



First Friday in Saranac Lake is a monthly celebration of cultural diversity, history, food, business, and arts. It is a night that encourages collaboration between retail shops, restaurants, art venues, and local entertainment from 5-8pm bringing residents, visitors, and students together to showcase the vibrancy of our downtown businesses and create a welcoming community.

Vision:

This is an opportunity to enrich our relationship with our neighbors, nearby residents in the tri-lakes, visitors, our school community and to better engage college students at North Country Community College and Paul Smith's College. Our businesses can help be spaces of welcoming and belonging that foster interaction between members of our community who otherwise don't interact as often. In creating a more welcoming business community, we create opportunities for both more clients and employees by fostering the kind of town that people want to live and spend time in.

What better way to foster engagement than with some live music, food, art, and walking around Saranac Lake's various diverse businesses and retail shops? With a commitment from our local colleges to engage with their student body, it's now on us to get creative!

We are inviting you as an established business of Saranac Lake to participate in Saranac Lake's first ever First Friday!

When: Friday September 2nd, 5pm-8pm (and the first Friday of each month thereafter)

How to Participate:

- Commit to staying open until 8pm the First Friday of each month.
- Offer something to attract people to your location (ie. special, new product, demonstration, entertainment, workshop, package deal etc.).
- We ask that you create a welcoming, accessible, and safe space for all people.
- Contact us to become a listed venue, call 518-891-1990, or complete the form at <https://forms.gle/ULrZ9XbvmWwTC4aA8>

How it works:

First Friday Organizers will be promoting the event(s) via social media, email, posters, community calendars, as well as with the student communities. You will be listed as a venue in the promotion and on the map/flier for the event.

Want to know more about First Friday in other communities?

First Fridays not only help to support tourism for cities and towns, but they also encourage members of the community to engage with each other. This event brings out more people at once than a typical Friday evening might, so it is an opportunity to support local businesses, enjoy cultural experiences, and fit in some social interaction.

Find out more with these helpful resources:

- See Albany, NY's First Friday: <https://www.albany.com/things-to-do/first-friday/>;
<https://www.downtownalbany.org/1stfriday>
- See Rochester, NY's First Friday: <http://www.firstfridayrochester.org/>
- See Plattsburgh, NY's First Friday: <https://www.firstfridayplattsburgh.com/>
- Additional information about First Fridays and why they are beneficial to our businesses!
<https://www.webstaurantstore.com/blog/2702/what-is-first-friday.html>

Ideas for your business to feature:

- Restaurants/Bars - drink specials, tasting menu, live entertainment, contests (ie. the 25th customer receives a drink token)
- Retail - unveil a new product, feature a seasonal product, offer a demonstration, create a package "deal", have a special featured guest
- Art Studios/Galleries - feature a special exhibit, have an opening reception, offer entertainment, provide a workshop or sampling of a workshop

Saranac Lake First Friday organizers:

Saranac Lake Area Chamber of Commerce
Adirondack Diversity Initiative
Main Street Exchange
Paul Smith's College
North Country Community College