

Discover something new

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2nd FRIDAY IN LAFAYETTE

Discover something new

BUSINESS SUCCESS GUIDE

How to Create a Great
2nd Friday Experience

HI BUSINESS OWNER!

We're excited to invite you to participate in 2nd Friday! This toolkit was created to help you promote your business through your unique 2nd Friday experience or event, attract new customers, and further engage with the community. We want our local businesses to flourish, and this is one way to collectively support one another.

2nd Friday is Lafayette's way of showcasing the ingenuity, and innovation of our local businesses, and putting your creativity on full blast! This is your opportunity to connect with residents and visitors who are curious to explore our community more.

WHAT IS 2ND FRIDAY?

2nd Friday is a monthly community collaborative effort designed to bring people out to local businesses during the fall and winter months through creative experiences, art, music, culture, and collaboration. The goal is simple:

- Increase foot traffic for businesses.
- Encourage visitors to discover new shops and restaurants.
- Create memorable experiences that bring people back.
- Strengthen connections between businesses and the community as a whole.
- Celebrate what makes Lafayette unique.

2nd Friday creates a larger reason for people to come out and gives every participating business an opportunity to benefit.

Together, we're creating something bigger than any one business could create on its own, and gives our community an opportunity to **discover something new.**

HOW TO USE THIS TOOLKIT

The goal of this toolkit is to make it as easy as possible for you to share and promote your 2nd Friday experience. In the spirit of “discover something new,” keep in mind that community members (individuals, families, visitors) are seeking opportunities to engage, explore, and experience our vibrant town by discovering something they didn’t know about it before. This is an opportunity for you to really let your business shine.

MARKETING YOUR EVENT

We have provided you with 2nd Friday branded posters and social media templates as well as messaging to help promote your event. We invite you to customize the templates with your event details and images, and either use the provided messaging, or tailor it in the way that best aligns with your business and brand voice.

As a reminder, many local businesses will be sharing about 2nd Friday. To promote collaboration and cross-pollination, we encourage all posts and marketing efforts to be inclusive of collaborators so that everyone maximizes their visibility and foot traffic. Thank you for being involved!

WHERE TO SHARE

We recommend marketing your event through the following channels:

Posters

Post at your business, collaborators' business(es), and other locations around town

Instagram & Facebook

Share posts, images, infographics, videos, lives, Reels, and Stories

Email newsletter

(if you have one)

Mailing list

Old Town Lafayette Event Page

<https://oldtownlafayette.com>

Anywhere else you advertise

Eventbrite, local events listings, etc.

SOCIAL MEDIA

You may copy and paste any of the following marketing scripts, or tailor your message based on your own business brand voice.

Messaging 1

Join us on 2nd Friday and discover something new! Indulge your curiosity, experience artistry and creativity, and explore what makes our town special.

Messaging 2

Join us at 2nd Friday to see what makes our community great! Experience Lafayette's local businesses, character, charm, and personality. Engage your curiosity and experience our magic.

Messaging 3

Meet the people, hear the stories, and see the spaces that make up our town. Every space has a story to tell—go on a journey to discover them on 2nd Friday.

SOCIAL MEDIA

Below are hashtags that you can use to share about 2nd Friday. We also encourage you to share your own branded hashtags as well. Use no more than 3 per post.

#communityconnections

#discoversomethingnew

#storiesandspaces

#2ndFridayinLafayette

#LafayetteCO

#OldTownLafayetteCO

#LocalArt

#LafayetteCOArtist

#ColoradoArtist

#CommunityArt

#LafayetteCOEvents

#DiscoverLafayetteCO

#LafayetteCO[type of business] i.e.: coffee, restaurant, wine, chocolate, music, books, boutique, jewelry, etc.

#VisitLafayetteCO

2ND FRIDAY IN LAFAYETTE

BRANDING

HEX 432D79

HEX 1CBECF

HEX 575292

HEX F69220

HEX 432D79 41%

HEX D5DE27

HEX ED3C95

FONT

HEADERS & DATES
BROTHER 1816 EX BOLD

BODY COPY:
BROTHER 1816 MED
The quick brown fox jumped
over the lazy dog

HEADER

BODY COPY



HEADER & DATE

TOOLKIT

2026

2ND FRIDAY IN LAFAYETTE

VISUALS



Individual Event Poster



Event Calendar Poster



Instagram/FB Post Templates



Stories Template

TOOLKIT

2026

EXPERIENCE IDEA GENERATOR

You are doing great things as a business owner, and 2nd Friday is an opportunity to highlight what you are already doing. A 2nd Friday experience can be any time of day.

But if you haven't hosted an event in the past, or you want to add something new on the following pages you will find some ideas and suggestions to get the creative juices flowing. This is not an exhaustive list, just a starting point to help you brainstorm your own creative ideas for events, experiences, and collaborations with your fellow local business owners.

2ND FRIDAY IN LAFAYETTE

Brainstorm

Business Type

Experience Ideas

Coffee Shop

Coffee flights, latte art demos, poetry readings, board game night, live music, comedy night

Arts

Painting demo, community mural, hand-built pottery workshop, craft workshop, live music, dance performance, comedy night

Boutique

Personal styling, fashion show, trunk show, local maker pop-up

Bookstore

Author talks, blind date with a book, literary trivia, children's story hour

Restaurant

Chef tasting, prix fixe menu, live acoustic music, cooking demo

Salon

Mini consultations, skincare workshop, local artist showcase

Wellness

Community yoga, dance class, wellness talks, recovery lounge, herb workshop

Retail

DIY workshop, scavenger hunt, customization station, maker demonstrations

TOOLKIT

2026

2ND FRIDAY IN LAFAYETTE

Collaborations

Coffee Shop + Book swap, literary trivia, author talks, crafts
(collaborate with bookstore, art maker space)

Arts/Crafts + Wine tasting, themed art show, beer flights
(collaborate with wine bar, salon/real estate office/health care office as a venue, brewery)

Boutique + Sip & shop
(collaborate with wine or cocktail bar)

Restaurant / Brewery + Menu fusion, beer + theme menu
(collaboration between restaurants/types of food)

Salon + Themed art exhibit, pop-up boutique
(collaborate with local artist or photographer, local boutique)

Wellness + Pottery + herbs or tea, yoga and tea tasting, author talks
(collaborations between pottery studio, apothecary, herbal school, yoga studio, bookstore)

Service-based offices + Offer your office space for a themed art exhibit, author talk, live music + wine or chocolate tasting



**2nd
FRIDAY**
IN LAFAYETTE
Discover something new

PROMOTION PLANNING CHECKLIST

How to Create a Great 2nd Friday Experience

6 Weeks Before

- ☐ Decide your event concept
- ☐ Reserve performers or vendors
- ☐ Contact collaboration partners
- ☐ Submit event to Old Town website
- ☐ Order supplies

4 Weeks Before

- ☐ Design promotional graphics
- ☐ Order/Restock inventory
- ☐ Create Facebook Event
- ☐ Add to your website
- ☐ Print posters
- ☐ Notify staff

2 Weeks Before

- ☐ Create event signage
- ☐ Begin posting on social media
- ☐ Send an email to customers
- ☐ Invite neighboring businesses to share
- ☐ Display posters and window signage
- ☐ Confirm vendors and performers

1 Week Before

- ☐ Share behind-the-scenes content
- ☐ Post a countdown
- ☐ Encourage employees to share
- ☐ Prepare giveaways or samples
- ☐ Test activities and demonstrations

Week Of

- ☐ Confirm volunteers
- ☐ Print QR codes
- ☐ Prepare photo opportunities
- ☐ Final social media reminders

Event Day

- ☐ Place sidewalk signs outside
- ☐ Welcome every visitor
- ☐ Capture photos and video
- ☐ Encourage guests to tag your business
- ☐ Cross-promote neighboring businesses
- ☐ Collect email signups
- ☐ Have fun!

After the Event

- ☐ Thank attendees on social media
- ☐ Share photos and highlights
- ☐ Ask visitors for feedback
- ☐ Save content for future promotion
- ☐ Review what worked
- ☐ Begin planning next month's experience

Printing and event submission:

- ☐ Print posters at sharon@morrellprinting.com
- ☐ Submit event information at oldtownlafayette.com 2nd Friday event page.