

Steamboat Springs First Friday Art Walk VENUE GUIDELINES



Description:

The mission of the Steamboat Creates First Friday Art Walk (FFAW) is to foster appreciation and participation with arts and culture in Steamboat Springs, supporting the growth of the local creative community. FFAW is a program of Steamboat Creates, a Colorado Certified Creative District, Executive Director, Kim Keith. Each month during FFAW, 10-15 of Steamboat's finest galleries, museums and art-minded venues stay open late for new exhibitions, interactive displays, performances and artist talks during this self-guided walking tour. FFAW takes place on the first Friday of each month, from 5pm-8pm.

Participating venues agree to meet specific guidelines:

1. Space Qualifications for FFAW Venue:

- A venue may be any location within the City of Steamboat Springs that produces changing exhibitions of original art, creative industries or performances. To be accepted as a venue, a site visit of the proposed venue may be requested. Considerations for a venue will include:
 - quality of wall and floor space suitable to present visual artwork or quality of space to present performance art, literary art and/or music
 - presentation of the work relating to proper hanging standards and lighting, proper acoustics and amplification and/or space for performances
 - accessibility to the venue by the public through regular business hours to view the exhibition or performance during the FFAW event
 - prominence of the art exhibit in relationship to other non-art business conducted in the venue

2. Process for Acceptance - Fee/Dues

- On acceptance of the venue site, **new venues will be required to pay a one-time \$100 initial fee**
 - *current 2018 venues will be waived this fee
 - venues will be given signage that should be prominently displayed for FFAW monthly receptions
 - venues will be listed on the FFAW webpage on steamboatcreates.org and promoted through social media outlets
 - venues will also receive a jpeg of the logo which they may use to produce additional signage or include in print advertising.
- Each venue will pay \$200 per year, due on January 1st for the current year. These dues will not be prorated. Dues cover the direct costs of printing and distribution of the monthly FFAW brochure, website updates, social media marketing and periodic advertising in the Steamboat Springs Arts and Gallery Guide. Indirect costs to run the program, including staff time, administration and public relations are covered by Steamboat Creates and offset by dedicated volunteers.

3. Participation Requirements of Venues

Venues agree to the following standards for their listing as a Steamboat Creates FFAW venue. Further, venues acknowledge that noncompliance with these standards may result in their exclusion as a listed venue in marketing materials.

- Visual artwork exhibited will be for sale. Exceptions are given to educational institutions and museums
- Commit to a minimum of 6 First Friday Art Walk receptions within the calendar year
- Primary Venues (art galleries, museums, performance spaces and art studio spaces) will have complete discretion on length of art exhibition dates
- Alternative Venues whose primary business is not exhibition of art or performances (i.e. salons/spas, real estate sales offices, restaurants, coffee shops, office lobbies, etc) agree to change their art exhibition after

two months of exhibition. The purpose of this guideline is to discourage alternative venues from keeping the same art on the walls for long periods of time, in essence using artwork as a backdrop for the purpose of selling other non-art merchandise. We believe this will ultimately erode the integrity and vibrancy of FFAW and is not in the best interests of promoting and fostering the growth of the arts community in Steamboat Springs.

- All FFAW venues agree to be open to the public from 5 - 8 pm during the first Friday of the month if the venue is having an exhibition
- All FFAW venues agree to staff their exhibitions or performance venues during first Friday hours
- At their own discretion, venues may offer refreshments and exhibit enhancers such as musical performances as an added featured to their art exhibition. Steamboat Creates assumes no liability for any activity conducted during FFAW at participating venues.

4. Advertising/Promotion:

- *FFAW Brochure:* All venues who are in compliance with standards of exhibition and space will receive a listing in the official FFAW brochure which will include a map with the venue locations. Venues are responsible for emailing up to 50 words of copy, street address, phone number and art show information to Wina Procyzyn, Element Printing: (wina@elementprints.com) **Deadline for brochure copy is the Wednesday of the week prior to FFAW week. You will receive a copy reminder approximately 7 days before copy is due. FFAW brochures will be delivered to venues and additional copies are available for pickup at the Depot Art Center, 1001 13th Street - on the Tuesday of FFAW week.**
- Steamboat Creates staff will send the FFAW listings to the Steamboat Pilot for recommendation of publication in the Explore section of the newspaper.
- Collaborative Marketing: From time to time, opportunities may arise to further promote FFAW through collaborative marketing in magazine publications, tourists maps, feature brochures, etc. Additional fees may apply.
- **FFAW Logo:** The Steamboat Creates FFAW is owned and managed by Steamboat Creates. Official venues will be given the use of the FFAW logo for the purposes of advertising and promotion under specific guidelines listed below. Use of the logo by any unofficial venue will be deemed an infringement and may result in legal action.
 - The logo may be used *without* prior approval by a FFAW venue for the following only: newspaper and print ads specifically promoting a members exhibit; direct mail specifically promoting the FFAW exhibition, street banners and window signage identifying the venue as the location of the exhibition.
 - The logo **may not** be used on any direct mail i.e. flyers that promote merchandise other than art or the FFAW art exhibition.
 - The logo **may not** be used by a venue for any promotional items such as key chains, mugs, hats, and other advertising specialties without prior written approval from Steamboat Creates.
 - A banner or window sign of the logo should to be used as a visual marker of the specific location during the FFAW reception, i.e. the location of the "art stop". Any other use of the logo in signage is not permitted without prior written approval from Steamboat Creates.
 - The logo is for use of official venues only, and may not be used by sponsors, supporters, city agencies, chambers or the like without written approval by Steamboat Creates.

5. Special Events (in development):

- On a seasonal basis there will be opportunities to participate in community-wide FFAW special events with a multidisciplinary approach that highlights all art forms. Participation is not required but encouraged.

Signature Page:

I have read and understand the agreements to become a FFAW venue. I agree to participate, taking into account all of the listed requirements, payments and deadlines. As a FFAW venue, I acknowledge that non-compliance with these standards may result in exclusion as a listed venue in marketing materials.

Venue representative signature _____
Date

Venue Business Name: _____

Physical Address: _____

Mailing Address: _____

Website: _____ Email: _____

Contact Person: _____ Phone: _____

Primary Business type: _____

2019 Annual Fee = \$200 Paid: yes no invoice

NEW Site Fee = \$100 Paid: yes no invoice fee waived

Advertising: Full page ad: \$150/month or \$1500/year paid in full yes no invoice
Half page ad: \$85/month or \$850/year paid in full yes no invoice

Ad Space Reservation – due two weeks prior to FFAW: first come, first serve, limited space
Dimensions: Full page, Horizontal 8.5”W X 5.5”H high **OR** Half page, Vertical, 4.25”W x 5.5”H
Materials Deadline – due two weeks prior to FFAW: PDF digital file, 300 dpi high resolution
*additional design fees may apply if not properly submitted

Reservations and Questions to: info@steamboatcreates.org - 970-879-9008

Send materials to: wina@elementprints.com - 871-6748

Circulation: approximately 6,000 per year over 12 months

Primary Venue: Art galleries, museums, and art studios galleries whose primary business is the exhibition and sale of original art, performance, literary arts or creative industries.

Alternative Venue: Businesses that use appropriate wall space for art displays or performances but whose primary business and source of income is not through the sale of artwork. Alternative venues include coffee houses, restaurants, commercial business sales offices, retail stores, frame shops, etc.

** If wine/spirits is offered free or sold, participating venues MUST have appropriate City and State licenses, either a liquor licenses or Art Gallery Special Events permit obtainable through the City of Steamboat Springs. The City of Steamboat requires any person(s) serving alcohol to complete Alcohol Servers Training offered by Grand Futures. The City requires evidence of certified servers at any venue serving alcohol.*

