

CITY OF WINCHESTER, VIRGINIA

PROPOSED CITY COUNCIL AGENDA ITEM

CITY COUNCIL/COMMITTEE MEETING OF: 02/10/15 **CUT OFF DATE:** 02/03/15

RESOLUTION **ORDINANCE** **PUBLIC HEARING**

ITEM TITLE: Presentation: Annual Update from the Old Town Development Board

STAFF RECOMMENDATION: N/A

PUBLIC NOTICE AND HEARING: N/A

ADVISORY BOARD RECOMMENDATION: N/A

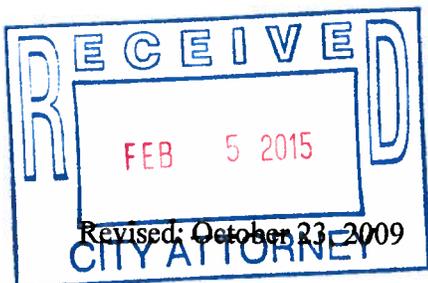
FUNDING DATA: N/A

INSURANCE: N/A

The initiating Department Director will place below, 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 Director's initials for approval or disapproval address only the readiness of the issue for Council consideration. This does not address the Director's recommendation for approval or denial of the issue.

<u>DEPARTMENT</u>	<u>INITIALS FOR APPROVAL</u>	<u>INITIALS FOR DISAPPROVAL</u>	<u>DATE</u>
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____
5. City Attorney	<i>[Signature]</i>	_____	<u>2/5/2015</u>
6. City Manager	<i>[Signature]</i>	_____	<u>5 Feb 2015</u>
7. Clerk of Council	_____	_____	_____

Initiating Department Director's Signature: *[Signature]* 2/5/15
Date



APPROVED AS TO FORM:

[Signature] 2/5/2015
CITY ATTORNEY



Old Town Winchester

- Promoting the downtown as a dynamic place to live, work and play year round for residents and businesses, employees and tourists.

Branding Campaign



Updated Website

- Mobile-friendly
- Over 190,000 visits in 2014 (up over 17%)



OTW on Facebook

- Over 9,000 fans
- An increase of 3,000 since 2013
- An increase of almost 6,000 since 2012

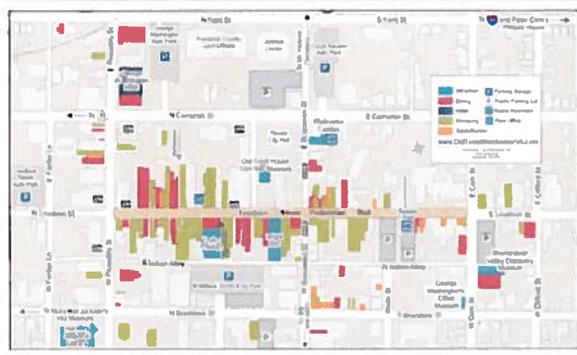


New OTW Mobile App



Over 500 downloads in the first few months

New Shopping & Dining Guide



Over 40,000 guides have been distributed since the first edition in February 2013.

Monthly Newsletter

Currently working to upgrade newsletter to electronic version similar to *CitE-News* (iContact)



Old Town Welcome Center



Promotional
A-frame sign
created



Portrait of
George
Washington
installed



New logo added
in lobby

OTW Walking Tours

Over 2,400 people assisted since opening.
OTW Walking Tour pamphlets updated and reprinted



Secondary District Improvements

New lightpole banners with brand



Business Resources

- Two free workshops held for downtown businesses
- Free one-on-one consulting services offered to retail & restaurant businesses
- Hosted Virginia Main Street Essentials Training for 66 people

24 New Businesses In 2014



Local Challenge Grant

Received \$5,000 from VA Commission for the Arts used to sponsor:



ArtScape Banners



Bluemont Concerts



First Night Winchester

Holiday Events

- Santa's Headquarters
- Holly Jolly
- Parade



Chocolate Escape



Spooktacular



7 Major Events in Old Town Through Full Circle Marketing Contract

GREAT EVENTS BEGIN HERE

Old Town

LIVE BANDS
CASA & VINO LUNCHEON
SOCIAL GAMES

ART HAGGETT'S
FRESH PERFORMANCES
CASA DRINK

SPYGLASS SQUARE THEATRE

JULY 20

LIVE MUSIC BY
KYLE & LISA
ADVANCE TO BUY BY 10

2015 OLD TOWN SPYGLASS SQUARE THEATRE

GREAT EVENTS BEGIN HERE

Old Town

LIVE BANDS
CASA & VINO LUNCHEON
SOCIAL GAMES

ART HAGGETT'S
STREET PERFORMANCES
CASA DRINK

SPYGLASS SQUARE THEATRE

LIVE MUSIC BY
-The Dubliner Union Band-
-Punk for Charity-
ADVANCE TO BUY BY 10

JULY 18

11PM - 1230M

2015 OLD TOWN SPYGLASS SQUARE THEATRE

GREAT EVENTS BEGIN HERE

Old Town

LIVE COUNTRY MUSIC
CASA & VINO LUNCHEON
SOCIAL GAMES

ART HAGGETT'S
STREET PERFORMANCES
CASA DRINK

SPYGLASS SQUARE THEATRE

LIVE MUSIC BY
-The Dubliner Union Band-
-Punk for Charity-
ADVANCE TO BUY BY 10

AUGUST 15

11PM - 1230M

2015 OLD TOWN SPYGLASS SQUARE THEATRE

Edward James
Edward James

PERFORMING LIVE
EDWARD JAMES TRIO

BRITISH MUSIC

JULY 3

Edo Activities
CASA DRINK
BORG & WILCO
TRAVELERS BY 6:30PM

2015 OLD TOWN SPYGLASS SQUARE THEATRE

20 UNIQUE CRAFT BEERS
16 DIFFERENT FEDERAL & DOMESTIC SPIRITS

OLD TOWN TALKERS

A TALKERS SHOWS AUDIO GAMES
COMEDY PERFORMANCES & LAUGHTER BY 10PM

AUGUST 15

11PM - 1230M

2015 OLD TOWN SPYGLASS SQUARE THEATRE

OLD TOWN OCTOBER

2015 OLD TOWN SPYGLASS SQUARE THEATRE

Halibut Fish

Halibut, December 17

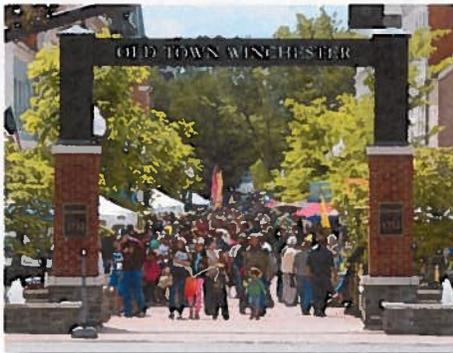
11PM - 1230M

2015 OLD TOWN SPYGLASS SQUARE THEATRE

Events Expansion Strategy

- New Events Organized by the Special Events Coordinator:
 - Kidz Fest – May 17
 - Jazz at the Taylor Pavilion – Sept. 14 & 28 and Oct. 12

New Event: Kidz Fest



New Event Series: Sunday Jazz



Downtown Videos

- Five videos produced
- Promoting Old Town
- Highlighting events

2104 Event Statistics

Event Contractor Events	13 days, 9 events: 8 Family-Friendly, 1 Adult
Walk/Run Events	7 events: all Family-Friendly
Adult-Oriented Events	7 days
Family-Friendly Events	68 days
New Events	2 event contractor; 8 other
Total Number of Event Days	75 days

Special Event Contract

- Three-year Special Events Promoter contract with Full Circle Marketing:
 - 2014 retainer costs: \$71,802
 - (60% of costs towards events - \$43,081)
 - Direct Event Expenses approximately: \$116,436
 - 2014 Event Revenue approximately: \$147,922
 - Gross Profit: \$31,486
 - Media and trade value over: \$150,000

Parking Revenue

- Event marketing encouraged garage use
- During the 2014 major events:
 - 3,500 more cars used the garages than in 2012
 - Increased Parking Revenue:
 - \$9,500 more spent in garages during events than in 2012

Meals Tax Comparison

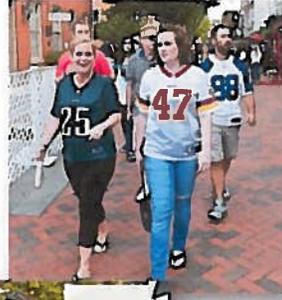
- **Downtown Meals Tax Revenue:**
 - 2012: \$487,458
 - 2013: \$589,585
 - 2014: \$817,409

INCREASE IN TAX COLLECTED (2014 v. 2013): \$227,870
- **Downtown Meals Spending:**
 - 2012: \$9,749,171
 - 2013: \$11,791,709
 - 2014: \$14,764,827

INCREASE IN \$ SPENT (2014 v. 2013): \$2,974,029

Changing the Vibe

- Attracting a younger crowd
- Attracting thousands of people per event
- Changing the perception of Winchester



Changing the Vibe

- People enjoying the Mall, shopping, dining, playing and meeting friends



Value of Downtown Events

- Increased reputation of Winchester as a great place to live, work, play and invest
- More people in the downtown – more opportunities for shopping and dining spending
- More activities for residents to enjoy
- Economic Development



OTW Next Steps

- Continue Brand Roll Out
- Continue Marketing & Promotions
- Develop a Downtown Farmers' Market
- Facilitate Downtown Events
- Continue Business Support & Recruitment
- Develop an Open Late Program
- Recommend Way-finding Signage Updates
- Assist Secondary District Businesses
- City of Winchester Special Events Policy

Questions

Special Events Policy



- Specifying overall event goals
- Application Fee
- Clarity of process

Special Events Policy

"It is the aspiration of this policy that all events will foster a vibrant engaging environment for our residents, stakeholders, and visitors. Such events should not incur a financial drawback to city taxpayers while offering when possible, reasonable profit opportunities to merchants."

- OTDB

Questions?

