



Virtual First Friday Toolbox for Art Venues

Participating in *Virtual* First Friday (VFF) is simple, but we want to give you a chance to show off the creativity that makes your business special. Below are tips and tricks to help you craft your Virtual First Friday offerings.

Descriptions

- Make a short and sweet description of exactly what you are offering on VFF, whether that be a video about what art you're offering, a Facebook Live where you will do a walk through, or other ways you can be supported by the community at this time.
- Submit this description, along with your links, [here](#) to be added to the Peak Radar VFF page.
 - If you submitted your description last month and don't have new content to share, you can skip this step, but updating your content is highly encouraged.

Videos

If you choose to do a video for VFF, there are ways to make it easily accessible and enjoyable for your audience:

- Upload the video to YouTube, Facebook, or Vimeo. These are the most accessible online locations for people to view your video.
- If you are doing a Live VFF video, create promotional material (a video, imagery, etc.) to promote your live virtual experience ahead of time. We will use this on the VFF landing page but you can also use it in your own promotions.
 - *Need help making a live video?* Local arts advocate Leah Valentine made a [how-to guide](#) just for you.
- Be creative! If you do not have the traditional art-on-the-walls approach to First Friday, there are a lot of ways you can still promote your gallery or art venue without having a "Walk Through" video.
 - Have your featured artist create a video of themselves doing an artist talk or studio tour.
 - Compile still images of art you have available to purchase and make it into a slideshow video.
 - Film yourself doing a product demo or how-to video.
 - No time to create a new video? Consider recycling footage you already have on-hand from an artist talk, performance or online class.

Remote Shopping

- Offer a way for people to shop remotely. If your gallery already has an online store, that's great. Make sure it's as updated as possible for VFF.
 - If you don't have an online store, there are local businesses ready to help you create one (for free or at a low cost): [WebriQ Goes Mad](#) and [Formstack](#). Just tell them you're in the Springs and closed due to COVID; they will have options available for you.
 - If having an online store is not easily accomplished, we'd recommend having a page on your website with images of what is available to purchase during VFF and a phone number for patrons to call to purchase specific items.

Bee Vradenburg Foundation VFF Challenge

- The challenge is happening again, using the same rules as last month but with more money to give away.
 - \$1500 will be given away each hour from 5-8 p.m. for a total of \$4500 (3 x \$1,500), so customers are assured of having their purchases count even if they don't make their transaction right at 5 p.m.
 - This additional generosity comes courtesy Bee Vradenburg Foundation and the Downtown Development Authority.
- Begin messaging the challenge to your potential customers in advance whether that be via an e-blast, your social media, or both.
 - *Recommended language:*
Virtual First Friday on May 1 will once again feature online arts activities and remote shopping with galleries and venues along the Creative Corridor. NEW for May, a total of \$4,500 in grant funds will be given away to participating businesses. Beginning at 5 p.m., make a purchase of \$50 or more from a Virtual First Friday participating business and Bee Vradenburg Foundation and the Downtown Development Authority will "tip" an additional \$50 to that business to help cover their operating costs. \$1,500 will be given away each hour until 8 p.m., so shoppers can be assured of getting their "match" at each store they support. It's a great way to get your daily dose of culture and sustain local business during COVID closures. Learn more at [peakradar.com/virtualfirstfriday](https://www.peakradar.com/virtualfirstfriday).
- In your receipts to patrons who shop on VFF, have a note that explains the challenge and how to submit their Proof of Purchase to claire@downtowncs.com.

Social Media

- Share, like, or comment on the posts of Peak Radar, Downtown Partnership, The Cultural Office of the Pikes Peak Region, and other galleries Facebook, Instagram, and Twitter pages, specifically regarding VFF.
- Please tag [#virtualfirstfridaycs](#), [#virtualfirstfridaypikespeak](#), [#doyourpartCO](#), [#firstfridaycs](#), [@supportthesprings](#), [@downtown_cs](#) and your featured artists.

Check it out here: <https://www.peakradar.com/virtual-first-friday/>