

1st Fridays Art Walk

A great way to market your business and all you have to offer - for free!

The 1st Friday of every month, 5pm-8pm, year-round, rain or shine. In almost ten years we haven't missed one yet! The event takes place in Oldtown Salinas & environs.

All you need to do is stay open one Friday evening a month for three hours and display local art, host live music, book signing, dance performance, story hour, kid's art table, special offer, or hold an open house!

Art Exhibit

You approve the artwork. Expert curators do the work of hanging a professional gallery exhibit. We find artists & represent them.



Live Music

You approve the genre of music you want. We book & interact with volunteer musicians every month.



Creation Stations

Is your business kid-friendly? Host a children's art project each month, led by volunteer teens for community service.



You've discovered the best free marketing tool ever - take advantage of this marketing opportunity - sign up for 1st Fridays Art Walk today!

Artistas Unidos - Artists United

4word Art Gallery
222 Main Street, Oldtown Salinas
Phone: 831.435.4647
director@artistasunidos.org

1st Fridays

Art



Walk



**1st Friday of Every Month
5pm-8pm**

Art Exhibits • Art Openings
Live Music • Dance • Poetry
Book Signings • Kid's Art

Art Builds Community!

Art & Culture builds your business! While Art Walk clientele may not purchase during the event, this is an opportunity to showcase your unique offerings - in fact patrons of arts spend more money, and return often.

They are loyal, more likely to shop local than big box stores. The Art Walk gives you a chance to welcome new clients into your store and get to know them in a relaxed atmosphere. Business is all about building and sustaining relationships with your customers! Buying decisions are emotional & the Art Walk provides potential purchasers with a good vibe - it's up to you to do the rest!

Successful venues promote the event to clients - a way to say 'Thank You' to your valued supporters: monthly party! Get the most out of the Art Walk by participating with art exhibits, live music, or other cultural offerings.



Our professional curators provide your business with original artworks by local artists - for free!

Local Artists - Local Color

The 1st Fridays Art Walk is organized and produced by a group of all-volunteer local artists, musicians, and community members who are dedicated to creating more arts & culture in Salinas. Artistas Unidos - Artists United is a multi-cultural arts organization - members donate many hours of hard work every month to make community events such as the Art Walk happen. You can be a part of this grassroots effort by participating in the 1st Fridays Art Walk.



Live music in more than 20 venues - host a wide variety of local musicians!

WIIFM? Art Walk Makes Dollars & Cents

What's in it for me? New business! One new customer per month with a Lifetime Value of up to \$5000, means \$60,000 over time within a year of Art Walk!

What's my investment? Donate three hours of your time once a month, price of electricity for the time, and your return on investment: priceless!

You are part of promoting a positive impression of downtown to visitors and building community by welcoming new customers to your business.

Proprietors report an **increase in sales of 10%-25%** during the Art Walk.

Art Walk is Green: we promote reusable markers to designate the Art Walk Venues. Donate \$50 for a custom silk flag created by local teens!



Oldtown Salinas 1st Friday Art Walk

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