



19 Old Town Square Suite 230.
Fort Collins, CO 80524
970.484.6500

Dear Downtown Gallery Owner/Manager,

Thank you for your interest in joining the First Friday Gallery Walk. The Gallery Walk was started by a few of the downtown art gallery owners as an effort to bring a concentrated audience to attend art openings and receptions. This popular once-a-month event has shown that the arts play an important role in our downtown economy. Restaurants and other businesses remain open to welcome the hundreds of patrons that come downtown to visit the galleries for their Friday evening entertainment throughout the year. The festive atmosphere of the First Friday Gallery Walk is really something to celebrate for all businesses in our downtown community!

The gallery walk takes place the first Friday of each month from 6-9 p.m. Participating downtown galleries and museums remain open for the self-guided tour, refreshments are served, and many offer changing exhibits so there is something new to see every month.

Participants in the First Friday Downtown Gallery Walk must meet the following requirements:

1. Display and sell fine art as a primary focus of the business:
 - a) Includes the sale or exhibition of hand-crafted, original fine art which can be sold and re-sold
 - b) A percentage of sales must come from the sale of original art
 - c) The majority of the business/gallery display must focus on original art.
 - d) Business is perceived by the general public as an environment that primarily sells & displays original art.
2. Contribute to the annual advertising campaign to publicize the monthly event (\$70/month, plus one month in advance for new galleries).
3. Participate in ALL of the First Friday Downtown Gallery Walk openings.
4. Send a representative to attend ALL of the monthly planning meetings.
5. Be located within the downtown business neighborhood--all galleries are within walking distance from Old Town Square, bounded by Mulberry, Meldrum, Cherry, Willow, and Peterson streets.

If you feel that your business can meet all of the above requirements , please complete the attached application. The application process takes at least one month to complete. Return your application to Downtown Business Association c/o First Friday Gallery Walk, 19 Old Town Square, Suite 230. The review committee will arrange a visit to your business/gallery to determine whether it is a good fit with the other participating galleries and answer any questions you may have. The review committee reports their findings to the full Gallery Walk Committee. A vote will be taken and the result communicated to you as soon as possible after the full committee meeting, usually three weeks of the site visit.

Thank you for your interest in the First Friday Gallery Walk. We look forward to hearing from you.

Sincerely,

Amy Satterfield
President
First Friday Gallery Walk



19 Old Town Square Suite 230.
Fort Collins, CO 80522
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Application for Participation in First Friday Gallery Walk

Return to Downtown Business Association c/o First Friday Gallery Walk, 19 Old Town Square Suite 230, Fort Collins, CO 80524

Business Name _____

Contact Person _____ Title _____

Phone _____ Cell _____

Business Address _____ Zip _____

Mailing Address (if different) _____

City _____ State _____ Zip _____

The primary focus of my business is:

- Hand-crafted original fine art or fine craft
- Manufactured merchandise and gifts
- Other, please describe _____

Please indicate the percentages of sales and display below:

Percentage of sales from

_____ original art: handcrafted fine art or fine craft objects

_____ manufactured merchandise and gifts

_____ other

Percentage of display of

_____ original art: handcrafted fine art or fine craft objects

_____ manufactured merchandise and gifts

_____ other

Date received by FFGW: _____ Visit scheduled for _____