



First Thursdays Art Walk Laguna Beach – Membership Application Guidelines

FIRST THURSDAYS ART WALK LAGUNA BEACH MISSION STATEMENT

First Thursdays Art Walk's mission is to promote Laguna Beach as a leading year-round destination and community of fine art galleries.

We are a 501(c)(3) non-profit organization committed to supporting our member galleries; serving the community by cultivating an appreciation for the arts; and providing a high quality educational experience for art students through the annual Mentoring Program with Laguna College of Art + Design.

Since 1998, First Thursdays Art Walk member galleries and sponsors have benefited from a co-operative effort in providing Trolley service during First Thursdays Art Walk; by advertising in local and national media; and through creating a unique cultural experience for all First Thursdays Art Walk participants.

GENERAL INFORMATION

Gallery Membership

First Thursdays Art Walk is a year round event. Galleries are encouraged to sustain membership for a minimum of one year. The membership dues, in part, finance the design and publication of a brochure, postcards, shuttle service, marketing and advertising of the First Thursday's Art Walk event.

Brochure and Trolley

Dues and grants enable the Art Walk offer trolley service and the production of a high quality color brochure showcasing member galleries. The text area is used to announce special events for Art Walk evening, or simply a general description of your gallery and artists. The brochure is published quarterly.

As a member gallery, you will receive an email quarterly to update your photo and text. It is the responsibility of the gallery to respond by the due date indicated on the form. It is important to respond by the due date to include a new photo and information.

The Art Walk brochure is a powerful marketing tool available to all member galleries as well as local concierges and the Laguna Beach Visitors Bureau (LBVB). According to the LBVB the Art Walk brochure is the most requested pamphlet by visitors!



Banners

A banner is printed and provided to member galleries to display on the day of the Art Walk Event. This announces to passers-by the upcoming Art Walk.

Window Decal

An Art Walk logo window decal is available to member galleries. The decal can be displayed on your gallery door or window as a reminder of the event, making it easy to identify yourself as a participating gallery.

Free Shuttle

There are four shuttle busses available to Art Walk patrons that drive a designated loop through the city, from Jasmine to the Montage Resort as well as the canyon. Riders may catch the shuttle at designated stops along the route. A map indicating these stops is located on the back of the brochure. The shuttle stops have been determined by the city and for legal and safety purposes are generally located at the regular OCTA or Laguna Trolley stops. The shuttle operates from 6:10 PM until 9:00 PM.

Website

The Art Walk URL is www.firstthursdaysartwalk.com, and is updated quarterly with new event information. Galleries are included provided that their membership is current and listed in the brochure. Patrons, who sign-up on the site, receive monthly notices of the Art Walk and special events.

Use of First Thursdays Art Walk Logo

Member Galleries must have Executive Board approval for the use of the official First Thursdays Art Walk logo on any printed or electronic media.

Monthly Enewsletter

First Thursdays Art Walk publishes a monthly enewsletter *Art Walk News*. Art Walk News is posted on the website and is sent out monthly to subscribers and participating sponsors and members.

Social Media

The Art Walk is active with social media. Member galleries may post their special events on Facebook, Twitter, and Instagram. There are several variations of social media sites online. The following are officially sponsored by First Thursday Art Walk.

- Facebook: ArtWalkLagunaBeach
- Twitter: @LB1stThursdays
- Instagram @firstthursdaysartwalk



Where We Advertise

- Laguna Beach Independent
- Coastline Pilot
- Visitors Bureau Guide
- Laguna Beach Magazine
- Local Arts
- Laguna Beach Art Magazine

The following newspapers may run their own story about Art Walk and listing of member galleries:

Laguna Coastline Pilot
Laguna Beach Independent
Laguna News Post (O.C. Register)

Publicity on Art Walk has also been seen in *American Airways Magazine*, *Art Talk*, *Gallery Guide*, *Art & Antiques*, *Art News*, *Avenues Magazine*, *Sunset Magazine*, *Southwest Art*, *C Magazine*, and *944 Magazine*. First Thursday's Laguna Art Walk has also been featured on Food Network's *\$40 A Day* and *Real Orange* on KOCE.



ELEGIBILITY GUIDELINES FOR NEW MEMBER GALLERIES

Eligibility:

- Member galleries must be professional, full-time art gallery with 80% of their business devoted to visual arts.
- Designation primarily as a Fine Art / Art Gallery space by the City of Laguna Beach.
- Have advertised/set gallery hours, at least 30 hours weekly.
- A representative from First Thursdays Art Walk will conduct a site visit prior to application submission.

Documentation Requirements

- Completed Application
- Photocopy of business license
- Conditional Use Permit (CUP)

Dues

- Dues are collected quarterly. As a new member gallery a pro-rated balance plus \$240 (\$80/month) for next quarter will be paid in advance. For example: If you join after the first month of the quarter, the dues balance for the current quarter is \$160. The total amount would be $\$160 + \$240 = \$400$. Payment is due upon approval of membership application.

Suggestions

- Be in areas of art gallery traffic.*
- Regular attendance of Art Walk Gallery Member meetings held monthly on the first Wednesday evening following First Thursday's Art Walk. *As a member gallery your input is highly valuable to the organization as a whole!*
- Refreshments (we highly recommend non alcoholic beverages and munchies be served if also serving wine)
- Music
- Artists in attendance
- Promote your gallery's Art Walk event in the Calendar section of publications.

* Please note the shuttle tram route runs between Vlejo Street in North Laguna and Bluebird Canyon Road in South Laguna as well as the canyon.



APPLICATION FOR MEMBERSHIP

Gallery Information

Gallery Name:			
Gallery Address:			
Gallery Phone:		Fax:	
Website:			
Social Media:	<input type="checkbox"/> Facebook	<input type="checkbox"/> Instagram	<input type="checkbox"/> Twitter <input type="checkbox"/> Vine
Gallery Description:			
Description of artwork / artists:			

Contact Information

	<i>Name</i>	<i>Phone</i>	<i>email</i>
Owner/Partners			
Gallery Director			

Membership must be approved by the First Thursdays Art Walk Board of Directors. Please email your application with the required documents below to info@firstthursdaysartwalk.org

Please attach the following *required* documents:

1. Photocopy of your Laguna Beach Business License.
2. Photocopy of your Laguna Beach Conditional Use Permit designating that this business location is a Fine Art / Art Gallery.
3. Business card

Once approved, FTAW will send you an invoice. Please mail your application documents and a check to:

FIRST THURSDAYS ART WALK
 PO Box 4654
 Laguna Beach, CA 92652



BOARD OF DIRECTORS 2015

Dora Wexell President	[seven-degrees] 891 Laguna Canyon Rd • Laguna Beach, CA 92651	(949)376-1555 ext.106 dora@seven-degrees.com
Torrey Cook Vice President	Artist Republic 210 N. Coast Highway Laguna Beach, CA 92651	949) 988-0603 torrey@AR4T.com
Ann Jones Secretary	Artist Eye Gallery 1294-A South Coast Hwy. Laguna Beach, CA 92651	(714) 227-0391 ann@jonesdolan.com
Renee Bangerter Treasurer	Renee Bangerter Art Gallery 412 North Coast Highway Laguna Beach, CA 92651	(949) 715-7304 renee@renee-bangerterart.com
Kevin Shoaf	Bluebird Gallery 1540 S. Coast Highway Laguna Beach, CA 92651	(949) 497 5377 kevin@bluebirdgallery.com
Robin Fuld	Laguna College of Art + Design 2222 Laguna Canyon Road Laguna Beach, CA 92651	(949) 376 6000 x255 rfult@lcad.edu
John Eagle	Studio 7 384 B North Coast Highway Laguna Beach, CA 92651	949) 497-1080 eagleworks@cox.net

Member galleries are invited to attend board meetings held on the 2nd Wednesday of every month at seven-degrees at 5:30 pm and encouraged to participate in various committees.