



Tips for Successful Fourth Fridays

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Tips for participation:

- **For Businesses:**
 - Do an Event page on Facebook, invite the Tazewell Art Loop to Co-Host and invite your followers to attend.
 - Post regularly about your plans for Fourth Friday.
 - Tag the Tazewell Art Loop Facebook page using @TazewellArtLoop on all your posts.
 - Put Fourth Friday signs up around your storefront.
 - Place Fourth Friday event flyers in customers shopping bags all month long.
 - Are there other unique opportunities to invite your customers to participate?
 - Plan a special activity for Fourth Fridays and advertise it through your communication channels (website, facebook, Instagram, twitter, etc.)
 - Offer a special sale
 - Invite a live musician to play in your shop.
 - Create a special food or drink item to feature on Fourth Fridays.
 - Invite one of your vendors to come and tell people about their work
 - Put snacks and beverages out.
 - Plan one of your signature events on a Fourth Friday and advertise both.
 - Send invites to your customer base for Fourth Fridays.
 - Other ideas for gaining attention.

- Put a special sidewalk sign out on Fourth Friday.
- Attach balloons to your front door.
- Open your front door to show that you are open.
- Place posters and signs about Fourth Fridays at your business around town.

- **For Participating Artists**

- Post your participation at Fourth Fridays as an event on social media and invite your followers to attend. Tag @TazewellArtLoop when you do it.
- Post regularly about Fourth Fridays and what you are planning to feature for it.
- Post where you'll be located – on the corner of Main and Jefferson in Morton.
- Bring a portable point of sale.
- Bring signage about your company
- Bring a table and chairs.

- **For Community/Non-Profit Partners**

- Bring signage and information about your organization
- You can bring your own table, or use one of the ones at Memorial Plaza.
- Bring some sort of interactive kids activity to offer to participants.
- Bring candy, or pre-packaged food to attract attention and share. Any and all food brought
- Post your participation as an event on Facebook and invite your followers.
- Spread the word to your community and through your communication channels.
- Available hook ups are available along the outside of the Plaza.
- Participants are welcome to bring flyers and promote upcoming events.

- **For Community Coordinators**

- Contact your local shops and ask them to stay open on the Fourth Friday of every month.

- Program outdoor activities and vendors in open spaces in your downtown district. Ideas could include:
 - Music Performers
 - Chalk Artists
 - Yoga and Pilates Instructors.
 - Performance artists
 - Rock Painters
 - Etc.

- Advertise the activities through your communication channels
 - Social Media
 - Email Newsletters
 - Press Releases
 - Etc.

- Encourage your stores to engage using the Tips for a Successful Fourth Friday for businesses.

- Utilize Fourth Friday logos and signage for store windows, walking maps, social media promotions, etc.

- Purchase public signage to draw attention to the activities. Yard signs, flag banners, A-Frames, etc.

- Dedicate an area for an art fair featuring local artists.

- Plan a rain location for outdoor activities in advance and advertise it all season long.