



**DOWNTOWN**  
SANTA BARBARA

## *1<sup>st</sup> Thursday* 2022-2023 Guide

### What is *1<sup>st</sup> Thursday*?

*1<sup>st</sup> 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. *1<sup>st</sup> 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 *1<sup>st</sup> Thursday*-goers added entertainment while strolling between the various venues.



### Participation Benefits

As a participant\* in *1<sup>st</sup> 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 *1<sup>st</sup> Thursday*-goers to easily find your venue
  - Passports on display and distributed at more than 50 locations each month
- Your name, address, website, current event description and featured event photo included on the *1<sup>st</sup> 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 *1<sup>st</sup> Thursday* advertisements per month, publications may include the *Santa Barbara Independent* (40,000 distribution), *Voice Magazine* (20,000 readers), and the *Montecito Journal* (25,000 distribution).
- Event information included in a monthly *1<sup>st</sup> Thursday*-specific email newsletter sent to more than 4,000 Downtown Santa Barbara contacts with an average open rate over 50%
- Your business tagged and featured in a *1<sup>st</sup> Thursday*-specific story on the DSB Instagram account (33k+ followers as of July 2022)
- Your business tagged and featured in a *1<sup>st</sup> Thursday*-specific Facebook post (11.5k+ followers as of July 2022)
- *1<sup>st</sup> Thursday* included in the Event Calendar on the DSB website (averaging 3,500 hits per month)
- *1<sup>st</sup> 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 *1<sup>st</sup> 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
- *1<sup>st</sup> Thursday Destination* signage provided by DSB staff
- Participants' right to use current *1<sup>st</sup> 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 *1<sup>st</sup> 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**

- Includes discounted participation fees
- Option for payment plans by invoice
- Option for monthly auto-pay payment plan

## **Passport Cover Opportunities**

- As a *1<sup>st</sup> 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 serve basis.
- Includes image of choice, credits and venue name to appear on the cover (1,200-1,800 distributed monthly)

### **\*Note:**

***1<sup>st</sup> 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 DSB and be approved by the Santa Barbara Police Department.

**NOTE: A permit is required to serve alcohol during *1<sup>st</sup> Thursday*.**

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## ***1<sup>st</sup> Thursday*** ***Quick Start Guide***

### **Steps to participate in *1<sup>st</sup> 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 new 2022 ABC Form (only if you'd like to serve beer, wine, and/or alcohol during your *1<sup>st</sup> 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, *1<sup>st</sup> Thursday* Event Manager**

[April@DowntownSB.org](mailto:April@DowntownSB.org)

(mobile) 954-224-2164



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## *1<sup>st</sup> Thursday* 2022-2023 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 2022 - 2023 season of *1<sup>st</sup> Thursday* (August 2022 - July 2023).
- ☐ **6-MONTH Participant (\$600/year):** By checking here, you are committing your venue to SIX months of the 2022 - 2023 season. Please email April@DowntownSB.org with the 6 months of your choice.  
(Participation in any additional months will be invoiced for \$150 each)
- ☐ **3-MONTH Participant (\$400/year):** By checking here, you are committing your venue to THREE months of the 2022 - 2023 season. Please email April@DowntownSB.org with the 3 months of your choice.  
(Participation in any additional months will be invoiced for \$150 each)
- ☐ **MONTHLY Participant (\$150/month):** By checking this box you are agreeing to participate in *1<sup>st</sup> 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 *1<sup>st</sup>-Thursdays* that apply to the above term(s).
- ☐ Internal marketing of the event (including using your mail/email list, your website, social media, in-store promos)
- ☐ 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 *1<sup>st</sup> 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 *1<sup>st</sup> Thursday* event (submit through online portal).
- ☐ Agree to display current *1<sup>st</sup> Thursday* Destination poster in a visible location.
- ☐ **A permit is required to serve alcohol on *1<sup>st</sup> 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 *1<sup>st</sup> Thursday* participation.
- ☐ **You must provide some kind of artistic or cultural attraction taking place on the *1<sup>st</sup> Thursday* you have signed up for. This might be an art opening, speaker, performer, live music, live art demonstration, etc.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



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*1<sup>st</sup> Thursday*  
2022 - 2023 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 *1<sup>st</sup> 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 *1<sup>st</sup> 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 *1<sup>st</sup> Thursday* events taking place that calendar year.



Business Name:

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Business Owner Signature:

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Business Owner Print Name:

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Date:

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***1<sup>st</sup> Thursday***  
**2022 - 2023 Deadlines**

<b><u>Date of 1<sup>st</sup> Thursday</u></b>	<b><u>Deadline to submit information:</u></b> <b>1. Signed Forms REQUIRED</b> <b>(Participation Agreement &amp; Hold Harmless)</b> <b>2. Signed Form OPTIONAL</b> <b>(Alcohol/ABC form) – <i>must include original signature</i></b> <b>3. 50-word event description</b> <b>4. High resolution JPEG image (600 x 600 pixels)</b> <b>5. Payment of fee(s)</b>
August 4, 2022	Friday, July 15, 2022
September 1, 2022	Friday, August 12, 2022
October 6, 2022	Friday, September 9, 2022
November 3, 2022	Friday, October 14, 2022
December 1, 2022	Friday, November 11, 2022
January 5, 2023	Friday, December 9, 2022
February 2, 2023	Friday, January 13, 2023
March 2, 2023	Friday, February 10, 2023
April 6, 2023	Friday, March 10, 2023
May 4, 2023	Friday, April 14, 2023
June 1, 2023	Friday, May 12, 2023
July 6, 2023	Friday, June 9, 2023

For more information, contact:

**April Lee, 1<sup>st</sup> Thursday Event Manager**

[April@DowntownSB.org](mailto:April@DowntownSB.org)

(mobile) 954-224-2164

*Return forms and payment to:*

Downtown Santa Barbara  
27-B East de la Guerra Street  
Santa Barbara, CA 93102