays Artswalk Artist Registry:
<http://www.firstfridaysartswalk.com/>

Housatonic Valley Art League:
<http://hvat.org/wp/>

Berkshire Art Association
<http://berkshireartassociation.org/?p=118>

IS183 Teaching Artists Directory
<http://www.is183.org/about-us/faculty>

Columbia County (NY) Council on the Arts Artist Registry
<http://www.artscolumbia.org/>



Peggy Rivers, "Leonardo Klee", Influencer series

You will have to be in communication with your artists throughout the year, but it is not as hard or time consuming as it seems. Here are a couple of tips:

•Make a sign-up sheet.

Allow walk-ins to sign up at your venue. Keep a list of artists in a binder. Take down complete contact information for every artist that signs up (email, phone, website). Confirm a date a.s.a.p. as soon as you've had a chance to review their work. Keep an ongoing list of confirmed artists and dates.

•Try to confirm artists for the entire year at once.

Spend a half hour contacting your artists. **Call them on the phone!** Confirm that they are definitely showing their work. Tell them you are going to email them a couple of months before their scheduled month to collect information about their show, but encourage them to send you the information as soon as possible. Exchange email addresses again to make sure there is no confusion.

•Do not wait until the last minute!

If you can foresee that you will have difficulty finding an artist for a specific month, contact co-founder Mary McGinnis directly at 413-464-2127 or email info@firstfridaysartswalk.com . 11

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Sample Artist Agreement

Use of this agreement is not required and it is provided for the purpose of example only. Commission and other fees are up to the determination of the participating venues and are not required.

FIRST FRIDAYS ARTSWALK ARTIST AGREEMENT

An agreement between _____ (ARTIST), and _____, is made on this _____ day of _____ 2018, pertaining to art displayed at _____, Pittsfield, MA from _____ to _____ 2018. The artist agrees to deliver, hang and arrange artwork at _____, working with staff, 1 to 4 days prior to the art opening date of _____ **2018**. The artist agrees to waive any damage cost to the art if it occurs while in transport and during the time period it is on display. The artist will show their work at their own risk.

The artist will be responsible for all refreshments, music and individual marketing related to their exhibit.

At the closing of the art show, if any items are left over past the end date, there will be a \$100 storage fee incurred to the artist. A commission fee of 25% will be paid for all art sales. The artist is responsible for the payment of Massachusetts state sales tax.

Artist: _____ Date _____

VENUE NAME. _____ Date _____

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First Fridays Artswalk Venue Questionnaire

We are interested in getting your feedback about how to improve and build our First Fridays Artswalk services to you.

Venue Name: _____ Your Name: _____

- Would you like us to email our questions, and request for feedback?
- Have someone from the FFA committee make an appointment with you?
- Have someone call you?
- Prefer not to participate because everything is proceeding well, and will contact us if an issue arises?

What would you like the FFA committee's assistance with?

Do you need any assistance selecting work for your venue?

We are collecting information and images from artists who are interested in showing at one of the FFA venues now. Would you like to sit in on a review of this work to see what artwork is available?

Are you open to any medium (painting, sculpture, photography, mixed media) and subject matter of artwork for your venue?

What kind of art would most complement your venue, what are your preferences?

Is there any genre of artwork that would not work for your venue?

Are there size preferences or restrictions?

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First Fridays Artswalk Venue Questionnaire Continued

How many works are you interested in showing per month?

In what manner do you prefer the artist display work?

Do you have a hanging system?

Would you allow artist to place a hook in your wall?

What are you willing to provide any of the listed items of services for First Fridays Artswalk?

This may include:

- Finger food
- Beverage
- Napkins
- Cups
- Submit images and information to First Fridays Committee for advertising
- Postcards or any other support material
- Process sales
- Charge a commission
- Help hang work
- Formal Contract, informal, verbal
- Schedule time for the installation and de-installation
- Labels, and or price sheet
- Materials to hang artwork

What are you not willing to provide?

- Any of the above

If there is a sale you can ask that the buyer wait until the end of the month to pick up the work, or you can allow the buyer to take the work with them and the artist can replace the sold work with another (the next business day?). Which of these two options do you prefer?

Please return via mail to First Fridays Artswalk | 33 Dunham Mall, Suite 101, Pittsfield MA 01201