

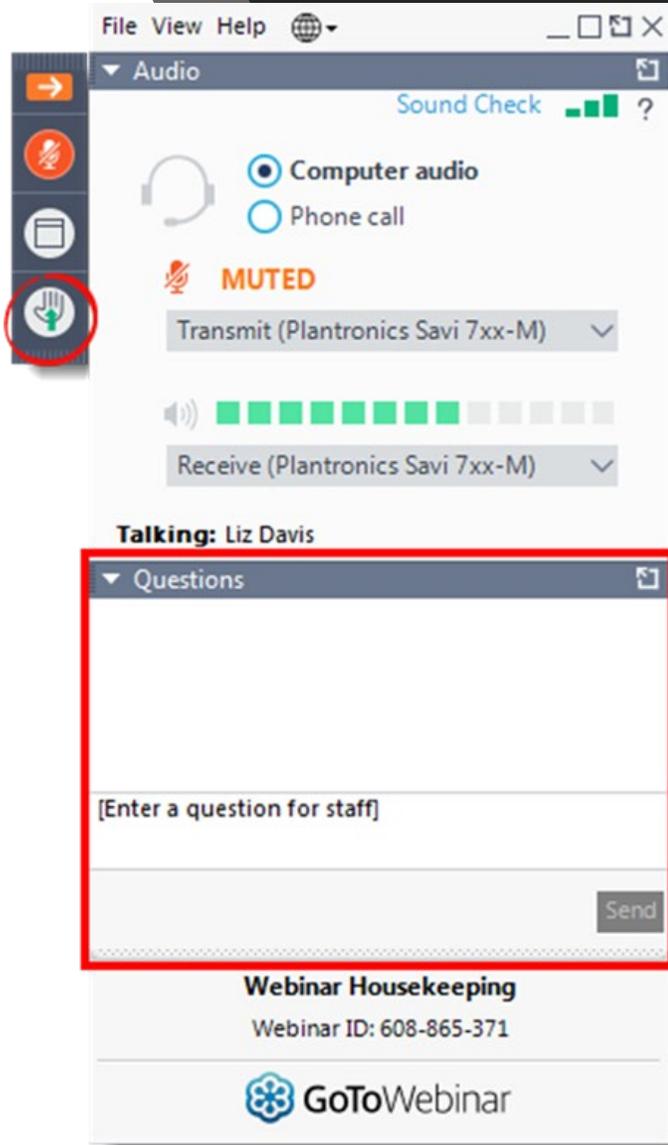
Tips for Virtual First Fridays *and other online events*

Presented by Jonathan Desmarais, Amy Kopecky, and Gabriella Sacidor

GoToWebinar Housekeeping

Your Participation

- Please submit your text questions and comments using the Questions panel
- Please raise your hand to be unmuted for verbal questions.
- For more information, please contact katietyson@padowntown.org
- **Note:** Today's presentation is being recorded and will be provided within 48 hours.



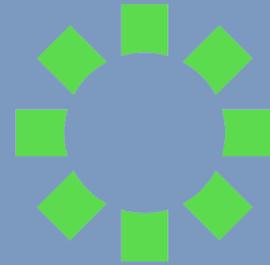
Jonathan Desmarais

Marketing Communications Manager

Downtown York



YORK DOWNTOWN HISTORICALLY EDGY



York County
Economic
Alliance

OUR MISSION: To drive, enhance,
and encourage investment in
Downtown York.



Elaine Bonneau,
Director



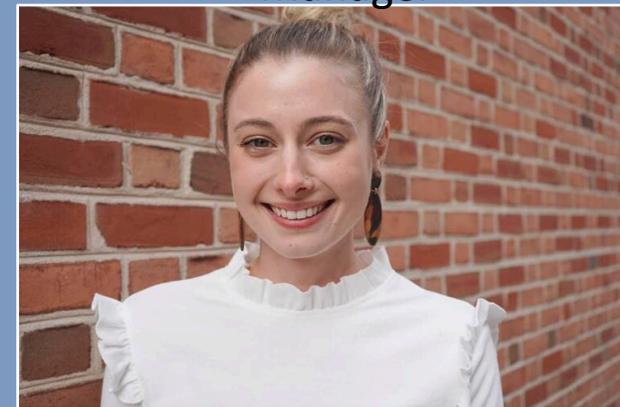
Nicholas Pullo, Project
Manager



Par Bowman, Events
Manager



Jonathan Desmarais, Marketing
Communications Manager



Hannah Beard, Communications
Coordinator



Why a Virtual First Friday?

- Responsible social distancing
- Create a sense of normalcy
- Positive thing to look forward to
- Continued engagement with Downtown York merchants
- Enabling new growth potential for merchants
- Looking forward to life after COVID-19



Why a Downtown York Virtual Visit?

- Continued engagement beyond the First Friday
- Responsible social distancing
- Supporting Downtown businesses
- Celebration of York's culture, history and its people
- Continued engagement with Downtown York merchants
- Enabling new growth potential for merchants
- Looking forward to life after COVID-19

- Live performances
- Jazz in the City
- Virtual Prom
- Virtual Yoga Class
- Virtual Happy Hours
- Virtual Shopping
- Family Maker Challenge
- Virtual Art Galleries
- Delivery/Takeout options during COVID-19
- York County Library at Home Brain Bonanza
- York History Center Dance Off
- National Poetry Month Celebration



The logo for 'First Friday Virtual Downtown York' is presented on a dark blue background. At the top, 'First Friday' is written in a white, bold, sans-serif font, followed by 'Virtual' in a larger, orange, italicized sans-serif font. Below this, the words 'DOWNTOWN' and 'YORK' are displayed in a white, stylized, outlined font. 'DOWNTOWN' is smaller and positioned above 'YORK'. To the right of the 'YORK' text, the hashtag '#ffYork' is written in a white, lowercase, sans-serif font. At the bottom of the logo, the text 'Enjoy virtual concerts, happy hours, and shopping and dining from home' is written in a white, lowercase, sans-serif font, followed by the website address 'www.downtownyorkpa.com/firstfridays' in the same font.

First Friday *Virtual*

DOWNTOWN YORK

#ffYork

Enjoy virtual concerts, happy hours, and shopping and dining from home

www.downtownyorkpa.com/firstfridays

Response to Virtual First Friday

- Media Coverage
- 600+ views day of and 1,000+ overall
- Increased online sales for merchants
- Exposure to new musical artists
- Gratitude of Downtown merchants
- Community engagement, #YorkStrongerTogether
- Family friendly event



Virtual Visit



Take a Virtual Visit of Downtown York

Virtual Performances

- York Symphony Offstage Performance Series
- Recorded live shows from the Appell Center for the Performing Arts
- Green Room Gossip Podcast
- York Revolution Promo Video

Virtual Dining

- Delivery/Takeout Options during COVID-19
- Virtual Happy Hours

www.downtownyorkpa.com/downtown-virtual-visit

Virtual Visit



Take a Virtual Visit of Downtown York

Virtual Arts

- York History Center Tours
- York Mural Tours
- Colonial Complex Virtual Tour
- Appell Center Virtual Learning
- JCC Virtual Art Gallery
- National Poetry Month Celebration

Virtual Shopping

- Downtown Dash
- Virtual Shop Tours

www.downtownyorkpa.com/downtown-virtual-visit

Response to Downtown York Virtual Visit

- Wider Audience Reach
- 1,000+ views and counting
- Media Coverage
- Gratitude of Downtown merchants
- Community engagement, #YorkStrongerTogether



Amy Kopecky
Main Street Manager

Downtown Lebanon



DOWNTOWN LEBANON

Virtual First Friday, April 3rd

The Lebanon Valley Council on the Arts, located in the heart of Downtown Lebanon, began hosting First Fridays more than 5 years ago. In 2018 the City of Lebanon established a Main Street program whose job is helps revitalize the Central Business District for the City of Lebanon. The two organizations began partnering for First Friday in 2019 with the Main Streets focus on business participation and the Arts Council on getting artists and performers. Due to Covid- 19 there was no way to have the community Downtown for Aprils First Friday. We decided to host a 'Virtual First Friday' that could still get the community involved.



We encouraged Lebanon County residents to grab take out from their favorite downtown restaurant and then head home and sign into Facebook and follow 'Downtown Lebanon First Friday' page to listen to live music and view artwork submitted by members of the Arts Council.

**Restaurants Offering
Take Out and Delivery on
First Friday:**

DOWNTOWN LOUNGE

JUST WING IT

LA PLACITA

DOMINOS

QUESA DEE'AS

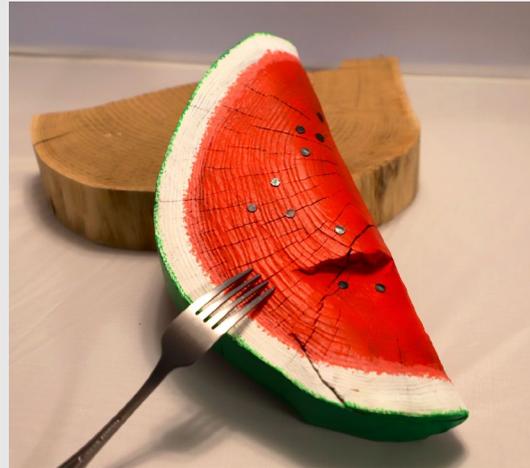
ZALAS ROLLED ICE CREAM

THE TIMELESS CAFE

LEBANON FARMERS MARKET

GUS DERACOS

SNITZ CREEK BREWERY



**VIRTUAL
FIRST FRIDAY
MUSICIANS:**

5:00pm -5:30pm
Matt Miskie

5:30pm -6:00pm
Alex Stanilla

6:00pm -6:30pm
Luther Tyree

6:30pm -7:00pm
James Ruchalski

7:00pm -7:30pm
Terry Strongheart

7:30pm -8:00pm
The Neighborly

Log into Facebook on Friday April 3rd beginning at 5:00pm
and join our 'Watch Party'
Follow:
First Friday Downtown Lebanon

As part of our Virtual First Friday on April 3rd, we asked the community to participate in a 'Chalk Walk' at their homes, whether it be on the sidewalk or their driveway. Residents took pictures of their drawings and shared them with us to be featured on our Downtown Lebanon Facebook page during First Friday. Throughout the day we had nine submissions that we shared.



FRIDAY APRIL 3RD

Chalk Your Walk!

DRAW OR WRITE ENCOURAGING MESSAGES ON YOUR DRIVEWAY OR SIDEWALK WITH CHALK!

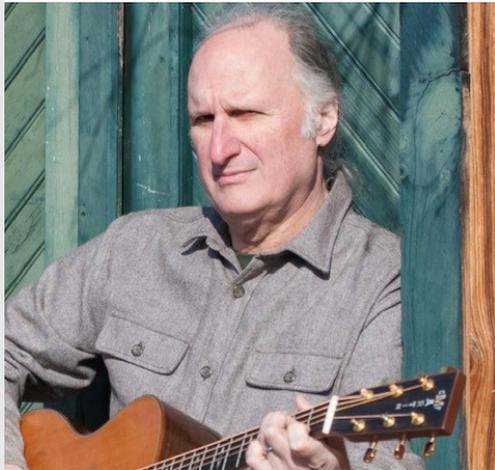
Share a picture of your drawing and location with **DOWNTOWN LEBANON** on Facebook. Then head outside - Drive around or take a walk - to look for the prints and messages!



Beginning at 8:00am on April 3rd we began posting pictures of the artwork that was submitted to us during the week along with an artist bio. We also shared information about each musician that would be performing that night. We featured six musicians and five different artists throughout the day.

1ST FRIDAY First Friday Downtown Lebanon is with Matt Miskie. ...
 Posted by Amy Kopecky
 Friday at 1:00 PM · 🌐

Meet the Musicians: Matt Miskie (performing at 5:00pm)
 ... See More

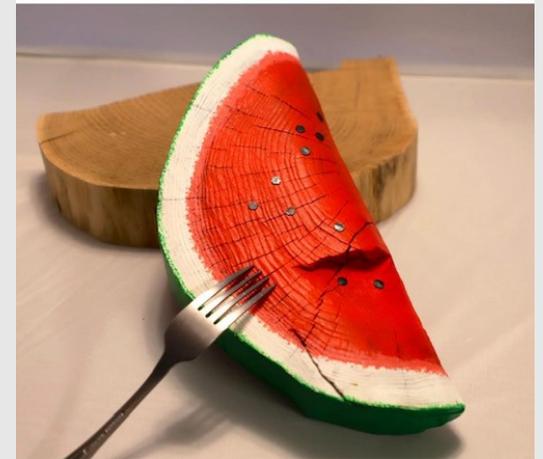


	Meet the Musicians: James Ruchalski (performing at 6:30pm) James is a	138	6	Apr 3, 2020 at 4:00 PM Amy Kopecky
	Meet the Musicians: Luther Tyree (performing at 6:00pm) Luther Tyree is a	67	2	Apr 3, 2020 at 3:00 PM Amy Kopecky
	Meet the Musicians: Alex Stanilla (performing at 5:30) What is life but a	130	4	Apr 3, 2020 at 2:00 PM Amy Kopecky
	Meet the Musicians: Matt Miskie (performing at 5:00pm) Matt Miskie has	132	3	Apr 3, 2020 at 1:00 PM Amy Kopecky
	Meet the Artist: Mary Kisner Mary loves working with cloth, yarn, and thread and	71	7	Apr 3, 2020 at 12:00 PM Amy Kopecky
	Meet the Artist: Jules Ann Smith Jules Ann Smith lives on twenty-seven acres in	495	115	Apr 3, 2020 at 11:00 AM Amy Kopecky
	Meet the Artist: Dwayne Spencer Owner and head chef at the The Timeless Cafe.	153	18	Apr 3, 2020 at 10:00 AM Amy Kopecky
	Meet the Artist: John Cramer John Cramer, resident of North Lebanon,	348	47	Apr 3, 2020 at 9:00 AM Amy Kopecky
	Meet the Artist: Laurel Black	52	6	Apr 3, 2020 at 8:00 AM Amy Kopecky

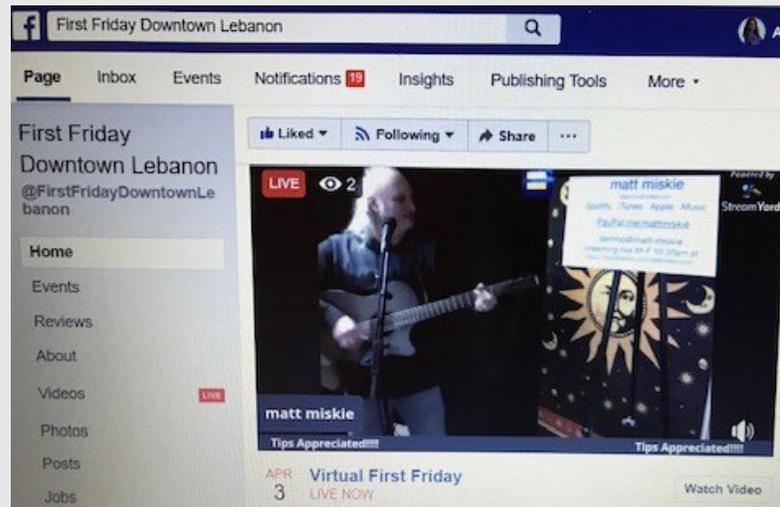
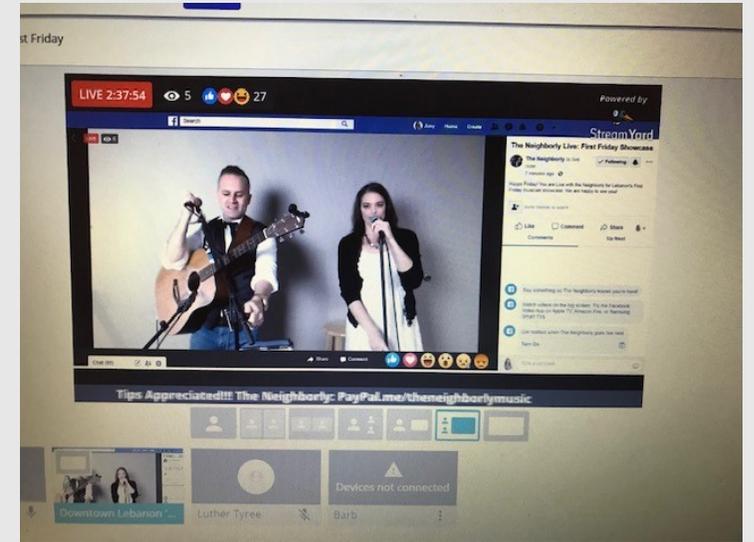
1ST FRIDAY First Friday Downtown Lebanon is at Lebanon Valley Council On The Arts. ...
 Posted by Amy Kopecky
 Friday at 10:00 AM · Lebanon · 🌐

Meet the Artist: Dwayne Spencer

Owner and head chef at the [The Timeless...](#) See More



At 5:00pm we began streaming live music played by a different musician every half hour. Musicians logged into StreamYard which linked directly to our First Friday Facebook page and we held a watch party until 8:00pm. The amount of viewers varied throughout the evening but we had a virtual attendance for all three hours while the music was being preformed.



Downtown Lebanon's original plan for May First Friday was to have a 'dress as your favorite super hero' for free comic book day which is May 2nd. Due to Covid-19 we are encouraging the community to post a picture as them dressed as their favorite super hero to be featured on our Facebook page during Virtual First Friday on May 1st. We will also be doing a 'local super hero' post and feature the police department, doctors and fire fighters. Downtown Lebanon has been working with the Lebanon City Police Department and WellSpan Good Samaritan Hospital to get pictures of their staff and workers for promotion of their amazing service during this time.



Gabriella Sacidor

Marketing Manager

Old City District, Philadelphia

**OLD
CITY** ★

independent by design

Virtual First Friday

Gabriella Sacidor, Marketing Manager
April 21, 2020



Old City District



Old City District



Old City District



First Friday



First Friday



First Friday & Old City District



First Friday



Pentimenti Gallery

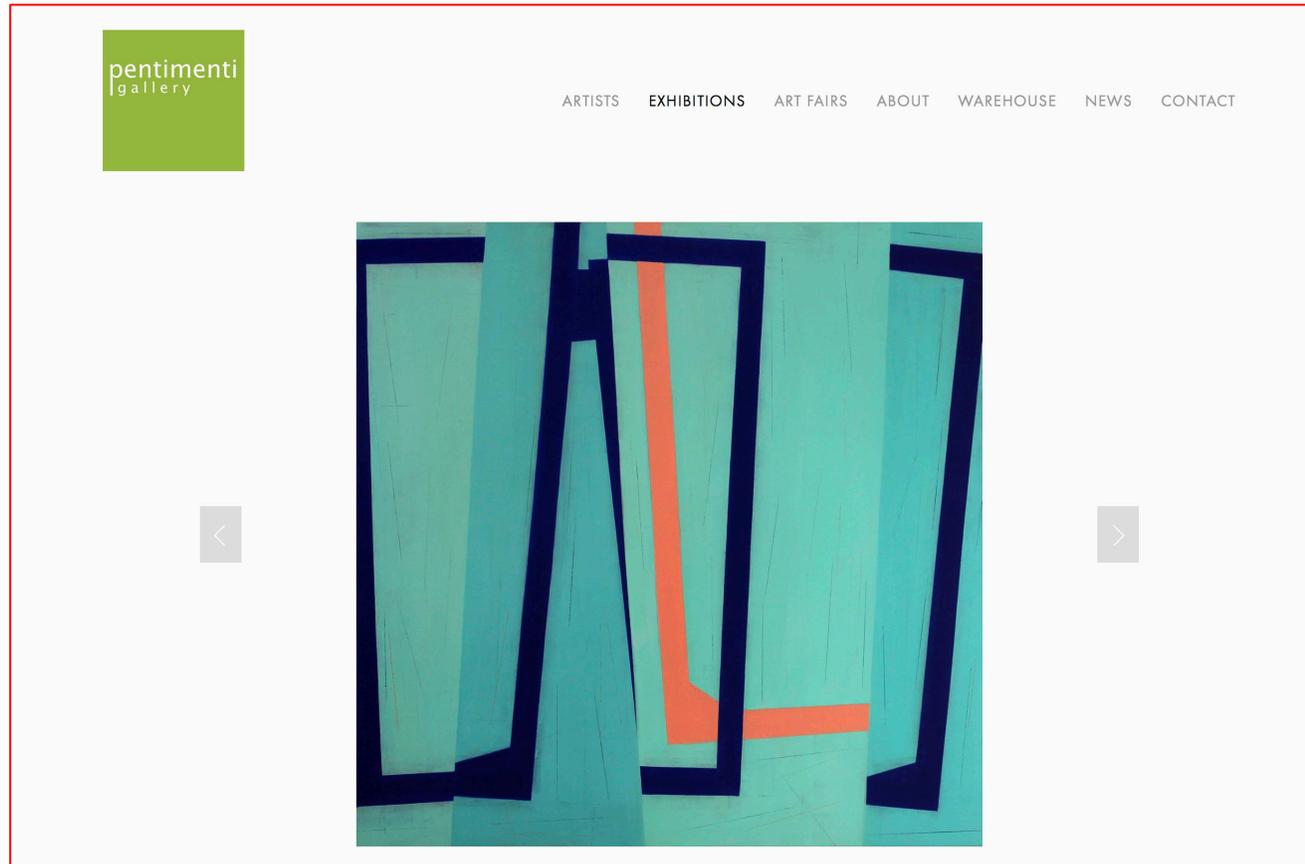


pentimenti.com

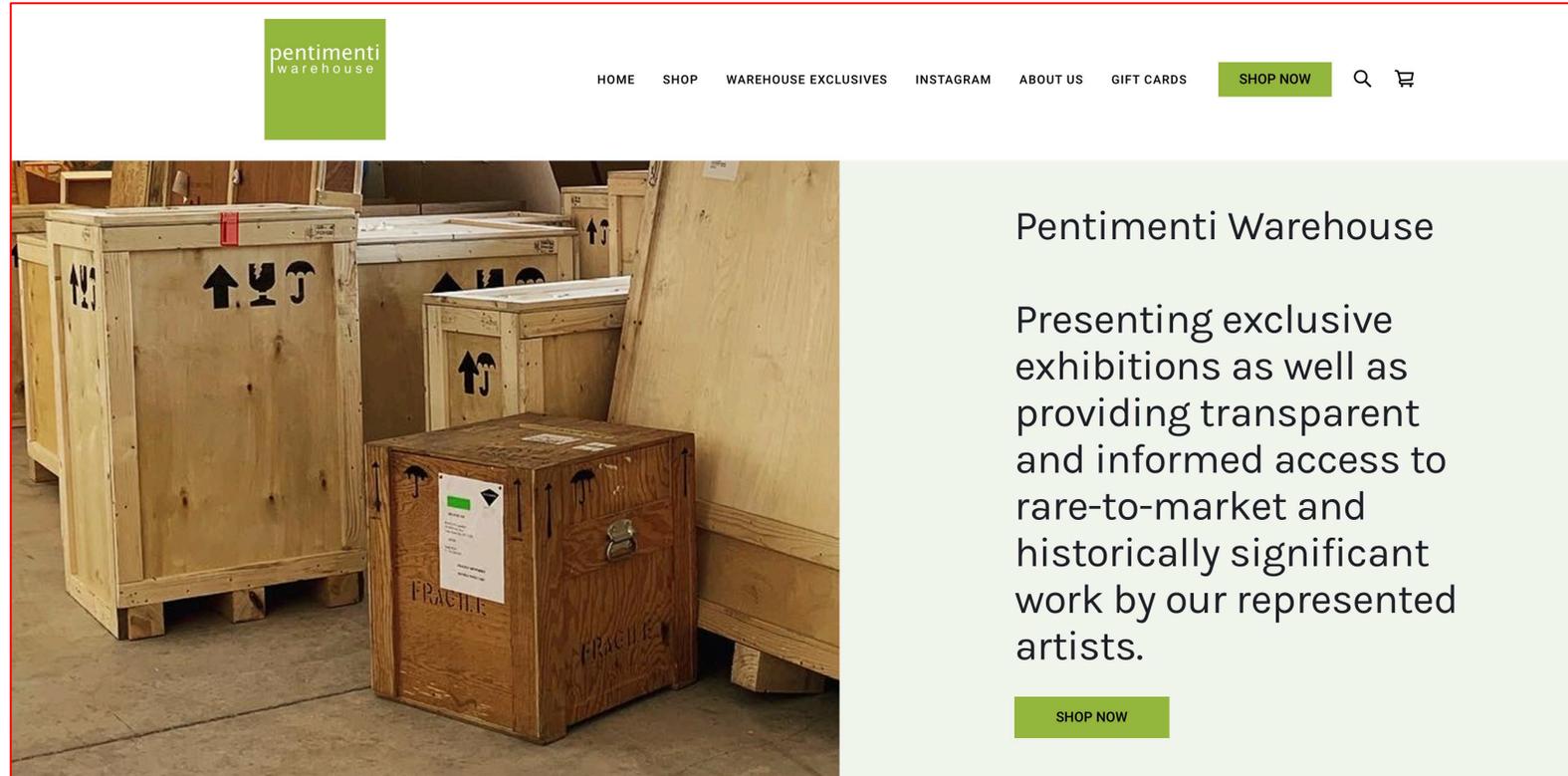
Pentimenti Gallery



Pentimenti Gallery



Pentimenti Gallery



The screenshot shows the Pentimenti Warehouse website. The header includes the logo 'pentimenti warehouse' on the left and a navigation menu with links for HOME, SHOP, WAREHOUSE EXCLUSIVES, INSTAGRAM, ABOUT US, GIFT CARDS, and a highlighted SHOP NOW button. Search and cart icons are also present. The main content area features a photograph of several wooden crates in a warehouse setting. Some crates are marked with 'FRAGILE' and have handling instructions like 'UP' and 'HANDLE WITH CARE'. To the right of the image is a text block with the heading 'Pentimenti Warehouse' and a paragraph: 'Presenting exclusive exhibitions as well as providing transparent and informed access to rare-to-market and historically significant work by our represented artists.' Below this text is another highlighted SHOP NOW button.

pentimenti
warehouse

HOME SHOP WAREHOUSE EXCLUSIVES INSTAGRAM ABOUT US GIFT CARDS **SHOP NOW** 🔍 🛒

Pentimenti Warehouse

Presenting exclusive exhibitions as well as providing transparent and informed access to rare-to-market and historically significant work by our represented artists.

SHOP NOW

Stanek Gallery



stanekgallery.com

Stanek Gallery

STANEK GALLERY

[home](#)

[artists](#)

[exhibitions](#)

[events](#)

[media](#)

[about](#)

[contact](#)

Online Silent Auction

Celebrate First Friday and support local Philadelphia Artists
from the comfort of your own home!

First Friday

April 3rd, 2020

Bidding begins: 5:00pm EST



Registration is open now through April 9th at 12:00pm!

Join us online for an exciting chance to take home works by your
favorite Stanek Gallery artists!

Stanek Gallery

The screenshot shows the Instagram profile for Stanek Gallery. At the top left is a circular profile picture featuring an abstract painting with warm, earthy tones. To the right of the profile picture, the name "stanekgallery" is displayed in a sans-serif font, followed by a "Message" button and three icons: a person, a dropdown arrow, and a three-dot menu. Below the name, the statistics "858 posts", "3,876 followers", and "275 following" are listed. The bio section identifies the account as "Stanek Gallery Art Gallery" and provides a description: "Presenting an engaging forum where art can be seen, shared and discussed, Stanek offers a unique collection of works in a wide range of styles". A link to the website, www.artsy.net/stanek-gallery, is included. Below the bio, it states "Followed by learnreikphiladelphia, paintedbrideartcenter, northworks_phila + 13 more". A row of seven circular icons represents recent posts, with labels: "PFAF Party", "Fine Demo...", "Unbound ...", "Drexel @ S...", "'Storytelle...", "City by the...", and "Summer 2...". At the bottom of the profile, there are two tabs: "POSTS" (selected) and "TAGGED". Three art pieces are visible in the "POSTS" grid: a landscape painting of a beach and sea, an abstract painting with grey and brown tones, and another abstract painting with dark, textured brushstrokes.

Stanek Gallery



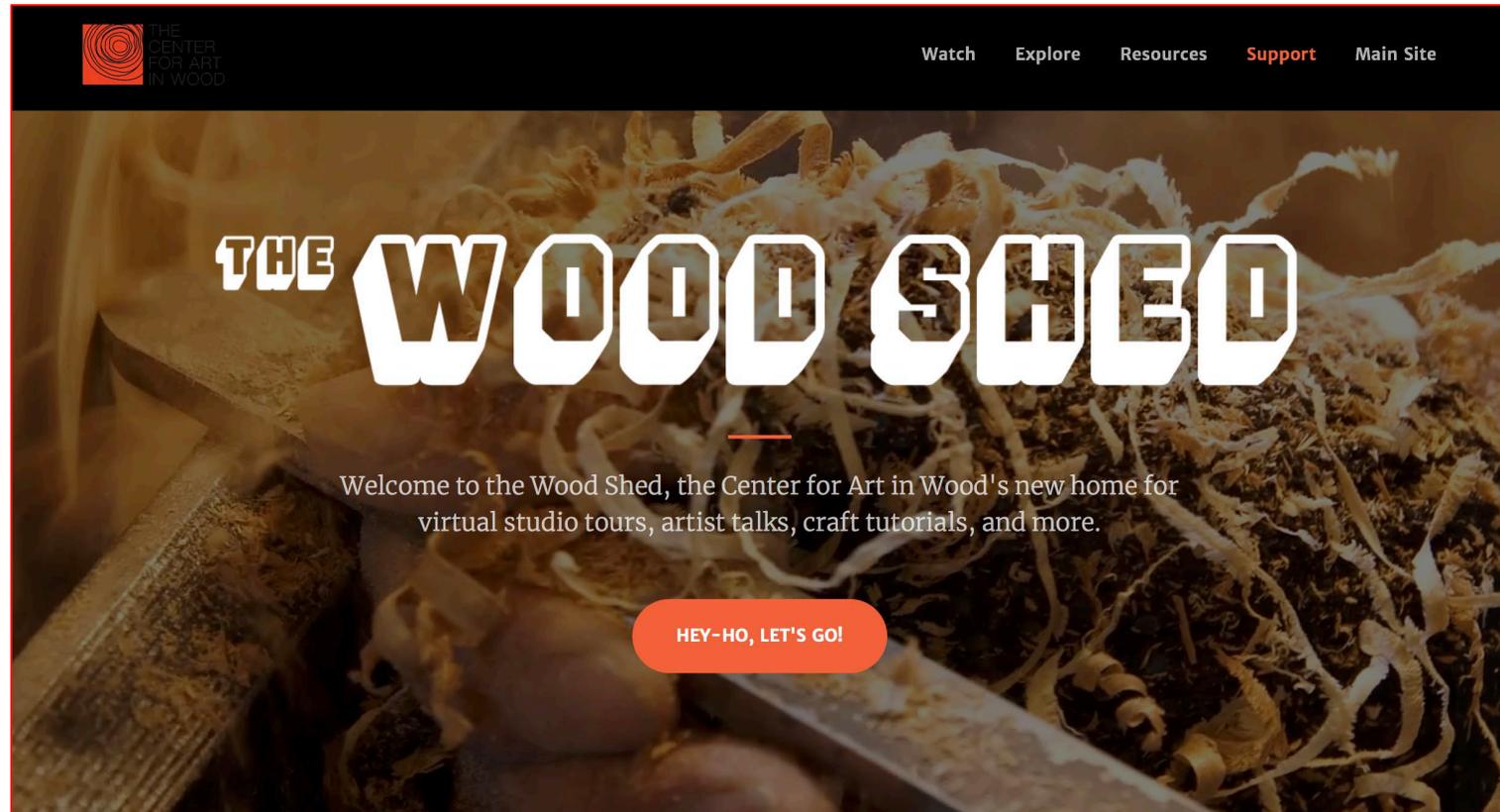
“Touch” by Nicole Michaud
in its new collector home

The Center for Art in Wood



centerforartinwood.org

The Center for Art in Wood

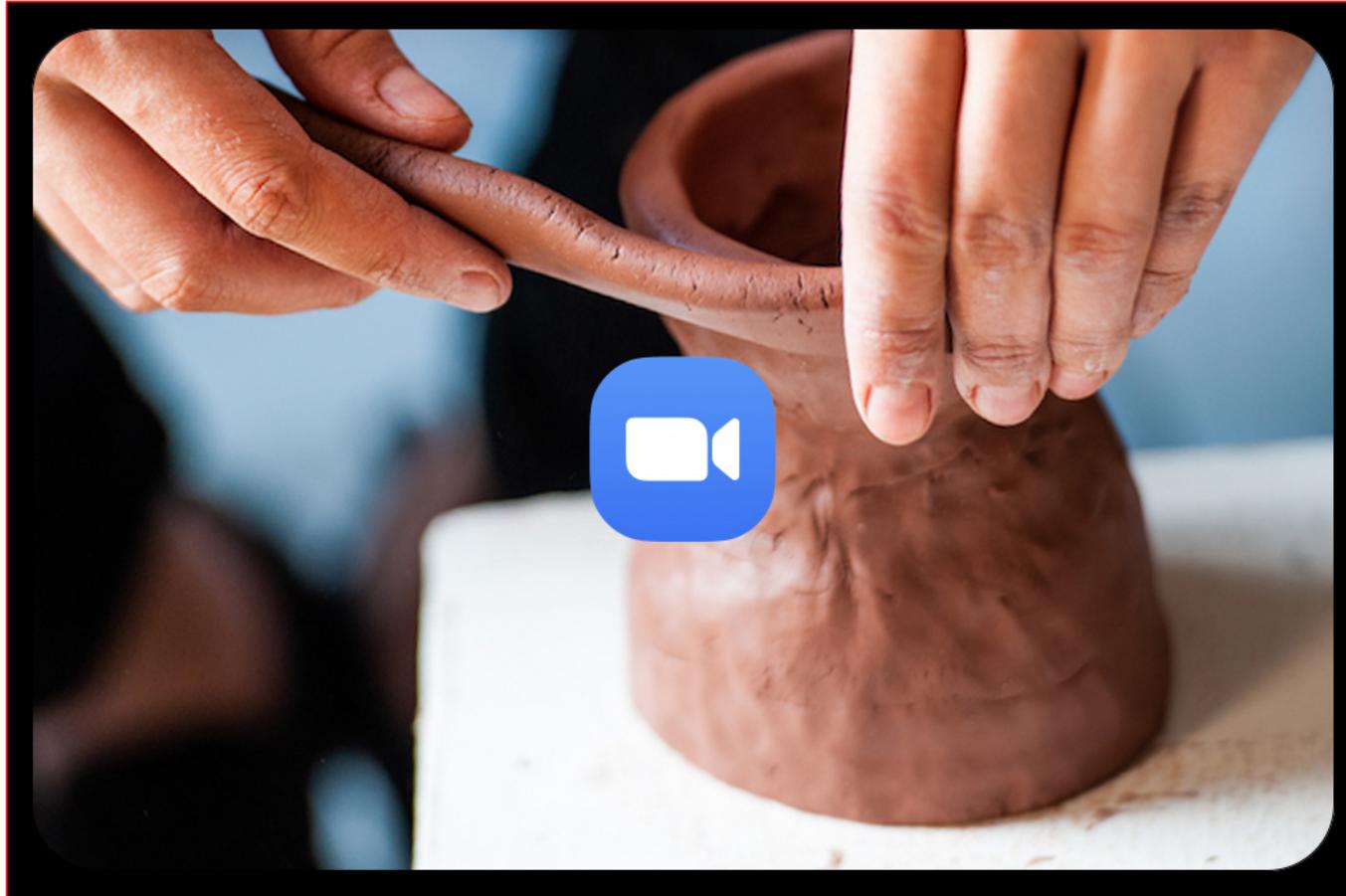


The Clay Studio



theclaystudio.org

The Clay Studio



Cherry Street Pier

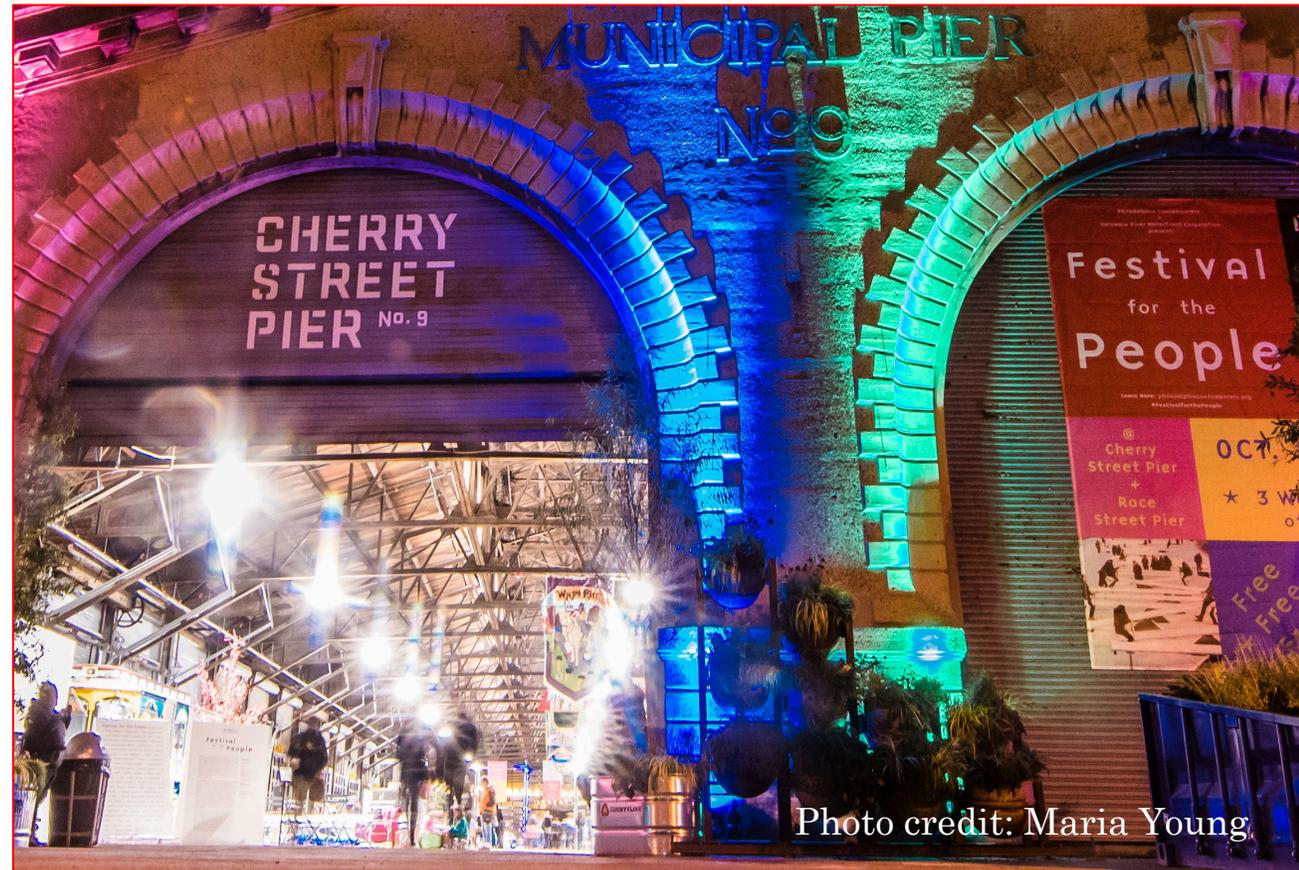


Photo credit: Maria Young

cherrystreetpier.com

Cherry Street Pier

Special Event

VIRTUAL EVENT

CHERRY STREET PIER No. 9 Virtual First Friday Friday, April 2 7pm-8pm

Digital art exhibition on CherryStreetPier.com;
Live DJ set from DJ Eric Boss from 7:00-8:00PM
on Instagram: [CherryStreetPier](https://www.instagram.com/CherryStreetPier)

#MyPhillyWaterfront

Delaware River
WATERFRONT
Corporation

📍 121 N. COLUMBUS BLVD.



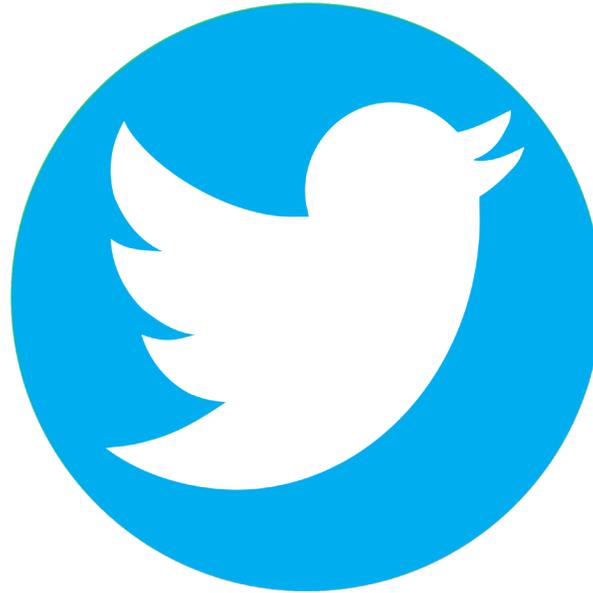
Cherry Street Pier



Follow Us!



@OldCityDistrict



@OldCityDistrict



@oldcityphilly

www.oldcitydistrict.org

Questions?

kylebailey@padowntown.org

amyk@downtownlebanon.com

JDesmarais@DowntownYorkPA.com

gabriella.sacidor@oldcitydistrict.org