

January Update

USA Sports &
Marketing Services:

Dario Savarese

540-722-8700, Dario@fullcirclem.com

meeting & attendees

discussion points & action steps

Attended OTDB meeting

Attend monthly meeting and update Board members about 2013 events and enhancements for 2014.
Also updated them about the pending branding meetings.
Provided invitations to attend meetings

Attend Old Town Business Association meeting

Attend monthly meetings and update merchants on successes and enhancements for 2014. Also discussed the new event Kidz Fest and how businesses can use events to benefit businesses.

Visited other Old Town Merchants not part of OTWBA

Visited other merchants to communicate about the events and 2014. The merchants were pleased with the events and media exposure. I have communicated regarding setting up displays for them to reach out to consumers attending the events.

Met with OTDB Promotions committee

Met with committee and assisted with ideas about promotions for February Chocolate fest and March

Met with City events team

Review 2013 events and discuss enhancements for 2014

Met with Jennifer Bell, weekly meeting

Review budgets, task orders for 2014, reviewed 2013 and enhancements for 2014. Continue to discuss events, branding, and communication with merchants.

<p>Worked with Branding Task Force & Arnett Muldrow on schedule for branding meetings</p>	<p>Set agenda and discussed groups we needed to attend and provide well rounded overview for A&M. Groups include but not limited to; OTWBA, elected leaders, Old Town merchants, SU, civic groups, City administration, Churches, Historic groups, non-profits, Chamber, media, businesses</p>
<p>Developed a summary report for 2013 events</p>	<p>Written reports on each event</p>
<p>Developed a financial report for 2013 events</p>	<p>Ongoing report and finalizing all payments</p>
<p>Meetings with sponsors</p>	<p>We have verbal agreements and contracts being sent to; Gateway Funding, Piccadilly Printing, FastSigns, Signet Screen and others. We have also been meeting with other businesses (over dozen) and discussing participation. We have had additional appointments with other businesses and more in the upcoming weeks. (pending sponsorship revenue, agreements being sent totaling \$17,000)</p>
<p>Met with ongoing radio partners</p>	<p>Centennial Broadcasting Radio, Prettyman Broadcasting. Discussions with MIX 107.7 Trips on a Tank Full in the Washington DC market</p>
<p>Bands for events secured and more pending</p>	<p>Secured various bands for events; Kidz Show (2 separate performers) May 17th Robbie Limon, July 18th Cross Wings/Souled Out September 5th & 6th</p>
<p>Working on other operational details</p>	<p>Grand Rental, tickets, sound lighting, use of facilities/parking lots and other aspects.</p>

February Update

USA Sports &
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meeting & attendees

discussion points & action steps

Attended OTDB Retreat/ meeting

Attend monthly meeting and update Board members about 2013 events and enhancements for 2014. Shared an outline of goals & accomplishment and listing of over 50 companies who supported our Old Town events.

Also updated them about the pending branding meetings, extended additional invitations to the meetings.

Attend Old Town Business Association meeting

Invited merchants at the meeting to the branding meeting. Focused discussion on the new event Kidz Fest. I have communicated regarding the Kidz Fest and how they can set up displays for sales, create kids' activities or allow us to use the space for other Kidz Fest activities.

Visited other Old Town Merchants not part of OTWBA

Emailed details to the other merchants about the events and 2014. I have communicated regarding the Kidz Fest and how they can set up displays for sales, create kids' activities or allow us to use the space for other Kidz Fest activities.

Met with OTDB Promotions committee

Met with committee and assisted with ideas about promotions. Provide assistance on Old Town guide lines

Met with City events team

Review 2013 events and discuss enhancements for 2014

<p>Met with Jennifer Bell, weekly meeting</p>	<p>Discussions included branding meetings, groups attending, press release sent to media inviting public. We continue to review budgets, task orders for 2014, reviewed 2013 and enhancements for 2014. Continue to discuss events enhancements, and communication with merchants.</p>
<p>Worked with Branding Task Force & Arnett Muldrow on schedule for branding meetings</p>	<p>Set agenda for three days of meetings. Sent press release out and garner a story inviting public and different groups to attend to provide feedback to A&M. Sent email invitations and called various groups about attending the meetings. We had over 60 different persons attend meetings from a wide range of groups. Groups include but not limited to; OTWBA, elected leaders, Old Town merchants, SU, civic groups, City administration, Churches, Historic groups, non-profits, Chamber, media, businesses and more. A&M expressed attendance to be very strong and provided what they needed to give them a well-rounded overview.</p>
<p>Meetings with sponsors</p>	<p>We have verbal agreements and contracts being sent to; Jim Stutzman Chevrolet, Winchester Community Federal Credit Union, Partlow Insurance, Erie Insurance Edward Jones Investment and others. Two of the sponsors have pledged over \$10,000 in media to support the events.</p> <p>(Pending sponsorship revenue, agreements being sent totaling \$37,500). Combining January and February agreements sent we are currently projecting \$54,500.</p> <p>We have had additional appointments with other businesses and more in the upcoming weeks.</p>
<p>Met with and ongoing radio partners</p>	<p>Clear Channel Entertainment and Media, Prettyman Broadcasting.</p>

	Discussions continue with MIX 107.7 Trips on a Tank Full in the Washington DC market
Bands for events secured and more pending	Secured various bands for events; Kidz Show (2 additional performers) May 17th Parrotthead for June 20 th Cross Wings/Souled Out September 5 th & 6 th Street performer – accordion performer to support the Edell Weiss Band October 17 & 18
Working on other operational details	Ongoing plans and discussions with Grand Rental, tickets, sound lighting, use of facilities/parking lots
Old Court House Civil War Museum	Assisted with a local event they hosted on March 1st

March Update

USA Sports & Marketing Services:	Dario Savarese	540-722-8700, Dario@fullcirclem.com
meeting & attendees		discussion points & action steps
OTDB meeting		Provided Downtown manager update to report to the OTDB regarding activities; new events and branding meetings.
Attend Old Town Business Association meeting		Attend monthly meeting and update merchants on new event 'Kidz Fest' and update to other events.
Visited other Old Town Merchants not part of OTWBA		Visited other merchants to communicate about the events and 2014. The merchants were pleased with the events and media exposure
Met with OTDB Promotions committee		Met with committee and provided update regarding Kidz Fest and Friday Night Live
Met with City events team		discuss enhancements for 2014
Met with Jennifer Bell, weekly meeting		Review budgets, task orders, enhancements for 2014, discussed options for incorporating new brand into summer media campaign
Worked with Branding Task Force & Arnett Muldrow on schedule for branding meetings		Follow up contact with A&M to receive various elements and edits
Taylor Pavilion meeting		Met with site supervisor to discuss needs for the power and sound needs for the future events
Kidz Fest		Actions in setting up the event; musical performers, entertainers, exhibits, media, sponsors, meeting with businesses etc.
Meetings with sponsors and downtown merchants		Presented sponsorships to existing and new sponsors.

April Update

USA Sports & Marketing Services:	Dario Savarese	540-722-8700, Dario@fullcirclem.com
meeting & attendees		discussion points & action steps
Update for OTDB meeting		<p>Provide update to Downtown manager to share with the OTDB.</p> <p>Regarding the OTW new brand, incorporating it into marketing efforts, sponsor updates, Kidz Fest, and potential Sunday Jazz events.</p>
Old Town Business Association and other businesses		<p>Forwarded information to OTBA regarding upcoming events, personally dropped off information to OT business regarding Kidz Fest and invite many to participate. Also distributed entire summers/fall schedule of events.</p>
Kidz Fest		<p>Action tasks in setting up the event; musical performers, entertainers, 35 projected exhibits, media, marketing, ordering equipment, sponsors, meeting with businesses</p>
Met with OTDB Promotions committee		<p>Updates to Kidz Fest and discussed new series of Sunday Jazz</p>
Sunday Jazz		<p>Discussed with Downtown Manger, developing new second Sunday Jazz & musical performers at the Taylor Pavilion, meeting with sponsors and performers</p>
Met with Jennifer Bell, weekly meeting		<p>Review budgets, task orders, enhancements for Friday Night Live- art exhibits on North and South parts of Loudoun Street</p>
Worked with Arnett Muldrow and Downtown Manager		<p>Receiving various elements , logos, mockup of ad's, making edits</p>
Meetings with sponsors		<p>Keeping Downtown Manager update date regarding projections of sponsorship support. Currently we anticipate sponsorship and vendor revenue to be over \$90,000</p>

Coordinating event details

Working on event elements & approval; City Police approval, Insurance, Shenandoah University, BB&T, Frederick County Parks, Old Court House Museum, Grand Rental, Sound, etc.

May Update

USA Sports & Marketing Services:	Dario Savarese	540-722-8700, Dario@fullcirclem.com
meeting & attendees		discussion points & action steps
Update for OTDB meeting		<p>Provide update to Downtown manager to share with the OTDB.</p> <p>Regarding the OTW new brand receiving approval, incorporating it into marketing efforts, sponsor updates, Kidz Fest, and potential Sunday Jazz events and sponsor support.</p>
Old Town Business Association and Downtown businesses		<p>Forwarded information to OTBA regarding upcoming events, personally dropped off information to OT business regarding Kidz Fest and invite many to participate.</p> <p>Discussed with shop owners regarding use of space for exhibitors.</p>
Met with OTDB Promotions committee		Update regarding success of Kidz Fest and Sunday Jazz Series
Met with City events team		Review 2013 events and discuss enhancements for 2014
Met with Jennifer Bell, weekly meeting		Review final details for Kidz Fest, review budget for the event, branding campaign, enhancements for Friday Night Live- art exhibits & Kidz Zone
Conference call with Arnett Muldrow and meeting with branding task force		Reviewed details and action items with Ben Muldrow. Also had a meeting with branding tasks force to discuss use of brand with downtown merchants and how to implement it through signage and media campaign supporting summer events.
Meetings with sponsors		Keeping Downtown Manager update date regarding projections of sponsorship support. Currently we anticipated/pledged sponsorship revenue to be over \$97,500 and

	increase from last month by \$7,500.
Sunday Jazz	Shared with Downtown Manger, that we have two companies pledging support (Cajun Experience and United Bank) of the new second Sunday Jazz series & musical performers at the Taylor Pavilion, currently working on securing performers. Anticipated first event July
Coordinating event details	Working on event elements & approvals; City Police, Insurance, Shenandoah University, BB&T, Frederick County Parks, Old Court House Museum.
Kidz Fest	<p>Huge success, anticipated between 3,000 to 4,000 persons in Old Town through the course of the day, 11 to 5pm. Performance stage had 6 different acts. Over 50 different exhibitors, additional kids activities. Key to success was having interactive activities. Executed multiple survey; marketing research, participant satisfaction surveys, and post vendor survey. Vendors and downtown businesses gave strong reviews.</p> <p>Executed a strong media, marketing campaign with a video that received over 5,000 full views and 15,000 partial views, radio, print, facebook, twitter, posters, fliers, emails to churches, schools, 30 large employers, city etc all media included the new brand either using the logos or mentions 'family events begins here'.</p>

Performance Review

USA Sports & Marketing Services
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Kidz Fest
May 17th, 2014

Activities and Actions

Outcomes

Intangible Value

- Attendance on the Kidz Fest (KF) was over well over 4,000 + persons/consumers throughout the day.
- One way to measure success will be the sales tax from the businesses (retail & restaurants) for KF. These numbers will be reported by Jennifer Bell and we anticipate them to be positive.
- Jennifer Bell is also organizing parking authority numbers to show comparisons between 2013 and 2014
- Merchants on the walking mall agreed the KF was a huge success, with crowds that filled the mall from 11:00 to 6:00 exceeding over 4,000 consumers.
- The media impact from our campaign, over \$15,000, promoted Old Town Winchester and the KF. In our surveying of the public there have been many consumers who expressed, "This was a great addition to Old Town events".

Media Campaign:
Value exceed \$18,000

The Winchester Star –

COST:\$500.00

VALUE \$4,350

- KF had a featured post story and photos within the four page spread promoting entire series of Old Town Events. Also included an over run that was distributed throughout the community. valued of feature \$750.00
- KF received an advance story/photos and a follow up story with photos.

These types of stories are valued more than standard print ads and approximately \$1,250.

- We also developed a paid advertising schedule leveraging our budget between print. We studied The Stars' discount program and turned our \$500.00 paid budget into a schedule worth over \$1,500 in standard advertising rates.
- The Winchester Star reaches over 20,000 households and over 7,500 persons reading online.

Clear Channel -3 stations:Q102, FOX 99.3, KISS 98.3

COST \$500

VALUE \$4,500

- Each of the three stations ran a 5 day campaign for KF. The stations ran a combination of produced :30 second promotional spots and liners. Beyond the disc jockeys talking about what was going on in Old Town prior to the KF event. The value KF received was well over \$3,000.
- Also developed was a paid advertising schedule of \$500 in which they bounced us additional liners and web-site ad's. This included a dynamic lead on the web home page. The package was valued at over \$1,500.
- Clear Channel Radio group reaches over a 40 mile radius and reaches 40% of the radio listing audience in the 7 counties surrounding Winchester.

Centennial Media Radio 3 stations 92.5 WINC, Big Country 105, 1400 AM

COST \$500

VALUE \$4,500

- Each of the three stations ran a 5 day campaign for KF. The stations ran a combination of produced :30 second promotional spots and liners. Beyond the disc jockeys talking about what was going on in Old Town prior to the KF events. The value KF received was well over \$3,000.
- Also developed was a paid advertising schedule of \$500 where they provided

additional liners and web-site ad's- on the home page, Comcast slide.

Package was valued at over \$1,500.

- Centennial Media also attended each of the events providing additional entertainment on the walking mall. They also provided radio personalities to assisted with onsite MC and live announcements.
- 92.5 WINC FM – Barry's Community Corner, provided an interview the Friday prior to the event. A one and half minutes long at 7:50 am, prime time radio. The combined value is over \$125
- Centennial Media group reaches over a 75 mile radius and reaches 30% of the radio listing audience in the 7 counties surrounding Winchester. 92.5 WINC FM has a strong listening focus audience in Loudoun County

**Prettyman Broadcasting Co - 97.5 FM
COST \$000 VALUE \$625**

- Prettyman broadcasting Co developed and ran a :10 second spot for KF over the span of 10 days with 25 spots at \$25 the value of the free advertising is \$625.

Video Promo (Google Ad's and Social Media)

COST \$300 VALUE \$5,000

- We created a :30 advertisement for Google ad's which ran a 10 day campaign for KF, between produced promotional announcements for KF received a media campaign value of over \$5,000
- Also developed a paid advertising schedule of \$300 where they provided web-site ad's- on their home page. There were a total of 5,109 full views of the Google Ad. 4,003 of the views came from Google and 1,106 views were organic (meaning FCM sent out the video through multiple outlets). Impressions made by the video were 24,880. There were many unique impressions made by audiences who

did not fully watch the Google Ad. These were ads that we did not have to pay for, but were still able to make an impression: 46% watched for 7.5 seconds, 27% watched for 15 seconds and 22% watched for 22.5 seconds. Package valued at over \$3,000.

Facebook campaign – OTW likes over 6,000

- We have updated and posted on OTW Facebook kept a live constant campaign to promote KF and showed the video which had over 1,100 full views
- Valued at \$XXXX

Twitter campaign – Twitter fans over 1,294 followers

- We have tweeted and kept constant campaign going to promote KF. Valued \$XXXX

Video's for KF

COST \$00.00

VALUE \$1,000

- Full Circle Marketing is working on a post one minute video. They visually illustrate to the community what KF was about. Previous videos were shared via social media and provided a tremendous amount of exposure. This type of video provides the foundation for future promotions for 2015 and sponsorship presentations. Valued at \$1,000

EMAIL Blasts

COST \$00.00

VALUE \$1,000.00

- Developed an Old Town business list with names, companies, phone, and email addresses of over 275 businesses. Used to send emails to the downtown businesses about the upcoming events and encouraged them to participate and cross promote events.
- Also used Full Circle Marketing's in house business list to cross promote the events reaching out to over 1,000 regional businesses and personal contacts.

	<p>Posters and Signage</p> <ul style="list-style-type: none"> • We developed posters for the events and distributed 100+ to local businesses • Also developed were events signs that were placed around the downtown area to attract people in the area <p>Churches, School and Human Resource Directors</p> <ul style="list-style-type: none"> • Sent fliers and information about KF to a list of the 100+ groups throughout the Frederick/City area. After contacting them and sharing information, they share our events internally with their groups.
<p>Attendance</p>	<p>Walking Mall</p> <ul style="list-style-type: none"> • Attendance on the Old Town Mall for the KF was in excess persons/consumers, strolling, shopping and eating at the restaurants. • This event was a non-ticketed event. • Retail business have also expressed that they are seeing consumers come back following special events.
<p>Music - Kids Activities – Cornhole Tournament</p>	<p>Kids Activities</p> <ul style="list-style-type: none"> • These events were interactive and experiential • This event we featured a variety of kid’s activities which were free to families. We had over 50 exhibitors and activities. • We also had performers on the Mall included; magicians, acoustical musicians, balloonist, jugglers, and inflatables. • These activities have proved to be very well received. • Guest performers were overly impressed with the set up and event atmosphere. The hospitality of Old Town was well received by our visitors and sponsors.

<p>Sponsorships</p>	<ul style="list-style-type: none"> • For KF we had sponsorship commitments of over \$7,975 cash and vendors of \$2,800 cash total of \$10,775 • We have received strong media sponsorship/partnerships/trade value totaling in media towards KF • Cost for Kidz Fest is approximately \$6,839.66
<p>Operations</p>	<ul style="list-style-type: none"> • All the events had a very sharp look and created a fun atmosphere. It provided completely new event for Old Town. • Signage on the mall looked great and directed consumers to the right areas and had consumers from the North end to the South end including where restrooms were
<p>Food Vendors</p>	<ul style="list-style-type: none"> • In keeping with the other events we decide to not focus on food vendors on the mall and drive consumers to the restaurants on the mall, but we did have one food vendor. • We communicated with restaurants suggesting them to offer kid friendly meals if that was not standard for them
<p>Impact on Downtown Business</p>	<ul style="list-style-type: none"> • The new KF was a huge success. • In surveying the downtown businesses everyone had increased traffic and sales during the event. • Many of the businesses cross promoted the event, and understand the importance of the cross promoting. • We also requested businesses to cross promote the event via their own social media which they did.

Survey Results	<p><i>Full Circle Marketing conducted a survey of the event attendants. Please see attached for more information.</i></p> <ul style="list-style-type: none">• Participant Survey• Marketing Research Survey• Vendors Survey
Winchester Police Department/Fires/ Rescue	Chief of Police and Fire reported the crowd was great, and there were no incidents on record.

Marketing Survey Kidz Fest					
n=55					
How did you hear about event?	Answer	Word of Mouth	Social Media	Print	
	#	10	22	15	
	Answer	Radio	TV-Promo	Other	
	#	2	4	7	
What do you like about the event?	Answer	Music Venues	Kids Area	Street Performers	
	#	3	40	6	
	Answer	Just Visiting Old Town	Other		
	#	10	9		
How long has it been since you have been downtown?	Answer	1 Week	4 Weeks	3 Months	
	#	35	13	2	
	Answer	6 months or more			
	#	5			
Where are you from?	Answer	Frederick County	City of Winchester	Clarke/Warren/Page/Shenandoah Counties	West Virginia
	#	30	13	5	4
	Answer	West Virginia	Loudoun County	Other	
	#	4	1	1	
Knowledge of 4 parking garages & 4 lots in Old Town Area?	Answer	Yes	No		
	#	46	8		
Scale of 1-10, Rate this event	Answer	5	7	8	9
	#	1	4	17	9
					10
					24

Participant Survey Kidz Fest						
n=95						
	Answer	Excellent	Very Good	Fairly Good	Mildly Good	Not Good At All
Rate the Event	#	58	33	4	0	0
	Answer	Extremely Likely	Very Likely	Moderately Likely	Slightly Likely	Not at All Likely
Likely to Recommend Event to a Friend	#	56	35	4	0	0
	Answer	No	Not Yet	Yes	If yes, where	Might
Visit Downtown Shops or Restaurants	#	28	20	37	Winchester Book Gallery, Book Store, Incredible Flying Objects x 4, Espresso, Potomac Beads, All of them, Dollar General, General Store, Dancing Dog, Dog Steps, Restaurants x2, Union Jacks x3, Brewbaker's x4, Bistro x2, Murphy's x2, El Centro x3, Roma x6, Patsy's x2, lots of shops, Bluebells, music store, polka dot pot, Wilkins, Cork St Tavern, Picadilly Pub, Bells, Vr(?), Mawry(?), Suchi Lei, Sushi, Hobby Shop, Stores, Froggy's Closet, Posh Pets, Pottery Shop	1 (Snow Whites Grill)
	Answer	Kids Events x4; Singing; Music; Many good activities x14; Still walking around; walked up; Interacting with the kids x2; Cheap/free x12; Variety x5; Lots of take homes; Lots to do for all kids x2; Kid friendly x13; Private school booths; Local family resources; Fun x2; Gymnastics/Competitive Edge x5; Everything x8; Spread out x2; Live animals; Lots of vendors x2; Child could see other kids doing various activities to spark unique interest; Family oriented x6; Meeting cool kids; Mister Chandler singing; Interactive; Discovering activities for kids/families in the area x6; Outside x2; Easy for adults; Environment x2; Friendly people handling booths; Not too crowded; Stages of dancing; Kids loved it; For kids of all ages; Exercising; Well thought out x2; Lots of Children; Fun Demonstrations; Opportunity; Bounce Houses				
	Answer	Nothing x40, More for younger and 2 yrs x3, A little crowded x3, Would have like a little more for older kids also (12-15), Some stuff costs, Don't know (Haven't walked entire event yet), Info on web was not accessible, Need food vendors, Not enough trash cans, Loud, Did not know it was here until we came into town (Marketing)				
	Answer	Extremely	Very	Somewhat	Slightly	Not at all
How organized and clean was the event?	#	41	47	5	0	0
	Answer	Extremely	Very	Somewhat	Slightly	Not at all
How friendly was the staff?	#	67	28	0	0	0
	Answer	Extremely	Very	Somewhat	Slightly	Not at all
How safe did you feel at the event?	#	73	22	0	0	0
	Answer	Thanks for organizing. Have more. Great time had by all. Very Nice. I really enjoyed seeing how happy all kids were, not only the ones attending but the ones showing their skills! It was great. Thank you. Loved it. Great event, love to see more in the future! Our daughter had a wonderful time. This will be a great yearly event. The event was amazing for our autistic son. They should do this every year. Thank you. Did a great job. I think it's a great idea. Had a great time.				