

# First Friday Downtown

## Downtown is where it is at ...

As the Downtown Spokane revitalization continues, the Downtown Spokane Partnership and Business Improvement District strive to promote Downtown and keep building the Downtown synergy.

Downtown Spokane is where the community comes to celebrate and enrich their lives with culture and activity. It is our responsibility to guide and grow the activities that bring our community Downtown!

In November of 2003, we launched the “First Friday” art walk and retail promotion series in conjunction with the Spokane Arts Commission. “First Friday” is a program designed to showcase the Downtown art and retail scene consistently on the first Friday of each month. Downtown retailers and restaurants have joined forces with “First Friday” to expand the possibilities this event has to offer.

This program cannot be successful without the participation of the Downtown businesses such as yours. We look forward to your commitment to “First Friday” Downtown!

## Promotional Ideas

**Would you like to brainstorm some ideas? Please give Leanne a call at 509.456.0580 x102 or email at [LSangster@DowntownSpokane.net](mailto:LSangster@DowntownSpokane.net).**

**The following are just a few ideas:**

- Feature Artists in your store (it could even be art by your kids or a local school group)
- Maybe it is all art pieces that are 12 inches or less in size
- Readings/Poetry
- Music
- Theater
- New store or menu items to feature
- Feature a Caterer or a Restaurant in your business
- First Friday Drink/Dining specials
- Palm readings
- Offer punch and cookies to your guests/shoppers
- Special First Friday shopping discounts
- Art/Book Signings
- Massage demonstrations
- Mini Fashion Shows
- Trunk Shows
- Treasure/Scavenger Hunt
- Door Prizes
- Hands on activity for kids to express their artistic side (adults too)
- And so much more.....

***You Can Make Just About Any Idea Into an Event!***

***Be Creative and Do Something Unique!***

## Check Out Who Is Currently Participating and What They Are Doing:

Log on to [www.DowntownSpokane.net](http://www.DowntownSpokane.net) and click on the First Friday link under the Events category.

## Hours of Promotion:

The hours of First Friday are generally promoted as being 5 – 8pm. Of course you are more than welcome to stay open late or make it a full day of fun! If your hours differ from 5-8pm, we will list them as such.

# First Friday Resources

## Need Art for Your Space?

Would you like to connect with a local artist or artists and have them display their work in your business for First Friday? There is a Directory of Spokane Area Arts Organizations, Galleries and Related businesses. You can request a copy from Leanne at 509-456-0580 x102 or email [LSangster@DowntownSpokane.net](mailto:LSangster@DowntownSpokane.net) or from Karen Mobley of the Spokane Arts Commission at 509-625-6050 or [kmobley@spokanecity.org](mailto:kmobley@spokanecity.org).

Once you have a list of potential artists, it is time to contact them and see if they are interested in displaying their art in your venue. Here's an example of an email 'Call to Artists.'

To: Artist

Subject: A great opportunity to display your art!

Dear \_\_\_\_\_,

My name is \_\_\_\_\_. I work for \_\_\_\_\_, a business that does \_\_\_\_\_. We are participating in First Fridays and are looking for artists who would like to display their work in our space. The dates are \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. If you are interested, please get back to me with your availability and any questions that you have.

Sincerely,

\_\_\_\_\_

Be sure to also let the artist know specifics of what type of art you are looking for, any other promotion you will be doing, such as direct mail postcards, and if you charge a commission to exhibiting artists for sales at your business and, if so, how much you charge. Also, be sure to let the artist know how much art you are looking for or how many running square feet of space you have for exhibition.

Before sending your email, be sure to personalize it with your own information.

## Need Some Musical Entertainment?

If you are interested in having a local musician perform in your business on First Friday and do not know where to begin, contact Leanne at 509-456-0580 x102 or [LSangster@DowntownSpokane.net](mailto:LSangster@DowntownSpokane.net) for contacts information for a wide variety of local musicians.

## The Visual Arts Tour

Twice a year, in February and October, First Friday partners with the Visual Arts Tour for a city wide exhibition of Spokane's wide array of arts. This requires a separate application and a very minimal fee. To get on the mailing list for the Visual Arts Tour, email [arts@spokanecity.org](mailto:arts@spokanecity.org) or call 509.625.6050. Look for notification during these times.

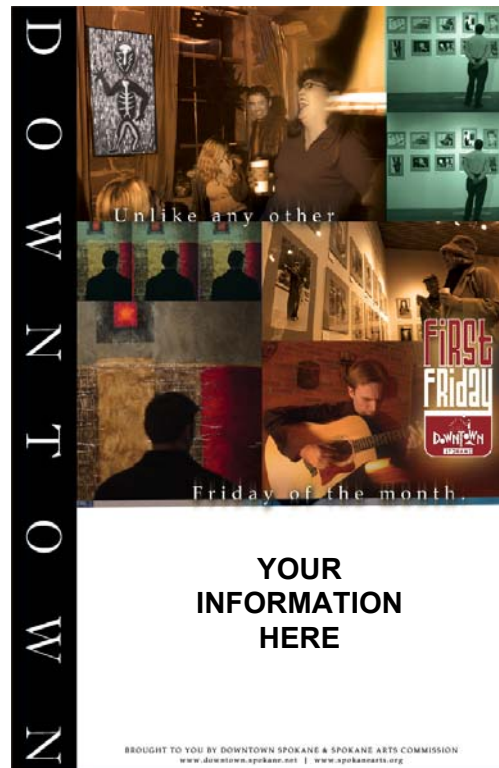
## Posters and Postcards Available for You to Promote Your First Friday Venue

The best way to promote your venue is to spread the word to your own contacts and customers. To make it easy we provide these materials to you. Post an official First Friday poster in your window so that event attendees recognize you as a participant. We also have posters that you can personalize with your specific activities for the evening by using your copier or pasting the information into the blank space. In addition, we have First Friday postcards available with plenty of space for sharing the details of your upcoming event. Be sure to mail these postcards out to your mailing lists and also keep a stack on the counter for shoppers to pick up. For promotional posters or postcards, please contact Leanne at 509-456-0580 x102 or [LSangster@DowntownSpokane.net](mailto:LSangster@DowntownSpokane.net)



*Above is the First Friday Postcard that is available to your business to personalize with event details and mail out.*

*To the Right is the First Friday Poster with a blank area for you to personalize with your business' First Friday event information.*



## Coffee anyone?

Put on a pot of coffee or call one of the Downtown coffee shops to order a carafe or two of coffee for the evening, especially during the colder months.

### A few Downtown Coffee Suppliers:

4 Season's Coffee – 747-0336  
Brews Brothers 456-5858  
Nordstrom Espresso – 455-6111  
Starbucks – 747-1305  
The Rocket at Carnegie Square – 747-1834  
Thomas Hammer Coffee – 624-4521

**Note: Due to the public nature of this event, Washington State law prohibits alcohol during First Friday events, except for those with liquor licenses. Please see the attached letter for more details and contact information. Several venues have found that they do just as much business serving punch or sparkling cider.**

**For any other entertainment or activity questions or opportunities, please call Leanne Sangster at 509-456-0580 x102 or [LSangster@DowntownSpokane.net](mailto:LSangster@DowntownSpokane.net)**

## Free First Friday promotional opportunities!

When you participate in First Friday, your business has an opportunity to be promoted in a variety of ways.

The Downtown Spokane Business Improvement District pays for an advertisement in the Inlander that features all First Friday venues. The Spokesman-Review writes an article each month on First Friday. All First Friday activities are also posted on the Downtown Spokane website at [DowntownSpokane.net](http://DowntownSpokane.net). Just click on the events link and then on First Friday to see your business listed! [SpokaneArts.org](http://SpokaneArts.org) also lists all the First Friday venues and sends to their email list.

To be sure you are included in all the free promotions, make sure to email Leanne at [LSangster@DowntownSpokane.net](mailto:LSangster@DowntownSpokane.net) your First Friday information at least one month prior to the event. Please copy [arts@spokanecity.org](mailto:arts@spokanecity.org) to be included on the Spokane Arts calendar.

## Downtown Promotes Monthly First Friday events series

First Friday is an event series to celebrate the arts, retail, and restaurant activities.

On behalf of the Downtown Spokane Business Improvement District and the Spokane Arts Commission, we would like to formally invite you to participate in "First Friday," a promotional program designed to showcase the Downtown arts and retail scene consistently on the First Friday of each month.

Your commitment of a special activity in your gallery, store, or restaurant will entitle you to have your listing included in a monthly Inlander ad promoting all the First Friday activities on the Thursday just before the event. The space of your listing is limited and depends on the number of participating galleries or stores. This opportunity is being presented to all Downtown venues **free of charge** as a BID Ratepayer or as part of the Spokane Arts Commission.

### Sign up now!

2008 dates are: May 2, June 6, July 4, Aug 2, Sept 5, Nov 7 and Dec 5.

Contact Name: \_\_\_\_\_ Business Name: \_\_\_\_\_

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

Business Phone: \_\_\_\_\_ Contact Phone (if different): \_\_\_\_\_

Email Address: \_\_\_\_\_

**In February and October**, First Friday and the Visual Arts Tour come together to offer an art extravaganza. Mark your calendars and be on the lookout for email reminders about the Visual Arts Tour.

The hours of First Friday are from 5 – 8pm. Of course you are more than welcome to stay open late or make it a full day of fun! If your hours differ from 5-8pm, we will list them as such.

**Fax form to: Leanne Sangster 509-747-3127** or call 509-456-0580 x102 or e-mail [LSangster@DowntownSpokane.net](mailto:LSangster@DowntownSpokane.net).



**Washington State  
Liquor Control Board**

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Date: **August 6, 2007**

To: **MARTY DICKINSON**

President  
Downtown Spokane Partnership  
211 N. Wall St., Suite 300  
Spokane, WA 99201  
509.456.0580

RE: **FIRST FRIDAY LIQUOR CONCERNS**

It has come to my attention that some of the participants of the Downtown Spokane FIRST FRIDAY may be allowing the sale, service, possession or consumption of alcohol upon their premises during these events. My concern is that these businesses may be in violation of state liquor laws and rules by operating without a liquor license or permit, issued by the Washington State Liquor Control Board (WSLCB). We last addressed this issue with the Downtown Partnership in 2004.

In an effort to prevent violations that could result in criminal citations for the participants of your event, I have attached some of these related laws for you to review and share with your stakeholders.

These laws and rules are briefly summarized as follows:

- Businesses that are open to the general public may not allow any alcohol to be sold, served, possessed, or consumed upon the premises without a valid liquor license issued by the WSLCB.
- Businesses that are not open to the public must obtain and post a banquet permit, if they want to provide alcohol to their (invited) guests, without charge. These events can not be advertised to the public.
- A not-for-profit society or organization may sell spirits, beer, and wine by the individual serving for on-premises consumption at a specified event, if they have a Special Occasion Permit issued by the WSLCB or if the event is catered by an approved liquor licensee.
- Persons may not consume alcohol in public places (businesses) except as authorized by law.

Please feel free to contact me if you have any questions or concerns related to this matter.

Thank you,

**R. W. REYNOLDS**

Liquor Enforcement Lieutenant  
Washington State Liquor Control Board

**1303 W. Broadway, Spokane WA 99201**  
509-625-5515



**RCW 66.24.481 Public place or club--License or permit required--Penalty.** No public place or club, or agent, servant or employee thereof, shall keep or allow to be kept, either by itself, its agent, servant or employee, or any other person, any liquor in any place maintained or conducted by such public place or club, nor shall it permit the drinking of any liquor in any such place, unless the sale of liquor in said place is authorized by virtue of a valid and subsisting license issued by the Washington state liquor control board, or the consumption of liquor in said place is authorized by a special banquet permit issued by said board. Every person who violates any provision of this section shall be guilty of a gross misdemeanor.

"Public place," for purposes of this section only, shall mean in addition to the definition set forth in \*RCW 66.04.010(24), any place to which admission is charged or in which any pecuniary gain is realized by the owner or operator of such place in selling or vending food or soft drinks, [1969 ex.s. c 250 § 2; 1953 c 141 § 1 (adding a new section to chapter 66.24 RCW).]

**RCW 66.44.090 Acting without license.** Any person doing any act required to be licensed under this title without having in force a license issued to him shall be guilty of a gross misdemeanor. [1955 c 289 § 2. Prior: (i) 1933 ex.s. c 62 § 28; RRS § 7306-28.(ii) 1939 c 172 § 6(1); 1935 c 174 § 6(1); 1933 ex.s. c 62 § 92(1); RRS § 7306-92(1).]

**RCW 66.44.100 Opening or consuming liquor in public place--Penalty.** Except as permitted by this title, no person shall open the package containing liquor or consume liquor in a public place. Every person who violates any provision of this section shall be guilty of a class 3 civil infraction under chapter 7.80 RCW. [1999 c 189 § 3; 1981 1st ex.s. c 5 § 21; 1933 ex.s. c 62 § 34; RRS § 7306-34.]

"Public place" includes streets and alleys of incorporated cities and towns; state or county or township highways or roads; buildings and grounds used for school purposes; public dance halls and grounds adjacent thereto; those parts of establishments where beer may be sold under this title, soft drink establishments, public buildings, public meeting halls, lobbies, halls and dining rooms of hotels, restaurants, theatres, stores, garages and filling stations which are open to and are generally used by the public and to which the public is permitted to have unrestricted access; railroad trains, stages, and other public conveyances of all kinds and character, and the depots and waiting rooms used in conjunction therewith which are open to unrestricted use and access by the public; publicly owned bathing beaches, parks, and/or playgrounds; and all other places of like or similar nature to which the general public has unrestricted right of access, and which are generally used by the public.