

## Final Fridays Participation Guidelines

[Final Fridays](#) began in August of 2010 through the cooperation of the Lawrence Arts Center, Downtown Lawrence Inc., The Lawrence Cultural Arts Commission and a wealth of artists, gallerists, art collectives and local businesses, all of whom saw the value of the arts in our city and an opportunity to bring them to a wider public through this monthly free arts fest.

Lawrence has one of the highest percentages of working artists in the country per capita and has long stood out in the Kansas landscape as a mecca for creative thought and energy. On the last Friday of every month (all year long!) from 5 until 9 pm (or thereabouts), the streets of Downtown Lawrence and beyond re-enliven with creative energy and activities! Every Final Friday is unique and may include activities for kids, exhibitions, music, dance and theater for all ages. All activities are found in a range of venues—art galleries, yoga studios, restaurants, sidewalks, etc.

Please use this guide for information on how to participate as an artist or venue on Final Fridays.

Contacts:

### Marketing for Final Friday Events (upon approval of event)

eXplore Lawrence

785-856-2389

[kanspach@explorelawrence.com](mailto:kanspach@explorelawrence.com)

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### Creating an Art-Related Event – Venues and Artists

Porter Arneill

Assistant Parks & Recreation Director for Arts and Culture

City of Lawrence

[parneill@lawrenceks.org](mailto:parneill@lawrenceks.org)

**Any venue can participate!** All you have to do to be listed on the FF map is to have an **arts-related** event happening between the hours of 5 and 9 pm on a Final Friday of any month. You don't have to be a dedicated gallery or arts organization to participate in Final Fridays. Many of the Final Friday venues are local businesses or non-profits that sponsor a musical performance or art exhibition occurring on a Final Friday. The participating venue is responsible to develop and coordinate all arts-related programming and events; ideally for the mutual benefit of local artists.

1. **Book an artist exhibition or performance for your space.** It's a good idea to identify someone as the coordinator of your FF event. Local businesses sometimes hire an outside curator, or coordinator, or assign a current employee to be in charge of finding artists or performers and coordinating exhibitions or performances for a Final Friday. This person is usually the contact for Final Fridays and gathers media and calendar information, hangs the show or sets up the event, and puts together promotion.

2. **Create a press release for your event.** Include:
  - ⤴ Your venue's name, address and website
  - ⤴ Title of show, performance, artist or event
  - ⤴ Description of event (this could be an artist statement, curator's statement about the show or information on the event... remember, this is what will motivate people to stop in and check out your event, so be descriptive!)
  - ⤴ Artist Bio (if applicable)
  - ⤴ Any other information you find pertinent or specific to your FF event
  
4. **Contact eXplore Lawrence to ensure your art-related event satisfies the Final Fridays criteria and to learn how to post to the eXplore Lawrence online marketing system.**
  
5. **Confirm your participation by entering your event in the eXplore Lawrence marketing system by the 15<sup>th</sup> of each month.** (Venues can participate after the 15<sup>th</sup> but may not be listed on marketing materials.)
  
6. **Optional:** You can also make a Facebook event on your Facebook page.
  
7. **Optional:** Buy a Final Fridays flag – contact eXplore Lawrence for more information. (Supplies are limited.)

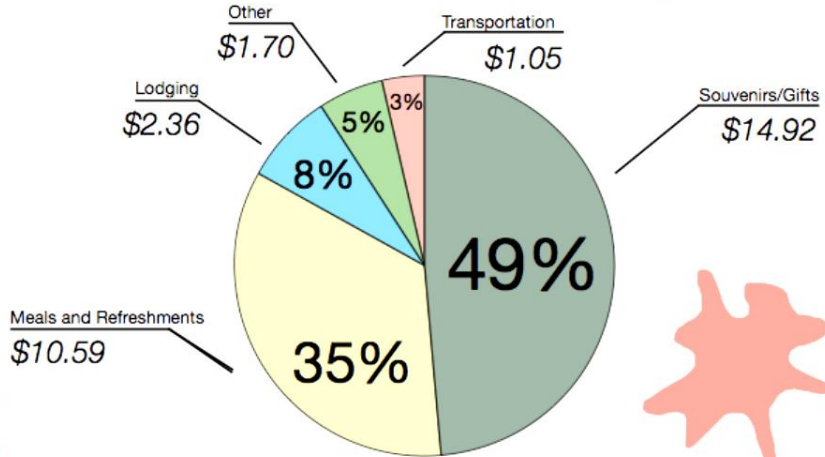


# Artful Spending

Lawrence Final Fridays benefit economy, artists

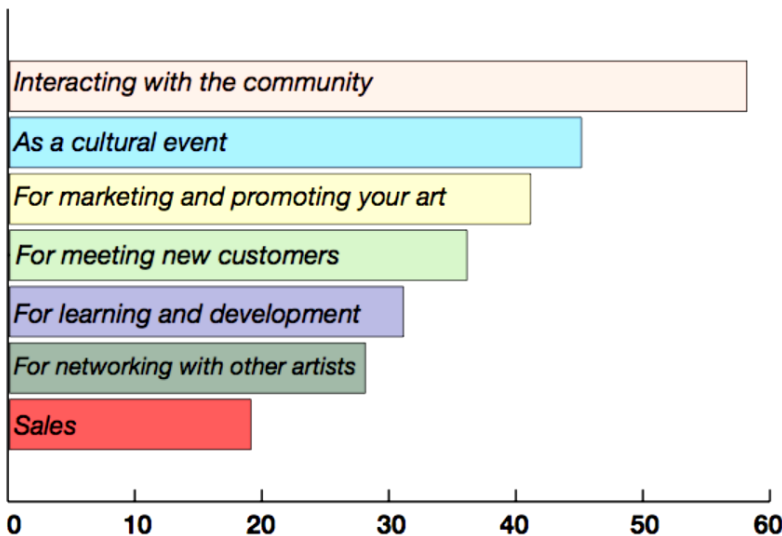
By Joanna Hlavacek

The City of Lawrence found Final Fridays, a monthly downtown gallery crawl, to be an overall financially beneficial event to area businesses. According to a January 2012 report, last November's Final Friday attendees pumped nearly \$84,000 into Lawrence's economy. Out of the 2,730 visitors counted in the report, each spent an average of \$30.63 during the Final Friday event. For a closer look at how that money was spent, check out the graph at right.



## From the artist's perspective

How have Final Fridays been important for you?  
By percent of "high" ratings



From an online survey conducted by the City of Lawrence about Final Friday's impact on local artists, 33 artists responded. For artists, the most important aspect of Final Fridays is the opportunity to interact with the community, while the financial benefit of sales is the lowest. Therefore, the event offers more economic advantages to local businesses than individual artists.

*\*Source: City of Lawrence report, "Lawrence Final Fridays Impact Analysis and Economic Development Recommendations"*