

# FIRST 20 FRIDAY 21



## PARTICIPATION GUIDE FOR DOWNTOWN BUSINESSES

### **JANUARY: FRIYAY FOR THE NEW YEAR**

Wave goodbye to 2020 & hello to 2021 on the 2nd Friday of the month by clearing out unwanted or unsold items from the holiday season with red tag sales, sidewalk sales & more.

### **FEBRUARY: TREAT YO' SELF**

February is the month of love and this year, we're uplifting the power of self-care! Promote all things comfy cozy, health & wellness, destress-oriented, and positive!

### **MARCH: SHAMROCK & ROLL**

Feature live music on the inside and green & gold flare outside with decor and more. Participate in a downtown Pot O' Gold giveaway and promote your promotions and sales!

### **APRIL: DOWNTOWN PEEP SHOW**

Celebrate one of the season's most popular candies: Peeps! Invite a local group to create a Peep Sculpture and be entered to win a prize.

### **MAY: IT'S A CARNIVAL!**

Carnival games, food, and fun are the theme for May's First Friday. This is an easy theme to make kid-friendly, too, so offer specific fun sales & events for children as you'd like!

### **JUNE: DOWNTOWN ART WALK**

Invite a local musician, artist, or organization to display their work and enjoy the warmth of the summer season.

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### **SEPTEMBER: SPIRIT NIGHT**

Celebrate your favorite school or team by dressing in their colors, decorating windows, and offering fun events and promotions for fans.

### **OCTOBER: FALLING FOR MARIETTA**

Embrace the changing of the seasons with fall displays, Halloween flare, and love for all things local. Make sure to feature Marietta items and merchandise!

### **NOVEMBER: THANKS (FOR) GIVING**

This month we're going to give back to our community in thanks for supporting downtown year round. Feature a local nonprofit, offer donations for sales, and more to give back!

### **DECEMBER: MOONLIGHT MADNESS**

It's the most wonderful time of the year and holiday shoppers are at the ready to find great gifts for loved ones. Don't forget this event is extra late, until 11 p.m.!