



**CITY OF HARRISONBURG**  
**OFFICE OF THE**  
**CITY MANAGER**

ALEXANDER "ANDE" BANKS, VI, CITY MANAGER  
409 SOUTH MAIN STREET, HARRISONBURG, VA 22801  
OFFICE (540) 432-7701 • FAX (540) 432-7778

TO: Ande Banks, City Manager  
FROM: Amy Snider, Acting Deputy City Manager  
DATE: August 3, 2023  
RE:

**Summary:** Consider approving the City to be a host venue for First Fridays of the Valley to feature City employee artists and musicians.

**Background:** First Fridays of the Valley began in 2009 as a partnership between the Arts Council of the Valley and the Harrisonburg Downtown Renaissance. The programs gathers community members and businesses the first Friday evening of every month in support of Harrisonburg's art and cultural district. More than 20 venues currently participate. City staff seeks City Council approval to submit an application to the Arts Council of the Valley and pay a \$120 annual fee to serve as a host venue. The \$120 supports the Arts Council's expenses for marketing, including printed materials for the host venues to display. The events would be held in the City Hall Atrium. If approved, City staff would develop a program to select City employee artists and musicians to be featured on the First Friday of each month, highlighting for the community the many talents and gifts of our employees.

**Key Issues:** If approved, City staff will submit an application to the Arts Council of the Valley to begin hosting in 2024. A committee comprised of City staff will conduct a call for City employees who are artists and musicians to have their art or music featured. The City Hall Atrium would be reserved for use every First Friday, except for dates the space is needed by the Office of the Voter Registrar and Elections.

**Environmental Impact:** N/A.

**Fiscal Impact:** The cost to participate is \$120 annually. The \$120 supports the Arts Council's expenses for marketing, including printed materials for the host venues to display.

**Prior Actions:** N/A

**Alternatives:** Do not approve the City's participation as a host venue.

**Community Engagement:** None.

**Recommendation:** Staff recommends approval.

**Attachments:** N/A



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**Review:**

*The initiating Department Director will place in Legistar, in sequence of transmittal, the names of each department that must initial their review in order for this item to be placed on the City Council agenda. The completion of review only addresses the readiness of the issue for Council consideration. This does not address the recommendation for approval or denial of the issue.*

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