



## **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; sending out a monthly e-newsletter 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, social media posting, free trolley service, a monthly e-newsletter, website presence, and marketing and advertising of the First Thursday's Art Walk event.

#### **Brochure and Trolley**

Dues and grants enable the Art Walk to offer trolley service and the production of a high-quality color brochure showcasing member galleries. In the brochure, for each gallery space, 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 email. It is important to respond by the due date to include a new photo and information in the brochure.

The Art Walk brochure is a powerful marketing tool available to all member galleries as well as local concierges and Visit Laguna Beach (VLB). According to the Visit Laguna Beach, 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 monthly event, making it easy to identify yourself as a participating gallery.

### **Free Trolley Service**

Free trolley service for First Thursdays Art Walk starts at 6:30 pm and ends at 9:30 pm. Trolleys begin at the Laguna Art Museum (north) and Bluebird Canyon Road (south). The trolley route runs as far north as Beverly Street/Cliff Drive, up Laguna Canyon Road as far as Canyon Acres, and south to Diamond Street. Please see the map in the brochure or more information.

### **Website**

The Art Walk URL is [www.firstthursdaysartwalk.org](http://www.firstthursdaysartwalk.org), and is updated quarterly with new event information. Galleries are included provided that their membership is current. Patrons, who sign-up on the site, receive monthly notices of the Art Walk, and the monthly e-newsletter announcing special events.

### **Use of First Thursdays Art Walk Logo**

After receiving Board approval, member galleries are encouraged to incorporate the official First Thursdays Art Walk logo on any printed or electronic media.

### **Monthly E-newsletter**

First Thursdays Art Walk publishes a monthly e-newsletter *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



## 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.
- Regular attendance of Art Walk Gallery Member meetings held monthly on the Wednesday evening following First Thursday's Art Walk. *As a member gallery your input is highly valuable to the organization as a whole!*

### 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 \$120 (\$40/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 \$80. The total amount would be  $\$80 + \$120 = \$200$ . Payment is due upon approval of membership application.

### Suggestions

- During Art Walk, light refreshments (we highly recommend non-alcoholic beverages and munchies be served)
- Music – live music tends to bring in visitors
- Artists in attendance – to interact with visitors
- Promote your gallery's Art Walk event in the Calendar section of publications.



## APPLICATION FOR MEMBERSHIP

### Gallery Information

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

### Contact Information

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

**\*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](mailto: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 completed application documents and a check to:**

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

**\* If you give your completed information to an FTAW representative, please disregard the above.**



**BOARD OF DIRECTORS 2016**

Dora Wexell President	[seven-degrees] 891 Laguna Canyon Road Laguna Beach, CA 92651	(949)376-1555 ext.106 dora@seven-degrees.com
Anthony Ianozzi Vice-President	Cast of Crowns Art Collective 412 N. Coast Highway, Ste. C Laguna Beach, CA 92651	(949) 715-7304 castofcrowns@gmail.com
Ann Jones Secretary	Artist Eye Gallery 1294-A South Coast Highway 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@reenebangerterart.com
Margo Kosin Director	Avran Fine Art 540 S. Coast Highway Laguna Beach, CA 92651	(949) 494-0900 margo@avranart.com
Jennifer Anderson Director	The Signature Gallery 220 Forest Avenue Laguna Beach, CA 92651	(949) 376-4244 jennifer@thesignaturegallery.com
Melissa Shelburn Director	Elena Bulatova Fine Art 265 Forest Avenue Laguna Beach, CA 92651	(760) 600-0417 melissashelburn@elenabulatovafine art.com

Gallery members are encouraged to attend board meetings held on the Wednesday following art walk at seven-degrees at 5:30 pm and encouraged to participate in various committees.