Winchester
old town winchester Virginia

AGENDA
OLD TOWN ADVANCEMENT COMMISSION MEETING
Rouss City Hall
February 7, ~~2018~~
2019

1. Call to order

2. Approval of January Minutes

3. Officers' Reports
   - Chair Report
     i. January Expenditures
   - Vice-Chair Report

4. Standing Committee Reports
   - Design
   - Economic Vitality
   - Organization
   - Promotions

5. Downtown Manager Updates
   - 2019 Events
   - Other

6. Old Business
   - Civil War Sign Request

7. New Business
   - Creative Community Partnership Grant Applications

8. Public Comments

9. Adjournment– The next OTAC meeting will be held in City Hall at 5:30 p.m. at **March 7, 2019.**

Downtown Manager's January Report

Chocolate Escape

- Prepared for 6th annual Chocolate Escape, Saturday, February 9
- Conducted outreach to downtown businesses and collected participation forms
- Created promotional material – promotions flyer and posters etc
- Updated last year's sandwich board signs to be economical.
- Distributed promotional flyer and posters to 44 OTW businesses.
- Created numerous social media posts and updated website.
- Connected with media through City PIO to promote the event; Warren Frederick Report, WDVM, Winchester Star and NV Daily.
- Ordered red balloons and scheduled volunteers to help with event day distribution.

2019 Event Press Conference

- Scheduled a 2019 Special Event Press Conference to promote the events for 2019.
- Worked on press kit with Full Circle Marketing.
- Members of the media and others were invited to attend the press conference.
- Connected with 275th anniversary committee to incorporate into press conference
- Held 2019 Special Event Press Conference to promote events for the year ahead. Incorporated Winchester's 275th birthday theme.

2019 Events

- Finalized design on 2019 event rack card and began distribution of 5,000 rack cards.
- Preparing press materials and promotional items for St. Paddy's Celtic Fest Saturday, March 9.
- Assisted six organizers planning Special Events in OTW.
- Discussed holding a children's theatrical performance in OTW with Winchester Little Theater. Scheduled performance of Robin Hood during a farmers market and before a family movie.
- Participated in monthly broadcast on The River to promote January OTW events.
- Selected and scheduled movies for the family movie series and classic movie nights in OTW.
- Finalized Classic Movies and developed viewer's choice selection contest for the July movie.
- First Night Messages of Hope installed in the OTW Welcome Center public exhibits scheduled for First Friday and Chocolate Escape.

Meetings

- The Tourism Task Force held two stakeholder meetings with the HOG Rally organizer to prepare for the June 2019 events.
- Design Committee met and discussed expenditure of funds.
- Assisted Virginia Main Street with a Community Transformation Workshop presentation.
- Attended EDA Steering Committee Meeting on the Strategic Plan.
- Received $1,000 scholarship towards cost to attend National Main Street conference in March.
- Participated in internal meeting to discuss City services needed for June special events.
- OTAC Promotions Committee met focused on starting a shop local campaign and Mothers' Day promotion.
- Met with OTAC Chair to prepare for monthly meeting.
- Prepared to present OTW 2018 Year in Review to City Council.

Business Support, Marketing & Promotions

- Developed, finalized and distributed February OTW newsletter.
- Finalized OTW ad for within the Winchester Park and Rec Guide.
- Participated in monthly broadcast on The River to promote February OTW events.
- Worked with numerous downtown businesses on questions and concerns. Assisted a new business owner and relocating business.
- Reached 20,000 followers on Facebook

Arts Grant

- Finalized press release for applicants to apply for inclusion in our Creative Communities Partnership Grant application.
- Received four arts grant applications to be reviewed at the next OTAC meeting.
- Submitted paperwork to receive past year's grant Creative Communities Partnership Grant funds.

Administrative

- Prepared materials for OTAC monthly meeting.
- Worked with graphic designer and then the printer to finalize 2019 OTW Shopping and Dining Guide.
- Participated in an Opportunity Zone webinar.
- Began professional development course with National Main Street via webinar. (Tuition cost paid for by Virginia Main Street.)
- Coordinated downtown tree removal.
- Finalized report on 2018 progress on OTW Strategic Plan Action Items.
- Collected data for Virginia Main Street end of year reports and submitted reports.
- Scheduled OTW Farmers Market Pot Luck meeting. Developed invitation and distributed to market stakeholders.
- Submitted City Annual Report data.

Chocolate Escape

Saturday, February 9th
2:00 - 5:00 p.m.

EnjoyOTW.com

Map on back. Numbered circles indicate location of restaurants.
Look for the Red Balloons outside participating businesses!
Promotions subject to change.

Enjoy $3.00 Chocolate Samples at the following businesses:

147 North (1)
147 N. Loudoun St.
"Death by Chocolate" Chocolate Cupcake; Caramel Hot Chocolate

50/50 Taphouse (2)
29 W. Cork St.
Chocolate Beers; Bacon & Chocolate Creations

The Black Rose (3)
11 S. Loudoun St.
Mexican Hot Chocolate or Traditional Hot Chocolate;
Dark Cocoa Cookies

Brewbaker's Restaurant (4)
168 N. Loudoun St.
Cherry Chocolate Brownies; Chocolate Dipped Bacon Knots;
Chocolate Mousse Cups

Bright Box Theater (5)
15 N. Loudoun St.
Chocolate Cheesecake Bar with a chocolate graham cracker crust;
Chocolate Turtle Fudge

Cork Street Tavern (6)
8 W. Cork St.
Quadruple Chocolate Tartlet with chocolate graham cracker crust, chocolate mousse, dark chocolate topping, and white chocolate mousse with raspberries; Chocolate Chicken Mole Skewers;
Chocolate Beers on tap

El Centro Classic Mexican Food & Drink (7)
1 N. Loudoun St.
Chocolate Flan Cake with chocolate cake topped with caramel flan

Espresso Bar & Café (8)
165 N. Loudoun St.
Handcrafted Truffles; Sample Hot Chocolates

'Fellowship of the Sip' Organic Tea House (9)
33 S. Loudoun St.
Chocolate Ginger Spiced Cake with chocolate sauce and whipped cream; Drinking Chocolate

Fresco Kitchen (10)
6 S. Loudoun St.
Dark Chocolate Covered Bacon with Caramel Sea Salt;
Mini Keto Chocolate Lava Cake; Assorted Chocolate Truffles
(Gluten Free, Low Sugar)

George's Food & Spirits (11)
103 E. Piccadilly St.
Homemade Dark Chocolate Ice Cream; Individual Triple Chocolate Cake; Chocolate Crème Brulee; Mini Chocolate Martinis

The German Table (12)
158 N. Loudoun St.
Chocolate Caramel Crunch Cake

Piccadilly's Public House (13)
125 E. Piccadilly St.
German Chocolate Bombes; Specialty Drink

Red Fox Creamery (14)
146 N. Loudoun St.
Homemade Mini Brownie Ice Cream Sandwich

Union Jack Pub & Restaurant (15)
101 N. Loudoun St.
Campfire Naan Flatbread with Nutella spread, chocolate morsels, mini marshmallows, and graham cracker crumble;
Naan Flatbread with Nutella spread, sliced banana, caramel drizzle

Village Square Restaurant (16)
103 N. Loudoun St.
Chocolate and Espresso Ice Cream Pave; Mexican Hot Chocolate

Violino Ristorante Italiano (17)
181 N. Loudoun St.
Homemade Gluten Free Chocolate Hazelnut Truffles;
White Chocolate Covered Strawberries

Water Street Kitchen (18)
2 S. Loudoun St.
Belgian Chocolate Milkshake; Chocolate Peanut Butter Pie

Winchester Brew Works (19)
320 N. Cameron St.
4oz sample of Chocolate Raspberry Big Schloss Imperial Stout

Enjoy indulgent chocolate morsels & shopping specials in Old Town!

Bluebells - 6 W. Boscawen St. 14
Place a Valentine's order on 2/9 and receive 15% off flower orders over $60 (before tax and delivery fees, if applicable - excludes wire-out orders). Individually wrapped chocolates for anyone who comes in during Chocolate Escape.

Compass West Realty - 17 W. Boscawen St. 15
Delicious chocolate treats from 2-5pm.

Creatives on Cameron - 3 S. Cameron St. 42
Chocolate Oreo cupcakes with peanut butter Oreo frosting, no-bake and double chocolate cookies.15% off booking a professional headshot with Julie Napear Photography when purchased during Chocolate Escape.

Eugene B. Smith Gallery - 25 N. Loudoun St. 16
Sweet treats and deals. 14% off prints and framed prints.

Handworks Gallery - 150 N. Loudoun St. 23
14% off all jewelry from 2-5pm.

Incredible Flying Objects - 111 N. Loudoun St. 17
Free samples of chocolate covered insects, while supplies last.

Kimberly's - 135 N. Braddock St. 37
15% off purchases and chocolate and wine tastings.

Kindred Pointe - 151 N. Loudoun St. 26
Wine/hard cider and truffle pairings. 14% discount on all retail merchandise.

Knit 1 Purl 2 - 20 W. Boscawen St. 18
20% off all yarn and novelty flags. Assorted chocolates: truffles, kisses, and other individually wrapped chocolates. 10:30am-5pm.

Love's Affect Jewelry - 3 S. Loudoun St. 1
20% off in store and chocolate treats. Also offering a Galentine's "Bubbles + Beads" Event (advance tickets required.)

LoX Salon - 209 E. Boscawen St. 41
Your choice of luxury shampoo with hot oil treatment, chocolate facial and blowout ($60) or sweetheart blowout with deep conditioning treatment ($45). Indulge in champagne, chocolate covered strawberries and treats. 9am-5pm. Call 540-773-4558 to reserve your spot.

Mountain Trails - 115 N. Loudoun St. 31
20% off all ladies sportswear, technical outerwear, women's equipment, footwear and socks; 20% off all two person sleeping bags and sleeping pads; 20% off all Petzel headlamps. Complimentary homemade brownies with recipe.

Murphy Beverage Company - 167 N. Loudoun St. 39
Wine tasting of ports and fortified wines. Treats from Chef's Market.

Once Upon A Find - 48 S. Loudoun St. 5
14% off Valentine sale. Free chocolate chip cookies and complimentary hot chocolate with each purchase. Enter for a free drawing, no purchase necessary. 10am-6pm.

The Polka Dot Pot - 157 N. Loudoun St. 35
Free m&m's for all painters.

Posh Pets Boutique - 156 N. Loudoun St. 30
20% off doggie iced Valentine cookies. Chocolate treats on hand for pet owners.

Richard's Jewelry - 128 N. Loudoun St. 24
20% off purchases (some exclusions apply) and sweet treats.

Thinker Toys - 106 S. Loudoun St. 4
Demonstrations of "Chocolate Fix" single player logic game. Drawing to win one (1) game.

Tin Top Art and Handmade - 130 N. Loudoun St. 25
Immortal Mountain Chocolate tasting and pop-up shop. 20% off sale on jewelry, men's accessories and Valentine's Day cards.

Wilkins' ShoeCenter - 7 S. Loudoun St. 8
Chocolate and 14% off. Saturday between 2-5pm only, some exclusions apply.

Winchester Book Gallery - 7 N. Loudoun St. 16
Hot chocolate, thrilling books, great cookies and fun crafting. Chocolate themed books and Valentine's cards.

Worlds Away Escape - 9 N. Loudoun St., Suite 105 17
10% off gift certificates purchased in person only. Chocolate treats for anyone stopping in for information or sessions.

Activities:

Shenandoah Valley Discovery Museum - 19 W. Cork St. 2
Offering chocolate related activities including: a hot cocoa craft, graphing favorite chocolate candies, hidden kisses scavenger hunt, and recipes to make your own hot cocoa and chocolate ice cream. (No food items offered in the museum.)

Messages of Hope Exhibit at the OTW Welcome Center - 33 E. Boscawen St. 43
Featuring canvases created by the community for First Night Winchester. Enjoy "Kisses" and Kindness.

WINCHESTER

1744 275TH 2019

FEB 18

GEORGE WASHINGTON'S BIRTHDAY

Free admission to the George Washington's Office Museum
32 W. Cork Street
12-4 p.m.

FEB 27

HISTORY OF WINCHESTER

Overview of Winchester's history by Tim Youmans
Village of Orchard Ridge
1 p.m.

MAR 2

HERITAGE DAY

Museum of the Shenandoah Valley

JUL 8-12

EXPEDITION HISTORY CAMP

Explore Winchester during week-long camp
Jim Barnett Park
Also held July 15-19

MORE ONLINE!

Most up-to-date schedule available at
www.winchesterva.gov/275th-anniversary

Old Town Winchester

St. Paddy's CELTIC FEST

Old Town Winchester

MARCH 9TH

NOON-9PM

CAPITAL CELTIC • MERLIN'S BEARD

ACROSS THE POND • WINCHESTER CELTIC CIRCLE

EMILY MARTIN & FRIENDS • ONE STREET OVER

LIVE MUSIC | IRISH STEP DANCING | BEER & WINE | PIPE & DRUM

Presented by Partner Insurance

BIKEE

147 North

FOR MORE INFORMATION, VISIT:

EnjoyOTW.com | 540-722-8700

All proceeds benefit the SPCA

Winchester 175

What's New in Old Town

February 2019

2019 OTW Entertainment and Events Press Conference

FEBRUARY 6

All are invited to attend the 2019 Old Town Winchester Entertainment and Events Press Conference on Wednesday, February 6 at Noon at 50/50 Taphouse (29 W. Cork Street). 2019 Event Rack Cards will be available as well! Pick them up during the event, or after at the Old Town Welcome Center.

We will also be kicking-off a year of celebrating Winchester's 275th Anniversary! For more information and a list of anniversary events, visit winchesterva.gov/275th-anniversary (event information is still being gathered and will be added as events are finalized). If you'd like your event or program added to the list, please contact City of Winchester Communications Director Amy Simmons at (540) 667-1815, ext. 1670 or amy.simmons@winchesterva.gov.

2019 OTW Events

- **St. Paddy's Celtic Fest** - March 9
- **Farmers Market** - Saturdays, May 11 – September 28
- **KidzFest** - May 18
- **Classic Movie Night** - June 8
- **Friday Night Live** - June 21
- **Rockin' Independence Eve** - July 3
- **Classic Movie Night** - July 13
- **Friday Night Live** - July 19
- **Classic Movie Night** - August 10
- **Friday Night Live** - August 16
- **Oktoberfest** - October 11 – 12
- **Holly Jolly Celebration** - December 14
- **Family Movie Night on the Mall** - Thursdays, June 6 – July 25 (Except July 4)

6th Annual Chocolate Escape

FEBRUARY 9

The Annual Chocolate Escape returns to Old Town on Saturday, February 9. The event encourages shopping and dining for Valentine's Day and takes place on Saturday afternoon. Thank you to all the businesses that have signed up to participate! 19 businesses will be offering $3 chocolate samples, 22 businesses will be offering specials, and 2 locations will be offering activities!

Old Town Winchester Welcome Center
33 E. Boscawen Street
Winchester, VA 22601
(540) 535-3660
otw@winchesterva.gov
www.EnjoyOTW.com

Open Hours:
Monday-Saturday
8 a.m. - 5 p.m.

Information
Public Restrooms
Brochures

Discover Old Town in a new way with TRAIPSE!

Events

First Friday
February 1

2019 OTW Events Press Conference
February 6

Chocolate Escape
February 9

For a full list of events, visit www.EnjoyOTW.com

On the event day, participating businesses will be identified with a red balloon outside their door. Event flyers are available online and at participating businesses.

We are looking forward to another successful Chocolate Escape in Old Town and encourage you to like and share the event on your social media as well as in your business. Send us an email at OTW@winchesterva.gov or give us a call at (540) 535-3660 if you have any questions.

St. Paddy's Celtic Fest

MARCH 9

The 4th annual St. Paddy's Celtic Fest will be held on Saturday, March 9. The goal is to bring shoppers and diners downtown on an off season Saturday. There will be live entertainment starting at 12 p.m. at various locations including Celtic music, bagpipers, Irish step dancers, and more. Send us information on your related specials and promotions so we can promote you! Please e-mail the information to OTW@winchesterva.gov.

For more information and updates visit EnjoyOTW.com. Closer to the event date there will be numerous OTW Facebook posts. We encourage you to share these posts via social media and include your own special promotions.

Free Business Workshop

FEBRUARY 28

Mark your calendars for the next Free Business Workshop provided by the Small Business Development Center in partnership with Winchester's Economic Development Authority! Registration will be available on the SBDC website https://lfsbdc.org/events/

Marketing: Growing Your Business with Video
February 28th from 10 am - 12 pm at Handley Library

New Business Openings

ICON Real Estate

2 N. Cameron Street

A new real estate firm located in the Kurtz Building.

Downtown Permit Renewals

PAST DUE

Primary and Secondary Assessment District Use Permits for outdoor cafes, portable signs, and display of merchandise expired on December 31, 2018. You should have received a renewal letter in the mail. If you plan to renew your permit for 2019 and have not yet done so, please submit a renewal application and any applicable fees to the City's Zoning and Inspections Department as soon as possible. You must apply for a new permit every year. **Please note that in order to set up a tent, table, and/or display outside your business on City property, you are required to have a current Display of Merchandise Permit.**

OTAC Meetings

February 7
Full Commission
5:30 p.m. - City Hall 3rd Floor Conference Room

February 26
Organization Committee Meeting
9:00 a.m. - City Hall 3rd Floor Conference Room

Committee members are needed! If you are interested in joining a committee, contact Jennifer Bell, Downtown Manager at OTW@WinchesterVA.gov

Museum Update

WINTER HOURS

The Shenandoah Valley Civil War Museum is open Fridays and Saturdays, 10 a.m. - 5 p.m. and Sundays 1-5 p.m. through February 28. It is closed Monday-Thursday. Hours are subject to change.

Old Town Winchester

Winchester, Virginia
Phone: 540.535.3660
Email: otw@winchesterva.gov
Website: EnjoyOTW.com

Old Town
FARMERS MARKET

Old Town Farmers Market Potluck Dinner

You're invited!

Socialize with vendors and volunteers, share thoughts on last season and ideas for the upcoming season.

Date: Thursday, February 28, 2019

Time: 6:30 p.m.

The Herds Inn at Hedgebrook Farm
688 Shady Elm Road
Winchester, VA 22602

RSVP by February 15th
with number attending and dish bringing,
or with regrets.

RSVP: 540-535-3660 or otw@winchesterva.gov

Old Town
WINCHESTER

GREAT EVENTS

Begin in Old Town

Celebrating

WINCHESTER

Enjoy OTW.com

Old Town
WINCHESTER

2019 EVENTS

Chocolate Escape	February 9
St. Paddy's Celtic Fest	March 6
[illegible]	[illegible]
CTMSA Egg Hunt	April 20
Apple Blossom Festival	April 26 – May 5
OTW Farmers Market Opening	May 11
KidsFest	May 18
2019 Winchester Great Strides	May 19
Loudoun Street Mile	May 21
Hop Blossom Craft Beer Festival	June 8
Classic Movie Night at the Taylor	June 8
Friday Night Live	June 21
Curves to Cores H.O.G. Rally Parade	June 22
Kids Celebration	June 23
Rockin' Independence Eve	July 3
Classic Movie Night at the Taylor	July 13
Friday Night Live	July 19
National Night Out	August 6
Classic Movie Night at the Taylor	August 10
Friday Night Live	August 16
[illegible]	September 11-13
Oktoberfest	October 11 & 12
Pet Halloween Parade	October 20
Spectacular	October 26
Old Town Holiday Parade Santa's	December 3
Headquarters	December 14
Holly Jolly Celebration	December 14
First Night Winchester	December 31

EVENT SERIES

OTW Farmers Market	Saturdays, May 11 – Sept. 21
[illegible]	Thursdays, June 6 – July 25
[illegible]	[illegible]

Old Town Welcome Center
[illegible]
Enjoy OTW.com

Virginia Commission for the Arts
Creative Communities Partnership Grant Funds Distribution

	FY20 Request*	FY20 Total Estimated Program Costs	FY19 Awards	FY18 Awards	FY17 Awards	FY13 - FY16 Awards
First Night Winchester	$5,000	$40,000	$3,000	$2216.66	$4000	$3333
Shenandoah Arts Council	$4,000	$10,000	$3,000	$2216.66	$2000	$3333
Skyline Indie Film Festival	$3,500	$22,500	$3,000	$2850		
Winchester Main Street Foundation	$2,200	$2,200				
Arts Chorale of Winchester	Did not re-apply		$500			
Bluemont Concert Series (closed 6/30/18)				$2216.66	$4000	$3333
Total Amount Awarded			$9,500	$9,500	$10,000	$10,000
Total Amount Requested For FY20	**$14,700**					

*Anticipate $4,500 grant plus matching funds for a total $9,500 available to award. Awards are dependent upon City Council approval of FY20 budget and receipt of Creative Communities Partnership Grant by Virginia Commission for the Arts.

Winchester Virginia

2019 Old Town Creative Communities Partnership Grant Application

Applicant Name: Christine Germeyer Applicant Signature: [signature]

Organization Name: First Night Winchester, Inc. Phone #: 540.327.3503

Mailing Address: P.O. Box 1392, Winchester, VA 22604

What is the overall budget cost/expense for the portion of the program which occurs/or could occur in Old Town Winchester? Total Estimated Cost: $ 40,000

Grant Amount Requested: $ 5,000

Can this program or activity exist without the granted funds This Year? Yes Next Year? Yes

Please explain how the grant funds would be used. First Night Winchester will utilize this grant for marketing materials, promotional advertising, and expanding an awareness campaign within the community to attract investors, residents and tourists to Old Town Winchester.

What is your organization's mission and goals? First Night Winchester, a New Year's Eve tradition, brings friends and families together to unite our community in all its diversity through the visual and performing arts. The goal is to offer an affordable, arts-enriched experience through collaboration.

Project Description (Describe the portion of your program, event or activity which would occur in Old Town Winchester and how it relates to the OTAC Mission which is *to inspire community involvement, foster economic vitality, encourage creativity and entrepreneurship, and attract residents, visitors, and investors to Old Town Winchester.)*: First Night Winchester continues to be an arts-enriched, family-focused tradition that has inspired community involvement for more than 32 years. The board strives to offer a diversified array of creative experiences in unique settings throughout Old Town Winchester which fosters economic vitality in area hotels, businesses, and restaurants. The City of Winchester was dubbed a City of Hope by the media after First Night Winchester launched its Hope Campaign in 2018. As an identified visionary leader, committed to improving the quality of life in our community, there could be no better way to embody that designation by embarking on an initiative for the community to engage with one another by leaving messages of hope.

How will you measure success? First Night Winchester measures it success by analyzing income trends and receiving feedback from collaborators. The organization surveys its community partners, attendees, performers, volunteers, and investors. First Night Winchester analyzes data collected from historic records and current online activity. The organization maintains an open line of communication with its partners before, during, and after the event in an effort to continue being successful year after year.

How many people do you expect to serve and how will you measure this? First Night Winchester expects to serve in excess of 5,500 people. With the addition of our Hope Campaign we are measuring our success by the number of partnerships we're forming outside of our current list of suppporters. We continue to measure the outcome with our button sales, venues, performers, and volunteer membership.

Submit proof of your non-profit status.

To Apply: Fill out this application and submit it to the Old Town Winchester Office at 33 E. Boscawen St., Winchester, VA 22601 by **MONDAY, January 28, 2019.** Grant applications will be reviewed and selected applications proposals will be used by the City of Winchester to apply for a Virginia Commission for the Arts Creative Communities Partnership Grant. Grant funds will only be awarded to applicants if the City of Winchester receives the grant. Granted activities must take place in the Old Town Special Assessment Districts between July 1, 2019 and June 30, 2020. Funds cannot be used to directly pay for performers.

Winchester Virginia

2019 Old Town Creative Communities Partnership Grant Application

Applicant Name: Lisa Sipp, Special Events & Grants Coordinator Applicant Signature: Lisa Sipp

Organization Name: Shenandoah Arts Council Phone #: 540-667-5166

Mailing Address: 530 Amherst St., Winchester, VA 22601

What is the overall budget cost/expense for the portion of the program which occurs/or could occur in Old Town Winchester? Total Estimated Cost: $ 10,000

Grant Amount Requested: $ 4,000

Can this program or activity exist without the granted funds This Year? no Next Year? unlikely

Please explain how the grant funds would be used. Grant funds support ArtScape, *Where Art Meets Life*, our banner project on the Old Town walking mall, in its 10th year in collaboration with OTAC. https://shenarts.org/artscape-2/

What is your organization's mission and goals? The Shenandoah Arts Council (ShenArts) supports the Arts and expands arts awareness to the community of the Northern Shenandoah through programming, instruction, and exhibitions. Our goals involve the implementation of ongoing, creative and effective means to achieve our mission.

Project Description (Describe the portion of your program, event or activity which would occur in Old Town Winchester and how it relates to the OTAC Mission which is *to inspire community involvement, foster economic vitality, encourage creativity and entrepreneurship, and attract residents, visitors, and investors to Old Town Winchester.)*: Since 2009, the Shenandoah Arts Council (ShenArts) has partnered with the OTAC to create an outdoor gallery in the historic district of downtown Winchester. Artists of all ages are invited to participate in this juried art competition. Selected works are reproduced on banners that hang on light posts throughout the downtown area from April through December. Those selected are assigned a sponsor, and both the artist and sponsor get full recognition on the banners. The Museum of the Shenandoah Valley provides support for this program as the host sponsor, displaying the original works of art in its Art in the Halls program. The objective of ArtScape is to create an outdoor gallery experience in the heart of the community. The colorful banners add interest and intrigue to the downtown streetscape, encouraging pedestrians and vehicle traffic to slow down and enjoy the display. Each banner showcases local artists, highlighting the creativity and talent of artists who live and work in the region.

How will you measure success? Success is measured by the number of artists submitting work, the number of sponsors requesting participation, successful assignment of all 40 light posts available for the project, and last but not least, community and tourist interaction and feedback, including on social media.

How many people do you expect to serve and how will you measure this? The number of people served with the ArtScape project is extremely high because of placement in Old Town, which attracts thousands of local community members and tourists consistently throughout the year. April through December is particularly saturated with events and participants as well as locals enjoying a stroll, a meal, or a shopping experience. Each year the number of artist participants increases. We anticipate an increase this year in both artists and sponsors.

Submit proof of your non-profit status.

To Apply: Fill out this application and submit it to the Old Town Winchester Office at 33 E. Boscawen St., Winchester, VA 22601 by **MONDAY, January 28, 2019.** Grant applications will be reviewed and selected applications proposals will be used by the City of Winchester to apply for a Virginia Commission for the Arts Creative Communities Partnership Grant. Grant funds will only be awarded to applicants if the City of Winchester receives the grant. Granted activities must take place in the Old Town Special Assessment Districts between July 1, 2019 and June 30, 2020. Funds cannot be used to directly pay for performers.

SKYLINE INDIE FILM FEST

7 N Loudoun Street
Winchester, VA 22601
540.409.7105
skylineindiefilmfest.org

January 12, 2019

Old Town Advisory Committee
33 East Boscawen Street
Winchester, VA 22601

RE: Old Town Creative Communities Partnership Grant

Dear Members of the Old Town Advisory Committee Board:

Skyline Indie Film Fest is pleased to submit our application for the current Old Town Creative Communities Partnership Grant for your review and extends sincere thanks for the award we received from the Board in the last fiscal year. We look forward to having Old Town Winchester's continued support in our efforts to host and present independent filmmakers and films in Old Town Winchester in September 2019 for our seventh annual independent film festival.

Our application requests supplementary funds in the amount of $3,500.00. These supplemental funds will be used to support our efforts to provide a quality independent film festival experience for visiting filmmakers, our growing audience and to showcase Old Town Winchester during our annual event.

For six years the Skyline Indie Film Fest has provided a casual interaction between filmmakers and screenwriters from all over the country with the film lovers in our community. Business relationships and collaborations have been formed at Skyline and the filmmakers and writers receive immediate feedback from our cinema loving audience. Many filmmakers have volunteered to be mentors in our youth filmmaker program, now in it's fourth season, and have shown great interest in filming in and around Oldt Town and the surrounding areas. The intentional and deliberate pace of growth of Skyline has been very important to us as we settle in to our niche among other festivals. Our goals, supported by our mission, are simply to provide a fun and exciting festival weekend annually and year round, practical film opportunities for the youth in our area as well as building a modest but sincere filmmaking culture and industry based in Winchester, VA.

Thank you for your consideration for the Old Town Creative Communities Partnership Grant. We at Skyline Indie Film Fest look forward to having the patronage of our city's Old Town Leadership to support and build this unique, cultural event in the heart of Winchester.

Sincerely,

C. Brian Patrick

C. Brian Patrick, Director
Skyline Indie Film Fest

Winchester Virginia

2019 Old Town Creative Communities Partnership Grant Application

Applicant Name: C Brian Patrick Applicant Signature: C Brian Patrick

Organization Name: Skyline Indie Film Fest Phone #: 540-409-7105

Mailing Address: 7 N Loudoun Street Winchester, VA 22601

What is the overall budget cost/expense for the portion of the program which occurs/or could occur in Old Town Winchester? Total Estimated Cost: $ 20,000.00

Grant Amount Requested: $ 3,500.00

Can this program or activity exist without the granted funds This Year? Yes Next Year? Yes

Please explain how the grant funds would be used.

Please see enclosed supplemental questionnaire.

What is your organization's mission and goals?

Please see enclosed supplemental questionnaire.

Project Description (Describe the portion of your program, event or activity which would occur in Old Town Winchester and how it relates to the OTAC Mission which is *to inspire community involvement, foster economic vitality, encourage creativity and entrepreneurship, and attract residents, visitors, and investors to Old Town Winchester.*):

Please see enclosed supplemental questionnaire.

How will you measure success?

Please see enclosed supplemental questionnaire.

How many people do you expect to serve and how will you measure this?

Please see enclosed supplemental questionnaire.

Submit proof of your non-profit status.

To Apply: Fill out this application and submit it to the Old Town Winchester Office at 33 E. Boscawen St., Winchester, VA 22601 by **MONDAY, January 28, 2019.** Grant applications will be reviewed and selected applications proposals will be used by the City of Winchester to apply for a Virginia Commission for the Arts Creative Communities Partnership Grant. Grant funds will only be awarded to applicants if the City of Winchester receives the grant. Granted activities must take place in the Old Town Special Assessment Districts between July 1, 2019 and June 30, 2020. Funds cannot be used to directly pay for performers

SKYLINE INDIE FILM FEST

7 N Loudoun Street
Winchester, VA 22601
540.409.7105
skylineindiefilmfest.org

Please explain how the grant fund would be used:

These funds, if awarded, will alleviate some of the growing expense that have increased more than anticipated. A function of festival growth is increased marketing and guest hospitality expense. For future budgets we are actively investigating marketing techniques and methods to reduce the cost per attendee, ensuring that every dollar spent is as effective as possible. Also, we are identifying and applying for other grants opportunities.

What is your organizations mission and goals:

Each year Skyline Indie Film Fest produces a four day film and screenwriting festival in September which highlights new and undistributed films and original screenplays from around the corner and around the world as well as hosting professional level screening events for our audience. We also host a young filmmakers camp in July with professional mentors for children from 10-18 years old. We aim to become an upper tier, regional film festival.

Project Description (Describe the portion of your program, event or activity which would occur in Old Town Winchester and how it relates to the OTDB Mission which is to inspire community involvement, foster economic vitality, encourage creativity and entrepreneurship, and attract residents, visitors, and investors to Old Town Winchester.):

Currently Skyline Indie Film Fest is the only film festival that programs and hosts new, undistributed independent films and filmmakers in the I-81 corridor and we choose to be based and screen our programming only in Old Town Winchester. Indie films that are solicited and curated by Skyline provide our residents unique opportunities to experience new, groundbreaking films and provide direct feedback to the filmmakers. It puts Winchester in the center of affecting the direction of the indie film industry moving forward. Also, Skyline attracts an audience of a particularly desirable demographic from beyond Winchester and Frederick County, VA. What Skyline provides through our annual festival and year-round programs are access to a unique cultural experience, solid engagement with the industry, and ever growing tourism interest.

How will you measure success:

Our measures of success are established and clear. Audience, filmmaker and donor/sponsor satisfaction levels are all positive. All revenue categories are trending up since the festival began in 2013. Submissions, donations, sponsorships, ticket sales and filmmakers in attendance are all consistently increasing at a steady rate, allowing the logistics of holding a festival in Old Town, almost exclusively indoors in small venues, to remain manageable. Our audience feedback during the festival is positive. Our reviews on our submission platforms are 100% positive. The thank you cards we get each year after the festival from the audience prove we're delivering a quality cinematic experience. The ever-increasing number of organizations that approach our festival each year in order to partner with Skyline also indicates support from the larger community proving the festival has community value.

How many people do you expect to serve and how will you measure this:

We anticipate 750-1000 attendees at the 7th Annual Skyline Indie Film Fest. Sales records of festival passes and tickets will provide an accurate account of our festival attendees as well as important demographic information useful for future marketing.

Winchester Virginia

2019 Old Town Creative Communities Partnership Grant Application

Applicant Name: Joel Richardson, President
Karen Helm, Member

Applicant Signature: Joel Richardson Karen B Helm for Joel Richardson
(electronic signature)

Organization Name: Winchester Main Street Foundation

Phone #: 913-485-5541

Mailing Address: PO Box 828, Winchester, VA 22604

What is the overall budget cost/expense for the portion of the program which occurs/or could occur in Old Town Winchester?

Total Estimated Cost: $2,200.

Grant Amount Requested: $2,200

Can this program or activity exist without the granted funds This Year? Yes Next Year? Yes

Please explain how the grant funds would be used.

Marketing and promotion of First Fridays and Celebracion of Winchester

What is your organization's mission and goals?

The Winchester Main Street Foundation (WMSF) is a nonprofit organization that focuses on bringing in quality events, beautification projects and youth education programs to build Winchester's unique brand in an attempt to improve quality of life, support and work with other nonprofit organizations and build a Main Street community.

WMSF believes that through many quality activities and community events Old Town creates an image of a vibrant community. As the lynchpin for the many groups working to revitalize Winchester, WMSF believes that working collaboratively to build and promote Winchester will ensure that we:

- Attract more visitors to our historic city
- Bring in jobs and innovative people and companies
- Re-energize our retail base
- Encourage our young graduates and professionals to stay in Winchester
- Increase our real estate values and fill commercial lease space
- Recruit an increasingly diverse, well-educated workforce, and ultimately
- Maintain our economic viability as we move proactively into the future

Project Description (Describe the portion of your program, event or activity which would occur in Old Town Winchester and how it relates to the OTAC Mission which is *to inspire community involvement, foster economic vitality, encourage creativity and entrepreneurship, and attract residents, visitors, and investors to Old Town Winchester.*):

- **Celebracion of Winchester:** Family friendly event celebrating and educating Winchester about Hispanic Heritage Month. Authentic Latino food, dance lessons, Latin music, musical petting zoo and more for the kids! This is a FREE event hosted by The Winchester Main Street Foundation.

- **First Fridays of Old Town Winchester:** On the First Friday of every month, Old Town Winchester plays host to artists with special gallery events, musicians playing in restaurants and cafes, and many of our shops stay open late. It is a great time to stroll our historic streets and a great place to meet new and favorite friends. Every month is something a little different.

How will you measure success?

Increased attendance and participation for each event. Bringing people downtown to shopping and dining.

How many people do you expect to serve and how will you measure this?

- First Fridays – monthly 1,000 attendees, annually 12,000.
- Celebracion – average 1,500

Submit proof of your non-profit status. We are a 501c3 per IRS. EIN 45-4366169.

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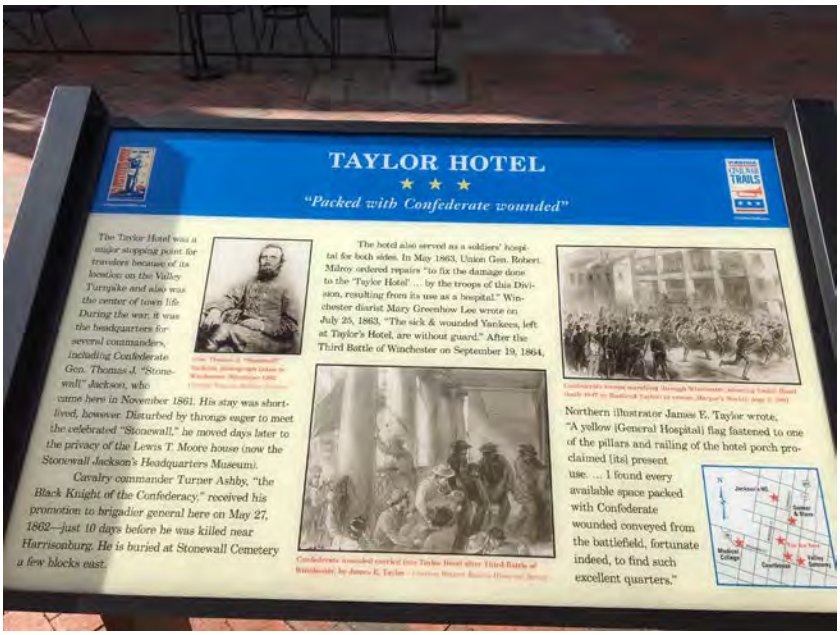
TAYLOR HOTEL
★ ★ ★
"Packed with Confederate wounded"
The Taylor Hotel was a major stopping point for travelers because of its location on the Valley Turnpike and also was the center of town life. During the war, it was the headquarters for several commanders, including Confederate Gen. Thomas J. "Stonewall" Jackson, who came here in November 1861. His stay was short-lived, however. Disturbed by throngs eager to meet the celebrated "Stonewall," he moved days later to the privacy of the Lewis T. Moore house (now the Stonewall Jackson's Headquarters Museum).
Cavalry commander Turner Ashby, "the Black Knight of the Confederacy," received his promotion to brigadier general here on May 27, 1862—just 10 days before he was killed near Harrisonburg. He is buried at Stonewall Cemetery a few blocks east.
The hotel also served as a soldiers' hospital for both sides. In May 1863, Union Gen. Robert Milroy ordered repairs "to fix the damage done to the 'Taylor Hotel' ... by the troops of this Division, resulting from its use as a hospital." Winchester diarist Mary Greenhow Lee wrote on July 25, 1863, "The sick & wounded Yankees, left at Taylor's Hotel, are without guard." After the Third Battle of Winchester on September 19, 1864,
Northern illustrator James E. Taylor wrote, "A yellow [General Hospital] flag fastened to one of the pillars and railing of the hotel porch proclaimed [its] present use. ... I found every available space packed with Confederate wounded conveyed from the battlefield, fortunate indeed, to find such excellent quarters."