



## 2021/2022 VENUE PLANNING GUIDE

 FIRSTFRISPOKANE  
FIRSTFRIDAYSPokane.ORG

**FIRST FRIDAY** IS DESIGNED TO SHOWCASE THE DOWNTOWN RETAIL AND DINING SCENE. DOWNTOWN RETAILERS, RESTAURANTS AND MORE HAVE JOINED FORCES TO STAY OPEN, SHOWCASE ARTISTS, MUSICIANS, EXCLUSIVE MERCHANDISE, AND OFFER SPECIAL PROMOTIONS ON THE FIRST FRIDAY OF EACH MONTH.

## HOURS

THE HOURS OF FIRST FRIDAY ARE 5:00 TO 8:00PM UNLESS OTHERWISE LISTED. IF YOUR HOURS DIFFER WE WILL LIST THEM AS PROVIDED.

## LOCATION

DOWNTOWN FIRST FRIDAY HAPPENS INSIDE THE 80 BLOCK AREA SERVED BY THE DOWNTOWN SPOKANE BUSINESS IMPROVEMENT DISTRICT.

## 2021 DATES

### JULY 2

INFO DUE WEDNESDAY, JUNE 23

### AUGUST 3

INFO DUE WEDNESDAY, JULY 28

### SEPTEMBER 3

INFO DUE WEDNESDAY, AUGUST 25

### OCTOBER 1

INFO DUE WEDNESDAY, SEPTEMBER 22

### NOVEMBER 5

INFO DUE WEDNESDAY, OCTOBER 27

### DECEMBER 3

INFO DUE MONDAY, NOVEMBER 24

## 2022 DATES

### JANUARY 7

INFO DUE WEDNESDAY, DECEMBER 29

### FEBRUARY 4

INFO DUE WEDNESDAY, JANUARY 26

### MARCH 4

INFO DUE WEDNESDAY, FEBRUARY 23

### APRIL 1

INFO DUE WEDNESDAY, MARCH 23

### MAY 6

INFO DUE WEDNESDAY, APRIL 27

### JUNE 3

INFO DUE WEDNESDAY, MAY 25

DON'T MISS THE CITY-WIDE VISUAL ARTS TOUR PRESENTED BY SPOKANE ARTS. THE FIRST WEEKEND IN FEBRUARY AND OCTOBER. VISIT [WWW.SPOKANEARTS.ORG](http://WWW.SPOKANEARTS.ORG) FOR MORE.



ON BEHALF OF THE DOWNTOWN SPOKANE BUSINESS IMPROVEMENT DISTRICT (BID) WE INVITE YOU TO PARTICIPATE IN FIRST FRIDAY, A PROMOTIONAL PROGRAM DESIGNED TO SHOWCASE THE LOCALLY OWNED AND OPERATED RETAIL AND RESTAURANT SCENE IN DOWNTOWN SPOKANE.

THE DOWNTOWN SPOKANE FIRST FRIDAY SERIES LAUNCHED IN NOVEMBER OF 2003 IN CONJUNCTION WITH THE SPOKANE ARTS COMMISSION AND HAS GROWN INTO A FAVORITE MONTHLY ACTIVITY ENJOYED BY PEOPLE OF ALL AGES.

## WHY PARTICIPATE?

FIRST FRIDAYS ARE POPULAR PROMOTIONS HELD IN A VARIETY OF WAYS ALL ACROSS THE NATION AND THE WORLD. THIS MONTHLY CELEBRATION IS THE IDEAL OPPORTUNITY TO SHOWCASE YOUR BUSINESS, FOSTER NEW CUSTOMERS AND INTRODUCE PATRONS TO NEW AND DIVERSE BUSINESS OFFERINGS WHILE HAVING A GREAT TIME! FIRST FRIDAY ALWAYS OCCURS ON THE FIRST FRIDAY OF THE MONTH.

## PROMOTION

YOUR COMMITMENT OF A SPECIAL ACTIVITY IN YOUR STORE, TASTING ROOM, RESTAURANT, GALLERY OR BUSINESS ENTITLES YOU TO PROMOTE YOUR SPECIAL EVENT ALONGSIDE OTHER LIKE-MINDED PROPRIETORS.

PROMOTIONS INCLUDE COLLABORATIVE MONTHLY PAID ADVERTISING AND EARNED MEDIA ON ALL DOWNTOWN SOCIAL MEDIA PLATFORMS. DOWNTOWN SPOKANE LISTS ALL PARTICIPANTS AND DETAILS ON A VENUE-BASED INTERACTIVE MAP FOUND AT [FIRSTFRIDAYSPokane.ORG](http://FIRSTFRIDAYSPokane.ORG).

## ALL NEW!

THE FIND IT FIRST PASSPORT. PARTICIPANTS WHO VISIT FIVE VENUES AND HAVE THEIR PASSPORT STAMPED WILL BE ENTERED TO WIN A \$50 GIFT CARD TO A PARTICIPATING FIRST FRIDAY LOCATION OF THEIR CHOICE FROM THAT MONTH.

WATCH FOR POP-UP SPECIAL EVENTS THAT CENTER FIRST FRIDAY IN THE HEART OF DOWNTOWN SPOKANE.

## FEES

THERE ARE NO FEES TO PARTICIPATE. FIRST FRIDAY PROMOTIONS ARE PAID FOR BY THE RATEPAYERS OF THE DOWNTOWN SPOKANE BUSINESS IMPROVEMENT DISTRICT (BID). VENUES LOCATED OUTSIDE OF THE BID ARE NOT ELIGIBLE FOR BID SPECIFIC FIRST FRIDAY PROMOTIONS.

VENUES LOCATED IN KENDALL YARDS ARE ELIGIBLE TO PARTICIPATE IN PROMOTIONS THROUGH GREENSTONE, A DUES PAYING MEMBER OF THE DOWNTOWN SPOKANE PARTNERSHIP (DSP), WHICH SERVES AS THE PROGRAM MANAGER OF THE BID.



PLAN A VARIETY OF ENGAGEMENTS FOR VISITORS OF ALL AGES.

### EXCLUSIVES

- FEATURE A SPECIAL MENU ITEM, THEMED DRINK, OR COLLABORATION.
- FEATURED THEMED MERCHANDISE (FOR EXAMPLE, 10% OFF ON ALL GOLF THEMED ITEMS FOR FATHER'S DAY)
- OFFER DOOR PRIZES

### ACTIVITIES

- HANDS-ON ACTIVITY FOR KIDS AND ADULTS TO EXPRESS THEIR ARTISTIC SIDE
- HOLD A COOKING CLASS
- SHOW OFF A "LITTLE SEEN" PART OF YOUR BUSINESS

### ART

- CONNECT WITH A LOCAL ARTIST OR ARTISTS AND HAVE THEM DISPLAY THEIR WORK IN YOUR BUSINESS FOR FIRST FRIDAY (AND THE ENTIRE MONTH).
- INVITE YOUTH OR A LOCAL SCHOOL TO CREATE ART FOR DISPLAY.

### ENTERTAINMENT

- HIRE A MUSICIAN
- SHOWCASE SPOKEN WORD, READINGS, POETRY OR OTHER PERFORMANCES

### SHARE

- EXTEND YOUR EVENT TO THE SIDEWALK. PLACE BANNERS OR SIGNS (AVAILABLE FOR FREE FROM DOWNTOWN SPOKANE) ON THE SIDEWALK DURING FRIST FRIDAY TO VISUALLY INDICATE YOUR PARTICIPATION.
- CREATE A POP-UP SIDEWALK STUDIO OR PATIO.
- COORDINATE WITH NEIGHBORING BUSINESSES TO CREATE A DENSITY OF ACTIVITY FOR PATRONS.



### FIND AN ARTIST

DOWNTOWN SPOKANE DOES NOT PLACE ARTISTS FOR FIRST FRIDAY. STAFF RECOMMEND THAT VENUES SEEKING NEW ARTISTS RESOURCE THE ARTIST ROSTER THROUGH SPOKANE ARTS. [SPOKANEARTS.ORG/ARTISTS](http://SPOKANEARTS.ORG/ARTISTS)

### FIND A MUSICIAN

IF YOU ARE INTERESTED IN HAVING A LOCAL MUSICIAN PERFORM IN YOUR BUSINESS ON FIRST FRIDAY, VISIT THE PROFESSIONAL MUSICIANS AFM LOCAL 105. [AFM105.ORG/](http://AFM105.ORG/)



## OBSERVATIONS

### JANUARY

NEW YEARS DAY  
MARTIN LUTHER KING JR. DAY

### FEBRUARY

BLACK HISTORY MONTH  
PRESIDENT'S DAY

### MARCH

WOMEN'S HISTORY MONTH  
INTERNATIONAL WOMEN'S DAY  
IRISH AMERICAN HERITAGE MONTH

### APRIL

ARAB AMERICAN HERITAGE MONTH  
EARTH DAY

### MAY

ASIAN PACIFIC AMERICAN HERITAGE MONTH  
JEWISH AMERICAN HERITAGE MONTH  
HISTORIC PRESERVATION MONTH  
SPOKANE LILAC FESTIVAL MONTH  
ARMED FORCES DAY  
MEMORIAL DAY

### JUNE

PRIDE MONTH  
FLAG DAY  
JUNTEENTH

### JULY

INDEPENDENCE DAY

### AUGUST

BACK TO SCHOOL MONTH

### SEPTEMBER

HISPANIC HERITAGE MONTH  
LABOR DAY

### OCTOBER

GERMAN AMERICAN HERITAGE  
ITALIAN AMERICAN HERITAGE MONTH  
POLISH AMERICAN HERITAGE MONTH  
DISABILITY EMPLOYMENT AWARENESS MONTH  
INDIGENOUS PEOPLE'S DAY

### NOVEMBER

NATIVE AMERICAN INDIAN/ALASKA NATIVE  
HERITAGE MONTH  
VETERAN'S DAY  
THANKSGIVING

### DECEMBER

HANUKKAH  
CHRISTMAS DAY

## SPOKANE'S OFFICIAL

# First Friday

PRESENTED BY THE DOWNTOWN  
SPOKANE PARKING AND BUSINESS  
IMPROVEMENT DISTRICT