

1st Thursday 2020 Guide

What is *1st Thursday*?

1st Thursday was started by Downtown Santa Barbara (DSB) in February 2007 and has since grown significantly in popularity and visibility in the community and beyond. *1st Thursday* offers locals and visitors the opportunity to tour downtown galleries and art venues free of charge, in a relaxed and social environment on the first Thursday evening of each month. In addition to the exhibits, performances and programs at the various venues, DSB enhances the evening's experience with live, interactive, educational and seasonal presentations outdoors, along State Street, giving *1st Thursday*-goers added entertainment while strolling between the various venues.



Participation Benefits

As a participant* in *1st Thursday* your organization receives many benefits provided and coordinated by DSB. These benefits currently include:

Marketing and Advertising (Monthly)

- Your name, address, current event description and featured event photo included in the professionally designed and printed Passport brochures
 - Your venue noted by number on the map inside the Passport and in printed advertising for *1st Thursday*-goers to easily find your venue
 - Passports on display and distributed at more than 50 locations each month, including participating venues, hotels, Visitors Centers, DSB office, and on MTD downtown electric shuttles
- Your name, address, website, current event description and featured event photo included on the *1st Thursday* website with downloadable Passport at <http://www.downtownsb.org/events/1st-thursday> (averaging 3,500 page views per month)
- Your name and address included in one or more printed *1st Thursday* advertisements per month, publications may include the *Santa Barbara Independent* (40,000 distribution), *Voice Magazine* (26,000 distribution), and the *Montecito Journal* (25,000 distribution).
- Event information included in a monthly *1st Thursday*-specific email newsletter sent to more than 2,000 Downtown Santa Barbara contacts with an average open rate over 50%
- Your business tagged and featured in a *1st Thursday*-specific story on the DSB Instagram account (16.6k+ followers as of Dec. 2019)
- Your business tagged and featured in a *1st Thursday*-specific Facebook post (11k+ followers as of Dec. 2019)
- *1st Thursday* included in the Event Calendar on the DSB website (averaging 3,500 hits per month)
- *1st Thursday* included in numerous local Event Calendars (including but not limited to: Visit Santa Barbara, NightOut, EventBrite, SB Independent, Noozhawk, and SB to Do)

Administrative

- Opportunity to obtain a Special One Day Event Permit* endorsed by DSB, to serve alcohol during *1st Thursday* (**\$50 license fee** to serve beer and wine only -OR- **\$75 license fee** to serve beer, wine, and full liquor)
- Event coordination of deadlines, descriptions and forms by DSB staff
- Production and distribution of all marketing and promotional material by DSB staff
- Event and marketing assistance available by DSB staff
- *1st Thursday Destination* signage provided by DSB staff
- Participants' right to use current *1st Thursday* logo and name in marketing and advertising



Additional

- DSB provides 1-3 additional monthly activities and performances to enhance the evening's experience with live music, interactive activities and performances, located outside along State Street
- DSB continues to support the *1st Thursday* program with funds and staff to enhance the Cultural Arts District and encourage both locals and visitors to come downtown and experience everything Downtown Santa Barbara has to offer

Annual Commitment Benefits

- Option for discounted participation fees
- Option for bi-annual payment plan (payments in January and July)

Passport Cover Opportunities

- As a *1st Thursday* participant, you have the opportunity to purchase the passport cover. Purchasing the cover is an additional \$300.00 per month and will be on a first come, first served basis.
 - Image of choice, credits and venue name will be on the *1st Thursday* passport cover (1,200-1,800 distributed monthly)

***Note:**

1st Thursday participation is limited to DSB members in good standing. All dues, fees and assessments must be paid in full before a venue may participate.

*Downtown Santa Barbara meets all requirements and is qualified by the California Department of Alcoholic Beverage Control (ABC). Venues interested in applying for a Special One Day Event Permit must do so through DSB, must follow the rules outlined by the DSB and be approved by the Santa Barbara Police Department.

NOTE: A physical permit is required to serve alcohol on *1st Thursday*.

1st Thursday Quick Start Guide

Steps to participate in *1st Thursday*:

- 1) Read this guide
- 2) Determine your level of participation (Annual, 6-month, 3-month, or monthly)
- 3) Complete the Participation Agreement
- 4) Complete the Hold Harmless Waiver
- 5) Complete the ABC Form (only if you'd like to serve beer, wine, and/or alcohol during your *1st Thursday* event. Note: if your business already has a liquor license this step is not necessary)
- 6) Submit forms and payment to DSB staff
- 7) Submit your event information (**through the DSB web portal**):
 - a. Image (600 x 600 pixels)
 - b. 50-word event description (What will take place during your event? Who is the featured artist, band, live performance, etc?)

For more information, contact:

April Lee, *1st Thursday* Event Manager
April@DowntownSB.org or 805-962-2098



1st Thursday
2020 Participation Agreement

Venue/Business: _____

Contact: _____ Title: _____

Address: _____ Zip: _____

Mailing Address (if different than above): _____ Zip: _____

Phone: _____ Email: _____

Website: _____



TERM:

 ANNUAL Participant (\$900/year): By checking here, you are committing your venue to the FULL 2020 season of *1st Thursday* (January-December 2020).

 6 MONTHS Participant (\$600/year): By checking here, you are committing your venue to SIX months of the 2020 season. Please email April@DowntownSB.org with the 6 months of your choice at your earliest convenience. (*Participation any additional months will be invoiced for \$150*)

 3 MONTHS Participant (\$400/year): By checking this box, you are committing your venue to THREE months of the 2020 season. Please email April@DowntownSB.org with the 3 months of your choice at your earliest convenience. (*Participation any additional months will be invoiced for \$150*)

 MONTHLY Participant (\$150/month): By checking this box you are agreeing to participate in *1st Thursday* for the month of: _____

CONTRACT AND PAYMENT MUST BE SUBMITTED TO APRIL PRIOR TO PARTICIPATION

I agree to the following by initializing each:

- Venue **must** remain open a minimum of 5:00-8:00 pm on *1st Thursdays* that apply to the above term(s).
- Internal marketing of the event, including using your mailing/email list, your website, social media and any in-store promotions.
- Provide Downtown Santa Barbara (DSB) with a description of the programming you have scheduled for your venue **according to the attached deadlines** of that particular *1st Thursday* event (submit through online portal).
- Provide Downtown Santa Barbara with a JPEG of the artwork you would like us to use in our marketing **according to the attached deadlines** of that particular *1st Thursday* event (submit through online portal).
- Agree to display current *1st Thursday* Destination poster in a visible location.
- A permit is required to serve alcohol on *1st Thursday*.** Venues interested in applying for a Special One Day Event Permit must do so through DSB. You are responsible for the \$50 fee (beer & wine only) or \$75 fee (full liquor). You must submit your application to DSB according to the attached deadlines. **Please make your checks payable to “Downtown Santa Barbara” (may be combined with participation fee).**
- Serving homemade food/appetizers is not permitted during the event** unless you secure the proper catering permits. Only sealed and packaged items are allowed otherwise. Failure to comply with health department regulations will jeopardize future *1st Thursday* participation.
- You must provide some kind of artistic or cultural attraction taking place on the *1st Thursday* you have signed up for. This might be an art opening, a speaker, live music, a live artist demonstration, etc.**

Signature: _____ Date: _____



1st Thursday
2020 Hold Harmless Waiver

The undersigned is aware and understands that event participation carries certain risks of injury and harm to the person and property of the participants and voluntarily assumes such risks arising out of or connected with participation in any of Downtown Santa Barbara's *1st Thursday* events.

The undersigned hereby releases Downtown Santa Barbara, its employees, agents, contractors, associates, directors and/or officers, their heirs, executors and/or administrators of their estates, and any and all other persons and associations of said Santa Barbara Downtown Organization, its directors and officers, employees, and agents from any and all liability of every nature, known or unknown, from all claims and causes of action that may result by reason of injury to the undersigned which has been sustained, and from any and all damages to property belonging to the undersigned that may result because of his or her participation in *1st Thursday*.



The undersigned also agrees to indemnify and hold harmless Downtown Santa Barbara from any and all claims and demands for injury and/or damage to property or persons (including any costs and/or fees incurred to defend against any such claims or demands) including, but not limited to, event participants at their venue.

The business owner must sign this form. Only one Hold Harmless Waiver Form is needed per business, per calendar year in order to participate in any or all *1st Thursday* events taking place that calendar year.

Business Name:

Business Owner Signature:

Business Owner Print Name:

Date:



1st Thursday
2020 Deadlines

Date of <i>1st Thursday</i>	Deadline to submit information: 1. Signed Forms REQUIRED (Participation Agreement & Hold Harmless) 2. Signed Form OPTIONAL (Alcohol/ABC form) – <i>must include original signature</i> 3. 50-word event description 4. High resolution JPEG image (600 x 600 pixels) 5. Payment of fee(s)
January 2, 2020	Friday, December 13, 2020
February 6, 2020	Friday, January 10, 2020
March 5, 2020	Friday, February 7, 2020
April 2, 2020	Friday, March 6, 2020
May 7, 2020	Friday, April 10, 2020
June 4, 2020	Friday, May 8, 2020
July 2, 2020	Friday, June 5, 2020
August 6, 2020	Friday, July 10, 2020
September 3, 2020	Friday, August 7, 2020
October 1, 2020	Friday, September 4, 2020
November 5, 2020	Friday, October 9, 2020
December 3, 2020	Friday, November 6, 2020

For more information, contact:

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April@DowntownSB.org or 805-962-2098

Return forms and payment to:
Downtown Santa Barbara
27-B East De la Guerra St
Santa Barbara, CA 93102