

Mothers' Day Proposal

Rough Concept:

Hold a hashtag contest in partnership with the OTWBA where people take photos in OTW businesses (selfie's or photo of the business) then post them with #OldTownWinchester or #OTWMothersDay. Whoever gets the most likes wins a prize.

The winner would be announced at Opening Day of the OTW Farmers Market Saturday, May 11 at noon. Sarah will film the announcement for Facebook. The winning Instagram post will be printed out poster size for the announcement.

Prizes might include items donated by OTW Businesses to the OTWBA. A possible progressive dinner set up through the OTWBA for two (mother and child).

Poster Design: Donated

Press Release: Committee

Poster Printing: In-house

Social Media Post Boosts: \$ _____

Prizes: OTWBA collects

Downtown Manager's February Report

Farmers Market

- **Held Successful Farmers Market Pot Luck event at Hedgebrook Farm.**
- Updated Farmers Market application and Guidelines
- Developed a press release call for vendors and volunteers.

Promotion and Outreach

- **Held successful 2019 Special Event Press conference scheduled by Full Circle Marketing to promote events for the year ahead. Incorporated Winchester's 275th birthday information.**
- Spoke with over a dozen OTW businesses answering questions and providing information, answering business questions and highlighting upcoming opportunities.
- Worked on March Old Town Newsletter for Stakeholders. Monthly newsletter distributed the first of the month.
- Interviewed by Centennial Radio on 2019 events.
- Interviewed by Winchester Star on Celtic Fest.
- Worked on distribution of 2019 event rack cards.
- Participated in monthly broadcast on The River to promote February OTW events.
- **Received (25,000) 2019 OTW Shopping and Dining Guides from printer and began distribution to OTW businesses.**

Chocolate Escape

- **Held successful Chocolate Escape event on February 9.** Distributed flyers and red balloon to participating businesses. Promoted the event using social media.
- Conducted a post-event survey of businesses for feedback on the Chocolate Escape event.
- Conducted follow up survey of restaurants regarding Chocolate Escape.

Celtic Fest & Other Events

- **Promoted the 2019 Celtic Fest scheduled for March 9. Began collecting promotions from OTW Businesses for the event. 30 businesses are participating!**
- Continued promotion of St. Paddy's Celtic Fest March 9 including numerous Facebook posts, an event video and Instagram posts through Full Circle Marketing.
- Completed Facebook poll to select the audience choice classic movie for July, The African Queen was selected.

Administrative and Meetings

- **Presented 2018 year in review to City Council.**
- Met with OTAC Chair preparing for monthly OTAC meeting.
- Worked with four Special Event Permit applicants on outstanding paperwork.
- Prepared for Old Town Winchester Farmers Market potluck event for interested vendors.
- OTAC Tourism Task Force met to discuss Civil War promotions and scavenger hunts for the Harley Rally.
- OTAC Promotions Committee Meeting continued work on developing a Shop Local Campaign and Mothers' Day promotion.
- **Presented proposed FY20 budget to City Manager.**
- Held internal Events Team meeting to discuss all 2019 applications received to date.
- Notified arts grant applicants of their status.
- Finalized report on 2018 progress on OTW Strategic Plan Action Items.
- Finalized material for OTW ad within the Winchester Park and Rec Guide.

Main Street

- Participated in National Main Street professional development training via webinar. Tuition covered by VMS.
- Successfully completed Advanced Principles of Sustainable Organization Course.
- Worked on PowerPoint for presentation at the National Main Street Conference in March.



MARCH 9TH

NOON-9PM

EVENTS SCHEDULE

Time	Activity	Location
Noon – 3:00 pm	Live Music: Capital Celtic	 Bright Box Theater
Noon – 3:00 pm	Live Music: Across the Pond	 50/50 Taphouse
Noon – 5:00 pm	Children's Celtic Games	 Old Courthouse Lawn
1:15 – 1:40 pm	Armstrong Irish Dance Academy	 50/50 Taphouse
Times Vary	Winchester Pipes and Drums	Loudoun Street Mall
2:00 – 2:15 pm	Armstrong Irish Dance Academy	 Old Courthouse Lawn
2:00 – 4:00 pm	Movie: Waking Ned Devine Presented by Magic Lantern Theater and Handley Library	 Handley Library
3:00 pm	Celtic Rhythm School of Dance	 Old Courthouse Lawn
3:00 – 6:00 pm	Live Music: Emily Martin & Friends with special guest Brendan Mulvihill	 Brewbaker's Restaurant
5:00 – 8:00 pm	Live Music: Merlin's Beard Band	 Winchester Brew Works
6:00 – 8:00 pm	Live Music: Winchester Celtic Circle	 147 North Restaurant
6:00 – 9:00 pm	Live Music: One Street Over	 The G.W. Hotel

- FREE ADMISSION TO ALL VENUES -

For more information, visit www.EnjoyOTW.com
or stop by the Information Tent during the event



A portion of food & beverage sales benefit SPCA of Winchester, Frederick, and Clarke Counties.



Thank you to our event sponsor Partlow Insurance!

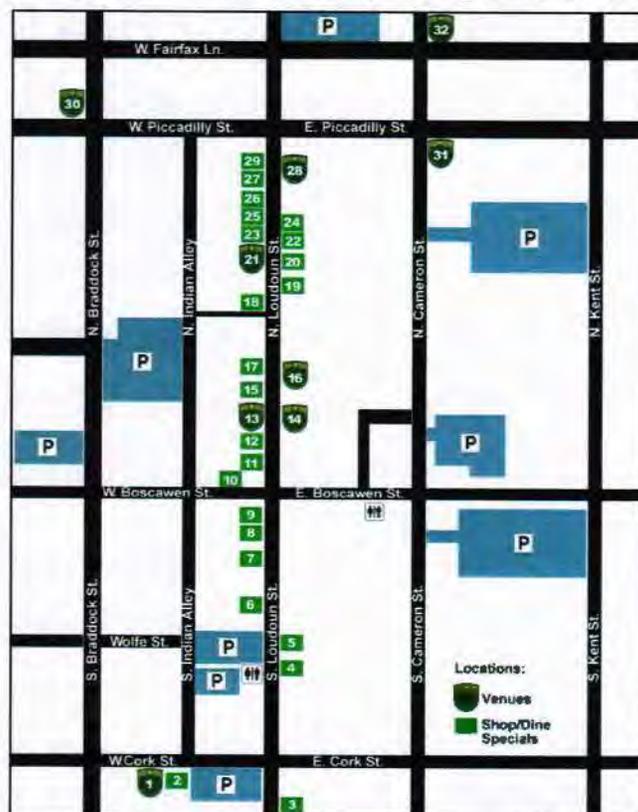


CELTIC FEST

SHOPPING AND DINING SPECIALS

- 7 The Black Rose**, 11 S. Loudoun St.
Iced Matcha Green Tea; Iced Powerhouse Green Grass Tea; Avocado Smash sandwich served with a side. Spend over \$75 and receive a FREE canvas shopping bag with Black Rose logo. Open 11-7.
- 10 Bluebells**, 6 W. Boscawen St.
Tea and cookies from noon-4pm, plus 20% off all candle purchases on event day.
- 15 Eugene B. Smith Gallery**, 25 N. Loudoun St.
17% discount on prints & framed prints 3/9 through 3/17. Special discounts for whoever finds the lucky green or gold shamrocks in the gallery 3/9 - 3/17.
- 27 Espresso Bar & Café**, 165 N. Loudoun St.
Irish Crème Lattes and Chocolate "Stouts" (non-alcoholic lattes)
- 12 Exotic Himalayan Handicrafts**, 9 N. Loudoun St., Suite 101
Himalayan Tea tasting. 20% off winter items.
- 6 Fellowship of the Sip Restaurant and Tea House**, 33 S. Loudoun St.
Deep, dark, strong Irish tea and very green teas; Irish coffee and Irish coffee cake; Irish music; beer; cokes and cookies; Leprechaun's Gold drawing.
- 31 The George Washington Hotel**, 103 E. Piccadilly St.
Special Celtic Fest menu offered in both the Half Note Lounge and George's Food & Spirits.
- 22 Handworks Gallery**, 150 N. Loudoun St.
20% off anything green, 15% off anything else.
- 23 Kindred Pointe**, 151 N. Loudoun St.
Food and cider pairings.
- 3 Knitters Magic**, 212 S. Loudoun St.
10% off purchase of any green yarn (yarn by bbknits not included).
- 9 Love's Affect Jewelry**, 3 S. Loudoun St.
20% in store and some festive treats!
- 18 Macado's**, 121 N. Loudoun St.
Corned beef and cabbage platters with au gratin potatoes; a twist on shepherd's pie; Irish inspired beverages.
- 29 Murphy Beverage Company**, 167 N. Loudoun St.
Come meet the "Green Man" starting at noon.
- 26 Old Town Snow White Grill**, 159 N. Loudoun St.
A scoop of vanilla ice cream with chocolate syrup and green sprinkles.
- 5 Once Upon a Find Gift Shop**, 48 S. Loudoun St.
Stop and get your \$5 Claver Bucks, good towards any \$25 purchase. Complimentary coffee and cookie with purchase.
- 25 The Polka Dot Pot**, 157 N. Loudoun St.
Bring this flyer in for 17% off your purchase, good through 3/17/19.

- 24 Posh Pets Boutique**, 156 N. Loudoun St.
17% off all St. Patrick's Day pet accessories, dog treats, and green clothing.
- 20 Red Fox Creamery**, 146 N. Loudoun St.
Shamrock milkshake for \$5.95
- 2 Shenandoah Valley Discovery Museum**, 19 W. Cork St.
Family-friendly Shamrock and Leprechaun-themed activities.
- 19 Silver Cloud Jewelry**, 142 N. Loudoun St.
Giant silver jewelry and clothing 20-30% off storewide.
- 4 Thinker Toys**, 106 S. Loudoun St.
20% off Green Toys. Green Toys is a brand of toys for young children made entirely in the USA from recycled milk jugs.
- 17 Union Jack Pub & Restaurant**, 101 N. Loudoun St.
Featuring Riley Kerns from Reckless Island starting @4pm. UJP's Head Chef featuring traditional Irish inspired menu including Dublin Coddle, Irish Stew & Chicken & Leek Pie! Available on tap: Guinness, Smithwicks, Oharah's, Magners Irish Cider.
- 8 Wilkins' ShoeCenter**, 7 S. Loudoun St.
Wear green and receive 10% off your purchase (exclusions apply).
- 11 Winchester Book Gallery**, 7 N. Loudoun St.
Children's Book Signings. 11am - 1pm, author Linda Johnson - *Little Turtle Island & Yellow Bird*. 2 - 4pm, author Dawn McCarty - *Being Different Rocks!*



Follow the **GREEN** balloons to entertainment venues, shopping specials and themed promotions throughout the day!

What's New in Old Town

March 2019

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.



Thank you to all the businesses that have signed up to participate! 26 businesses will be offering shopping promotions, dining specials, and/or hosting entertainment. On the event day, participating businesses will be identified with a green balloon outside their door. Event flyers are available online and at participating businesses.

For more information and updates visit the event web page oldtownwinchesterva.com/events/major-events/st-paddys-celtic-fest/.

There are numerous OTW Facebook posts for the event and we encourage you to share these posts via social media and include your own special promotions.

Parking Authority to Convert Downtown Garages to Capacity Parking

NEWS RELEASE

As of March 1, 2019, the Winchester Parking Authority will convert the George Washington Autopark, located between North Cameron and North Kent Streets, to capacity parking. This means that certain parking spaces and floors will no longer be assigned to those who lease spaces. Daily users and tenants will be able to park anywhere in the garage and on any floor.

"The Parking Authority is implementing this method at the George Washington garage, and eventually at the remaining garages, in order to maximize the availability of parking spaces during peak times and to improve customer service," stated Facility Maintenance and Parking Division Manager. "The capacity parking system was implemented about four years ago and is working well at Braddock Autopark."

Conversion to capacity parking at the Court Square and Loudoun Autoparks is expected to be implemented later this summer.

For more information, visit the Winchester Parking Authority's web page at www.winchesterva.gov/parking.



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

Events

First Friday

March 1

Community Ash Wednesday Service

March 6

St. Paddy's Celtic Fest

March 9

Indoor Mini-Golf Tournament

March 30

Broken Window Brewery 1 Year Anniversary

March 30

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

2019 OTW Shopping & Dining Guides and Event Rack Cards

AVAILABLE AT OLD TOWN WELCOME CENTER

Come by the Old Town Welcome Center to pick up the 2019 Shopping & Dining Guide! It highlights the over 35 restaurants and 60 retail shops within Old Town Winchester.

Also available is the 2019 Events Rack Card. Businesses, take a stack for your patrons! The card lists the major events coming up in 2019 as well as the Old Town website where people can find more information. More event dates are added to website calendar regularly.

Businesses are encouraged to participate during events with themed promotions, shopping specials, and more!

2019 Old Town Farmers Market

SEEKING VENDORS & VOLUNTEERS

Vendor applications are now being accepted for the 2019 season of the Old Town Farmers Market! The season will run Saturdays from 9 a.m. - 1 p.m., May 11 - September 28. We are seeking locally grown and locally made items for the weekly market. The application and guidelines are available for download online, in person at the Old Town Welcome Center, or by email request to otw@winchesterva.gov.

All vendor applications must be sent to Jennifer Bell, Downtown Manager, at the Old Town Welcome Center, 33 East Boscawen Street, Winchester, VA 22601. Cost to participate in the market is \$20 per week. A discounted rate is available for full season pre-payment. Free parking will be provided for most vendors in the Braddock Street metered lot. The deadline to apply is March 22, 2019.

We are also seeking volunteers to assist during market days, as well as volunteer musicians to provide acoustic music on market days. For more information about volunteering, contact the Market Coordinator, Sarah Acuff Chapman, at 540-535-3660 or otw@winchesterva.gov.

Free Business Workshop

MARCH 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/>

Financial: Figuring Out Cash Flow

March 28th from 8:30 - 10:30 am at ERA Oakcrest

New Business Openings

Atelier 126

126 N. Loudoun Street - A new antiques and interiors shop on the Loudoun Street Mall.

Flavor Pourfection - Relocating!

17 S. Loudoun Street - Flavor Pourfection is relocating to a new space on the Loudoun Street Mall.

OTAC Meetings

March 7

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

March 11

Promotions Committee
Meeting
4:00 p.m. - City Hall 3rd
Floor Conference Room

March 20

Design Committee
Meeting
8:30 a.m. - City Hall 3rd
Floor Conference Room

March 20

Promotions Committee
Meeting
9:30 a.m. - City Hall 3rd
Floor Conference Room

March 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

Daylight Saving Time Begins

MARCH 10

Remember to SPRING FORWARD! Set your clocks ahead one hour before going to bed Saturday night. Daylight Saving Time begins at 2 a.m. on March 10.



Old Town Winchester

Winchester, Virginia

Phone: 540.535.3660

Email: otw@winchesterva.gov

Website: EnjoyOTW.com



Locality	Approved Budget FY19	Public or Private Bureau	Population (2017 est.)	Number of Households (2016 est.)	Local & State Taxes Spent by Tourists	Tourism Tax Relief Per Household*	Tourism Tax Relief Per Person*	Tourism Per Resident Investment	2016 Direct Tourism Spending Reported by State	Tax income to Tourism budget ratio
Norfolk	\$ 4,661,762	Private	244,703	96,631	\$ 55,190,545	\$ 571.15	\$ 225.54	\$ 19.05	\$ 785,404,922	12:1
Roanoke (5 jurisdictions ***)	\$ 3,500,000	Private	309,066	143,006	\$ 60,730,668	\$ 424.67	\$ 196.50	\$ 11.32	\$ 813,089,789	17:1
Loudon County	\$ 3,100,000	Private	398,080	112,490	\$ 72,890,350	\$ 647.97	\$ 183.10	\$ 7.79	\$ 1,686,573,659	24:1
Fairfax County	\$ 2,900,000	Private	1,148,433	411,072	\$ 211,041,680	\$ 513.39	\$ 183.76	\$ 2.53	\$ 3,032,689,310	73:1
Charlottesville-Albemarle Co.	\$ 1,879,550	Public	155,721	64,085	\$ 45,692,588	\$ 713.00	\$ 293.43	\$ 12.07	\$ 600,510,215	24:1
Frederick County (MD)	\$ 1,869,000	Private	252,022	93,645	\$ 57,500,000	\$ 614.02	\$ 228.15	\$ 7.42	\$ 394,800,000	31:1
Prince William County	\$ 1,261,630	Private	463,023	144,314	\$ 34,322,491	\$ 237.83	\$ 74.13	\$ 2.72	\$ 570,900,715	27:1
Lexington/Rockbridge/Buena Vista**	\$ 798,721	Public	36,092	16,326	\$ 11,400,969	\$ 698.33	\$ 315.89	\$ 22.13	\$ 167,676,318	14:1
Lynchburg	\$ 785,741	Public	80,995	32,324	\$ 15,463,368	\$ 478.39	\$ 190.92	\$ 9.70	\$ 181,341,200	20:1
Abingdon ¹	\$ 735,006	Public	7,981	4,415		\$ -	\$ -	\$ 92.09		
Harrisonburg	\$ 460,429	Public	54,215	18,039	\$ 9,722,194	\$ 538.95	\$ 179.33	\$ 8.49	\$ 118,605,915	21:1
Staunton	\$ 452,921	Public	24,529	11,793	\$ 4,299,721	\$ 364.60	\$ 175.29	\$ 18.46	\$ 54,625,196	9:1
Front Royal/Warren County	\$ 421,080	Public	36,563	16,146	\$ 9,283,188	\$ 574.95	\$ 253.90	\$ 11.52	\$ 139,983,378	22:1
Winchester/Frederick Co. VA	\$ 301,000	Public	114,416	44,410	\$ 18,741,845	\$ 422.02	\$ 163.80	\$ 2.63	\$ 248,447,537	62:1

