



First Fridays Guideline Quick Facts

First Fridays Event Months

May: 5:30-8:30 p.m.

August: 5:30-9 p.m.

November: 5:30-8:30 p.m.

June: 5:30-9 p.m.

September: 5:30-8:30 p.m.

December: 5:30-8:30 p.m.

(**Note: December event will be held as a special Christmas Market in Mobile Plaza)

July: 5:30-9 p.m.

October: 5:30-8:30 p.m.

Vendor Type	Cost	Reference
Annual Maker Vendor	\$300 Annual (deadline - April first week)	pg. 3
Monthly Maker Vendor	\$60/event	pg. 3
Non-Profit Booths	Monthly Fee: \$25/event (Each non-profit group may participate twice in a calendar year and in non-consecutive months.)	pg. 5
Food Truck Vendors	\$120/event	pg. 6
Downtown Businesses	Monthly Fee: \$0	pg. 6

- ALL items sold must be handmade.
- No direct sales/network marketing vendors are allowed (i.e. Paparazzi, Tupperware, Limu, Pampered Chef, Mary Kay, etc.)
- No transfers or refunds for booth fees will be processed. Once paid, the booth space has been confirmed for the corresponding event.

[**APPLICATION LINK FOR FIRST FRIDAYS**](#) (Click Here)



First Fridays Florence Vendor Guidelines

MISSION STATEMENT

First Fridays Florence is organized to provide an opportunity for artists (representing all forms of the arts) to raise public awareness in a community that celebrates the arts. We also seek to provide an atmosphere that promotes the vitality of our downtown shopping district.

TIME AND DATE

First Fridays Florence will be held the first Friday of each month from May through November. The event begins at 5:30pm and ends at 8:30pm, with the exception of summer months (June, July, and August), which will begin at 5:30pm and end at 9pm.

Booth spaces are approximately 10ft wide and 10ft deep, and are located in the parking spots of Court Street. All vendors, whether annual or monthly, must provide their own table, chairs, and display materials. While power does exist on Court Street, not all booths have access. There is **no guarantee** of power at a booth. All display materials should be battery operated (e.g. lighting, fans, etc.). If power is available, any extension cords must be securely taped to the sidewalk. Sidewalks must be free from tripping hazards.

Each vendor is responsible for collecting a 9.5% sales tax for all sales during First Fridays. All registered vendors will be sent a sales tax letter from the Alabama Department of Revenue either before or immediately following each event. If you have any questions regarding taxes, please contact Sherrie Johnson at sherrie.johnson@revenue.alabama.gov or call 256-263-1100.

EVENT FEES AND BENEFITS:

Annual Maker Vendor

Booth Fee - \$300 - Deadline first week of April to apply

Annual Vendor benefits include:

- Guaranteed consistent booth location on a first-come-first-serve basis
- Discounted rate (**savings of up to \$120** when vendor pays for the year in advance)
- Commitment to attend ALL First Friday events
- Marketing opportunities on First Fridays Florence Facebook page

Monthly Maker Vendor

Booth Fee - \$60 *per month*

All maker vendors are limited to handmade merchandise ONLY. If selling edible items, vendor applicants must also include a (1) Business License, (2) Proof of Vendor Insurance, and (3) Required Health Permits to be eligible.

Interested vendor prospects may apply online at

downtownflorencealliance.com/firstfridays. All booths will be assigned on a first-come, first-served basis, with first preference to Annual Vendors. Once approved (and only after Annual Vendors have selected their preferred location), monthly vendors will be sent a link to select and pay for a vendor booth. Online payment will secure vendor booth space. Booth spaces will NOT be assigned at the event. All fees must be paid online prior to arrival. If a check is mailed to secure booth space, the vendor will forfeit the selection of booth space and will be assigned to an available space. The reservation link is the most accurate representation of availability.

PARTICIPANT POLICIES

Anyone who wishes to participate in First Fridays must submit an online application with all required information to Downtown Florence Alliance.

Application Requirements: Contact Name, Contact Address, Email, Phone Number, Preferred Method of Contact, Booth Name, and Booth Type. All artists are required to submit photos of their work before being allowed to become an exhibitor at First Fridays Florence. ALL vendor applications are juried by the review committee. ALL vendors are required to submit photos of several pieces of work to the First Fridays Review Committee for approval **at least one week prior to each upcoming First Friday event.**

Submitting Photos for Artist Review

All artists wanting to showcase their works at First Fridays Florence must

- Submit 4-6 digital photos of vendor work along with the completed application.
- If accepted as a First Fridays artist, vendors will not be required to resubmit during the calendar year **unless adding to or changing merchandise offerings.**

Only approved items are allowed to be displayed and sold. If a vendor is found in violation, the vendor will be asked to remove merchandise immediately. We reserve the right to revoke future First Friday booth privileges.

***If not approved as a First Fridays vendor, please feel free to re-apply. Artists may re-apply (following the guidelines above) a maximum of three times per calendar year. Photo quality can make a difference in the review process.**

JURIED STANDARDS

A jury of volunteers will review vendor applications for acceptance as a First Friday vendor. A simple majority vote by the review committee members will determine acceptance of submission. In addition to **artistic quality**, artists will be judged on the following criteria:

- All work for sale must be of the artists' original design and handcrafted/executed by the artist.
- Work should demonstrate skill and mastery of the medium.
- Uniqueness of an item – limits may be imposed on how many items of a similar genre will be allowed.
- **On-site demonstration is strongly encouraged, as education is a key to appreciation.**

The following are not acceptable:

- Direct buy / resell items.
- Mass produced items.
- Simply embellished items, where the central item is not significantly altered from its original state.
- Machine made items or items made using professional/industrial equipment (sewing machines, wood shop tools, and other personal machines are acceptable).
- Objects from commercial kits, molds, or patterns.
- Imported or manufactured goods.
- Simple embroidery, vinyl lettering, or painting of words or initials on items.
- **Any items that do not meet the Review Committee's standards and qualifications are subject to not being approved at the discretion of the Review Committee.**

NON-PROFIT BOOTHS (non-individual artists)

Booth Fee - \$25 - limit of 5 per event; may participate twice per year (in non-consecutive months)

Non-profit groups are invited to apply to participate at First Fridays on a first-come, first-served basis. A limited number of non-profit groups are allowed at each event in order to maintain the integrity of the event as a maker's market. Each approved non-profit group may participate twice in a calendar year, in non-consecutive months. Non-profit groups may submit photos or descriptive write-ups of the activities to take place at the booth during the requested First Fridays event. Any items for sale **MUST** be included in application and approved by the committee. Information may be distributed. Activity booths are encouraged. Proof of non-profit status is required prior to participation approval. Local charities are given first preference.

MUSIC PERFORMANCE REQUIREMENTS

Acoustic music, performance groups, and street performers are welcome to participate at First Fridays events. Mobile Plaza is dedicated to "Feature Performance" scheduling. As long as a musical group or street performer is not selling anything, there is no fee. The committee reserves the right to ask any performer to distance themselves from officially scheduled performances.

Sound Requirements: Only acoustic music is allowed during First Fridays with the exception of amplified music for Feature Performances or music that takes place indoors. Music and sound may not be artificially amplified in any way, and drum sets and electronically synthesized music are prohibited. The volume of music played on the streets of First Fridays must be minimized. Sound must be kept at a level not to be heard 75 or more feet away, with the exception of Feature Performances pre-scheduled by the First Fridays Committee.

Please Note: The First Fridays Committee does not have authority to waive City noise ordinances. If a performance or activity uses amplification or generates unusually loud noise, permission must be granted from the First Fridays Committee.

FOOD TRUCK VENDORS

Booth Fee - \$120

If vendors are interested in selling a food item at First Fridays, please apply online as a food vendor. Food cannot be sold that conflicts with the menu items of downtown restaurants. Food vendors cannot be set-up within 120 feet of an established restaurant and are reviewed and accepted on a case-by-case basis. Food Truck Vendors will be generally located on East Mobile Street (check with organizers each month for details). With application, food truck vendors must additionally provide:

- Business License
- Proof of Vendor Insurance
- Required Health Permits

DOWNTOWN BUSINESSES

Booth Fee - \$0

Any business located in the territory for Downtown Florence Alliance may receive a waived booth fee to sell items they sell Downtown. Businesses may also choose to distribute promotional information for their downtown business to gain new customers. Please apply online - for the booth name, please list the business name and the business address as the contact address.

CANCELLATIONS

First Fridays Florence will continue as scheduled, rain or shine. Should it be necessary to cancel a First Fridays event under any circumstances, the First Fridays Committee will make every effort to contact vendors via multiple outlets (Facebook, email, etc). No refunds will be processed. Any paid vendor fees will apply to the next First Friday event.

COMMON COURTESY AND RESPECT – please follow these rules:

- The First Fridays Florence committee will deal honestly and courteously with artists and performers. The same is expected from the exhibitors.
- Respect surrounding vendor booths, vendors, and the First Fridays Committee members. All First Fridays Committee members are volunteers trying to provide an exciting and entertaining environment for vendors and participants alike. Conflicts can cause loss of booth spaces, so please be respectful!
- **BOOTH SPACES ARE DESIGNATED NON-SMOKING AREAS.**

VIOLATIONS

While the First Fridays Committee recognizes some noise is acceptable in a public event, complaints about excessive noise will be addressed. If a problem is not resolved amicably between the First Fridays Committee and artist/participant, a referral to Florence Police Department will be made. The Police Department will make the final determination whether a noise violation has occurred. The First Fridays Committee will generally handle noise complaints by issuing up to two verbal warnings to the person or persons responsible for the noise. If two warnings fail to correct the problem, action by law enforcement authorities and/or future participation at First Fridays events may result. Consequences for noise violators may include restriction from use of Downtown city-owned facilities, e.g. electrical outlets, for a period of time. The contact on file will be notified of any action taken in writing.

The First Fridays Committee reserves the right to accept or refuse any artist, musician, author, performer, or group participation based on these guidelines and/or First Fridays Committee discretion.