

1st Thursday 2023-2024 Guide

What is *1st Thursday*?

1st Thursday began in February 2007 and has since grown significantly in popularity and visibility in the community and beyond. *1st Thursday* offers locals and visitors the opportunity to tour downtown galleries and art venues free of charge, in a relaxed and social environment on the first Thursday evening of each month. In addition to the exhibits, performances and programs at the various venues, DSB enhances the evening's experience with live, interactive, educational and seasonal presentations outdoors, along State Street, giving *1st Thursday*-goers added entertainment while strolling between the various venues.



Participation Benefits

As a participant* in *1st Thursday* your organization receives many benefits provided and coordinated by DSB. These benefits include:

Monthly Marketing and Advertising

- Your name, address, current event description and featured event photo are included in the following publications:
 - Event Passports
 - Brochure style list of participating venues and descriptions
 - Map of participating venues noted by number for guests to easily locate your venue. This map is often included in printed 3rd party advertising to promote the event
 - Passports are displayed and distributed to more than 50 locations each month including hotels, participating venues, and high traffic local touchpoints
 - *1st Thursday* [website](#) (averaging 3,500 page views per month)
 - Includes digital Passport as well as a list of participating venues with chosen descriptions and featured photos
- Your business tagged and featured in:
 - a *1st Thursday*-specific story on the DSB Instagram account (38k+ followers as of June 2023)
 - a *1st Thursday*-specific Facebook post (11.5k+ followers as of June 2023)
- Event information is marketed through:
 - One or more printed *1st Thursday* advertisements a month
 - publications may include the *Santa Barbara Independent* (40,000 distribution), *Voice Magazine* (20,000 readers), and the *Montecito Journal* (25,000 distribution).
 - A Monthly newsletter sent to more than 4,000 Downtown Santa Barbara contacts with an average open rate over 50%
 - The Downtown Santa Barbara [Event Calendar](#) on the DSB website (averaging 3,500 hits per month)
 - Numerous local Event Calendars (including but not limited to: Visit Santa Barbara, NightOut, EventBrite, SB Independent, Noozhawk, and SB to Do)

Program Administrative Support

- Opportunity to obtain a Special One Day ABC permit* endorsed by DSB, to serve alcohol during *1st Thursday*
- Event coordination of deadlines, descriptions and forms by DSB staff
- Production and distribution of all marketing and promotional material by DSB staff
- Event and marketing assistance available by DSB staff



- *1st Thursday Destination* signage provided by DSB staff
- Participants' right to use current *1st Thursday* logo and name in marketing and advertising

Additional Benefits

- DSB provides 1-3 additional activities/performances to enhance the evening's experience located outside along State Street
- DSB continues to support the *1st Thursday* program with funds and staff to enhance the Cultural Arts District and encourage both locals and visitors to come downtown and experience everything Downtown Santa Barbara has to offer

Passport Cover Opportunity

- As a *1st Thursday* participant, you can purchase the passport cover for an additional \$300.00 per month.
 - Covers are sold on a first come first serve basis. Please fill out our [Cover Request Form](#) if interested.
 - Includes image of choice, credits and venue name to appear on the cover (1,200-1,800 distributed monthly)

NOTE: 1st Thursday participation is limited to DSB members in good standing. All dues, fees and assessments must be paid in full before a venue may participate.

*Downtown Santa Barbara meets all requirements and is qualified by the California Department of Alcoholic Beverage Control (ABC). Venues interested in applying for a Special One Day Event Permit must do so through DSB.

Steps to participate:

- 1) Read this guide (you're off to a great start!)
- 2) Determine your level of participation (Annual, 6-month, 3-month, or monthly)
- 3) Complete the Participation Agreement
- 4) Complete the Hold Harmless Waiver
- 5) Complete the new 2023 ABC Form (only if you'd like to serve beer, wine, and/or alcohol during your *1st Thursday* event. Note: if your business already has a liquor license this step is not necessary)
- 6) Submit forms and payment to DSB staff
- 7) Submit your event information (**through the DSB web portal**):
 - a. Image (600 x 600 pixels)
 - b. 50-word programming description (What will take place during your event? Who is the featured artist, band, live performance, etc?)

For more information, contact:

Nicole Castillo

Nicole@DowntownSB.org

(office) 805-962-2098 x 803



1st Thursday
2023-2024 Participation Agreement



Venue/Business Name:	
Contact Person:	Title:
Business Address:	Zip:
Mailing Address:	Zip:
Phone:	
Website:	

Membership Options: (Check one)

 Annual Membership w/ Beer & Wine: \$1,500

- 12-month participation from Aug 2023-July 2024
- Membership valid within the months of Aug 2023-July 2024
- Beer and Wine ABC's included for all 12 months (\$50 ea., upgrades to full liquor available for an additional \$15/application)

 Annual Membership (permits not included) : \$900

- 12-month participation from Aug 2023-July 2024
- Membership valid within the months of Aug 2023-July 2024
- ABC's available for purchase a la carte

 6-month Membership: \$600

- 6-month participation at any point from the months of Aug 2023-July 2024
- Membership valid within the months of Aug 2023-July 2024
- ABC's available for purchase a la carte

 3-month Membership: \$400

- 3-month participation at any point from the months of Aug 2023-July 2024
- Membership valid within the months of Aug 2023-July 2024
- ABC's available for purchase a la carte

A La Carte:

 Monthly Participation in 1st Thursday events: \$150/month

ABC Daily License to serve alcoholic beverages (check one)

- Beer and Wine Special Daily: \$50/venue/event
- General Full Liquor: \$75/venue/event



- For information on ABC Special Daily Licenses refer here:
<https://www.abc.ca.gov/licensing/license-forms/form-abc-221-instructions/>
- All venues serving alcohol **must** have a RBS trained staff person present throughout the entire duration of the event. For information on RBS training refer here: <https://www.abc.ca.gov/education/rbs/>

All purchases are valid for the designated Season and cannot roll over into the next.

I agree to the following by initializing each:

_____ Provide some kind of artistic or cultural attraction during the 1st Thursday event. This might be an art exhibit, speaker, performer, live music, live art demonstration, or something similar.

_____ Remain open a minimum of 5:00pm -8:00 pm on participating *1st-Thursdays*

_____ Display a current *1st Thursday* destination poster in a visible location at the event

_____ Engage in internal marketing of the event (using your mail/email list, website, social media, in-store promos or similar)

_____ Provide Downtown Santa Barbara (DSB) with a description of the programming you have scheduled for your venue

_____ Provide Downtown Santa Barbara with a JPEG of the artwork you would like us to use in our marketing

_____ Submit a completed ABC application if your venue will serve alcohol on 1st Thursday.

_____ Designate an RBS trained individual to be present for the entire duration of the event

_____ Comply with health department regulations when/if serving food. **Serving homemade food/appetizers is not permitted** during the event unless you secure the proper catering permits. Only sealed and packaged items are allowed otherwise. Failure to comply with health department regulations will jeopardize future *1st Thursday* participation.

Signature: _____ Date: _____



1st Thursday
2023 - 2024 Hold Harmless Waiver

The undersigned is aware and understands that event participation carries certain risks of injury and harm to the person and property of the participants and voluntarily assumes such risks arising out of or connected with participation in any of Downtown Santa Barbara's *1st Thursday* events.

The undersigned hereby releases Downtown Santa Barbara, its employees, agents, contractors, associates, directors and/or officers, their heirs, executors and/or administrators of their estates, and any and all other persons and associations of said Santa Barbara Downtown Organization, its directors and officers, employees, and agents from any and all liability of every nature, known or unknown, from all claims and causes of action that may result by reason of injury to the undersigned which has been sustained, and from any and all damages to property belonging to the undersigned that may result because of his or her participation in *1st Thursday*.



The undersigned also agrees to indemnify and hold harmless Downtown Santa Barbara from any and all claims and demands for injury and/or damage to property or persons (including any costs and/or fees incurred to defend against any such claims or demands) including, but not limited to, event participants at their venue.

The business owner must sign this form. Only one Hold Harmless Waiver Form is needed per business, per calendar year in order to participate in any or all *1st Thursday* events taking place that calendar year.

Business Name:


Business Owner Signature:

Business Owner Print Name:

Date:



1st Thursday
2023 - 2024 Deadlines

<p><u>Date of</u> <u>1st Thursday</u></p>	<p><u>Deadline to submit the following information:</u></p> <ol style="list-style-type: none"> 1) Participation Agreement 2) Hold Harmless Waiver 3) Alcohol ABC form <i>*optional</i> 4) Payment by CC link or check 5) Venue Information (emailed or submitted through DSB portal) <ol style="list-style-type: none"> a. 50-word event description b. High resolution JPEG image (600 x 600 pixels) 
August 3, 2023	Friday, July 14, 2023
September 7, 2023	Friday, August 11, 2023
October 5, 2023	Friday, September 15, 2023
November 2, 2023	Friday, October 13, 2023
December 7, 2023	Friday, November 10, 2023
January 4, 2024	Friday, December 15, 2023
February 1, 2024	Friday, January 12, 2024
March 7, 2024	Friday, February 9, 2024
April 4, 2024	Friday, March 15, 2024
May 2, 2024	Friday, April 12, 2024
June 6, 2024	Friday, May 10, 2024
July 4, 2024	Friday, June 14, 2024

For more information, contact:

Nicole Castillo, 1st Thursday Event Manager

Nicole@DowntownSB.org

(office) 805-962-2098 x 803

Please make out checks to:

Downtown Organization of Santa Barbara

27-B East de la Guerra Street

Santa Barbara, CA 93101

*OR email Nicole for electronic payment by CC