McMINNVILLE'S 3RD FRIDAY on 3RD STREET
Local ART WINE BEER SHOPS
ART AND WINE WALK

2020 PARTICIPANT GUIDELINES

Let us feature you each month during McMinnville's only after-hours event dedicated to promoting local talent.

Join us as a
HOST BUSINESS • BEVERAGE & CULINARY ENTREPRENEUR

Introduce yourself, your brand and your wares to event guests every month in Historic Downtown McMinnville.

Your participation helps to support two local non-profits, Arts Conspiracy West Valley and McMinnville Education Foundation.

2020 EVENTS

The 3rd Friday of Every Month · 4:00 - 8:00 pm

SPRING TERM
February 21, March 20, April 17, May 15

SUMMER TERM
June 19, July 17, August 21, September 18

FALL TERM
October 16, November 20, December 18, January 15

PARTICIPATION OPTIONS, FEES & PLACEMENTS

Options & Fees

Choose from one of three participation options:

Annual (12 months) **$240**

Seasonal Term ..... **$90 each term**
(4 months)

- February-May
- June-September
- October-January

Monthly ..... **$25 per month**

Participation fees and signed agreements are required before participating in any monthly event, and do not include other fees that may be required to participate (e.g. OLCC). All participation fees will be used for 2020 event operations and promotions.

2020 Placements

The 3rd on 3rd event committee will place beverage and culinary entrepreneurs at host locations. New placements will be assigned every four months, per the Seasonal Term schedule, in order to create diverse experiences for participants and guests. Monthly participants will be placed based on availability.

Placement will be determined by:

- Order in which paid agreements are received
- Prior participation
- Selected participation option
- Available locations

3rd Friday on 3rd Street is an event presented by McMinnville Art & Wine Walk, a volunteer organization established more than 15 years ago to showcase the creative bounty of McMinnville, Oregon.

Designed by 237 Marketing + Web, a proud supporter of 3rd Friday on 3rd Street

TO PARTICIPATE

Host Business

Serve as "mini-destinations" for each event and:

- Have a primary entry door that is located on 3rd Street OR on a cross street of 3rd Street between 2nd Street and 4th Street.
- Be open between 4:00-8:00pm during each event and staffed appropriately
- Display all event signage as provided
- Provide beverage and culinary entrepreneurs and/or artists with a visible display location and coordinate display logistics (table, tablecloths, etc.)
- Provide monthly listing information to the 3rd on 3rd team for promotions by the 1st of the month.

Beverage or Culinary Entrepreneur

Provide 3rd on 3rd guests with new flavors and:

- Make all products in appropriately licensed facilities
- Secure all needed OLCC licenses, if providing alcohol
- Determine the number of tastes to be provided per ticket at each event (i.e. one pour, a flight of three pours, one bite)
- Provide monthly listing information to the 3rd on 3rd team by the 1st of the month
- Coordinate with host business on promotions and display logistics
- Set-up aesthetically pleasing displays by 3:45pm on event day and tear down starting at 8:00pm
- Display event signage as provided
- Manage all sales transactions of your product
- Collect taste tickets in exchange for free tastes and submit for reimbursement by the Wednesday following each event

All participants of this event must abide by all OLCC guidelines including:

- not permitting open alcohol (i.e. in a glass) past the front door of a host business
- cutting off any visibly intoxicated person(s)

Alcohol tastes may only be given to guests with a 3rd on 3rd glass AND wrist stamp.

ALL EVENT PARTICIPANTS WILL ALSO BE ASKED TO:

Before each event:

- ***Coordinate*** with the other participants at your location
- ***Communicate*** with the 3rd on 3rd event team
- ***Promote*** to friends, family, customers, neighbors

During each event:

- ***Welcome*** all guests to Downtown McMinnville and your location
- ***Entertain*** all guests with information about your wares
- ***Support*** all participants by referring guests to multiple locations

After each event:

- ***Share*** pictures, suggestions, ideas and comments with the 3rd on 3rd team
- ***Reflect*** on event successes and needed improvements
- ***Organize*** for the next month's event

QUESTIONS?

Email: 3rdFridayOn3rdStreet@gmail.com

FAQS AND EVENT CHECKLISTS WILL SOON BE AVAILABLE AT

3rdFridayon3rdStreet.com/participate