**

**Main Street Merchants – First Friday**

First Friday Participant Guidelines

**Join us on the First Friday of every other month this year**

We'd love to have you involved -- below are a few guidelines to help you make plans

1. Participating businesses are asked to stay open between the hours of 4-8 p.m. on the First Friday of the month. Later is encouraged!
2. Create an event or sale that is dedicated to supporting the theme and the Main Street Merchants. Make the theme part of your celebration to help encourage participation from the community
3. Offer an event, discount, or coupon to encourage the visitors to come back on another day or become regulars at your business!
4. Please contact the Main Street Merchants group chair with your special event, discount or coupon ***no later than 2 weeks prior*** to the event. The earlier the better to encourage proper promotion.
5. As part of the day, you are encouraged and expected to promote first Friday on your website, social media pages such as facebook and twitter, in your newsletter and through your advertising outlets. This includes advertising other participants including possible business competitors.