

**30 Day Event Recap
2019**

Date Delivered: Tuesday, September 17,

EVENT TITLE	FNL August
EVENT DATE	August 16,2019
WEATHER CONDITIONS	Attached
SURVEY RESULTS	Attached
TICKET SALES NUMBERS	Attached
ATTENDANCE	Inside ticketed gate 700, Along the walking Mall 3000
REVENUE EXPENSE REPORT	Attached (not complete)
EVENT SPONSORS	Prime Lending, Modern Renovations, Centennial Radio, iHeart Media, SPCA, Grand Event Center, Partlow Insurance, Kee Construction, Signet Marketing, Bath Fitter, Compass West, Allstate
SERIES SPONSORS	Prime Lending, Kee Construction; Signet; Prime Lending; Compass West Realty; iHeart Broadcasting; Centennial Broadcasting; Modern Renovations; Grand Event Center; Bath Fitter
OTW VENUES PARTICIPATING	Once Upon a Find, Espresso Bar, Mountain Trails, IFO, Macado's,
GOALS ACHIEVED	<ul style="list-style-type: none"> • Robbie Limon Band continues to bring a crowd despite his repeated performances in and around Winchester. • Tom Fiametta is a local musician that enjoyed coming back to lead in for his 3rd year. • Our street performers continue to be engaging and give a good vibe
AREAS FOR IMPROVEMENT	<ul style="list-style-type: none"> • Continue to note that chairs are provided on the website • Under discussion extending the evening to midnight to capture some of the younger crowd with a DJ Dance party after the band ends at 10:30 pm. Free admission?
PROMOTINAL EFFORTS	Attached
a. Newspaper	Winchester Star and NV Daily, The Journal
b. Radio	Liners and copy
c. Web Ads	Winchester Star and NV Daily, The Journal
d. Video	Link provided
e. Posters	Copy attached

Washington Dulles International Airport, VA

 69° WASHINGTON DULLES INTERNATIONAL AIRPORT STATION | CHANGE 

TODAY

HOURLY

10-DAY

CALENDAR

HISTORY

WUNDERMAP

Daily

Weekly

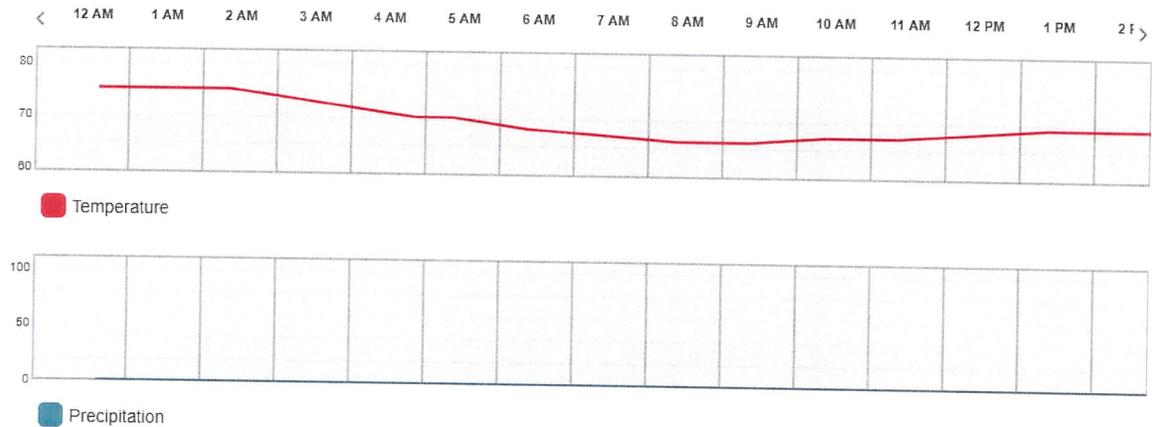
Monthly

August

16

2019

View



Summary

Temperature (° F)	Actual	Historic Avg.	Record	
High Temp	75	0	0	
Low Temp	66	0	0	
Day Average Temp	70	0	-	
Precipitation (Inches)	Actual	Historic Avg.	Record	
Precipitation	0	0	0	
Month to Date	0	0	-	
Year to Date	0	0	-	
Degree Days (° F)	Actual	Historic Avg.	Record	

August 16,

2019

FRIDAY NIGHT LIVE

RESPONSES

53

VIRGINIA

WINCHESTER

CLEARBROOK

GORE

STEPHENSON

FRONT ROYAL

CROZET

WEST VIRGINIA

BUNKER HILL

CAPON BRIDGE

INWOOD

OTHER

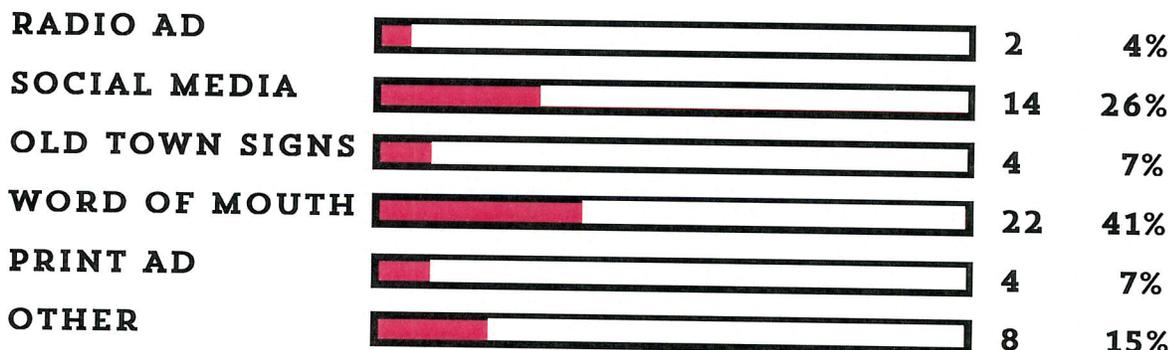
WASHINGTON, DC

LEWISBURG, PA

ATLANTA, GA

ZEBULON, NC

HOW DID YOU HEAR ABOUT THE EVENT?



DID OR DO YOU PLAN TO DINE OR SHOP IN OLD TOWN TODAY?

DINE	29	55%
SHOP	2	4%
DINE & SHOP	8	15%
NEITHER	14	26%

PLEASE RATE THE AUGUST 16 FRIDAY NIGHT LIVE EVENT:

HIGHLY SATISFIED	40	75%
VERY SATISFIED	12	23%
SATISFIED	1	2%
DISAPPOINTED	0	0%
VERY DISAPPOINTED	0	0%
NO RESPONSE	0	0%

WILL YOU ATTEND THE EVENT AGAIN IN THE FUTURE?

YES	53	100%	NO	0	0%	NO RESPONSE	0	0%
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COMMENTS

IT'S AWESOME. CHEAPER BEER. MAKE IT FREE..?. MORE SEATING. OFFER WATER. NO CRITICISM EXCEPT BATHROOM OPTIONS. EVERYTHING IS ALWAYS EXCELLENT! THANK YOU!. MORE SEATING. I DON'T THINK YOU CAN MAKE IT ANY BETTER. JUST GOT HERE SO CAN'T REALLY SAY. MAKE IT COOL



Full Circle Marketing, City
Custom Transaction Detail Report
 January 1 through September 17, 2019

12:23 PM

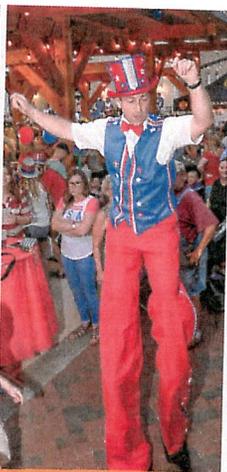
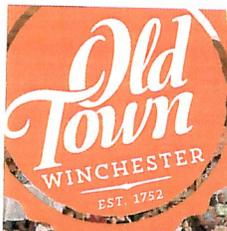
09/17/19

Accrual Basis

Type	Date	Num	Name	Memo	Account	Clr	Split	Amount
Jan 1 - Sep 17, 19								
Deposit	06/04/2019		Happy Henna Guy	Deposit	FNL AUG		Full Circle City ...	25.00
Deposit	08/03/2019		Tara Helsely	Deposit	FNL AUG		Full Circle City ...	50.00
Deposit	08/16/2019		One Life	vendor space ...	FNL AUG		Full Circle City ...	169.62
Deposit	08/16/2019		Eby Desserts	Vendor Space...	FNL AUG		Full Circle City ...	169.62
Deposit	08/17/2019		Crims Concession	vendor	FNL AUG		Full Circle City ...	170.00
								584.24

Full Circle Marketing, City Custom Transaction Detail Report January 1 through September 17, 2019

Type	Date	Name	Memo	Account	Amount	Balance
Jan 1 - Sep 17, 19						
Deposit	04/02/2019	City of Winchester	tickets	FNL August Reimbu...	68.56	68.56
Deposit	07/03/2019	City of Winchester	kim johnson	FNL August Reimbu...	475.00	543.56
Deposit	07/19/2019	City of Winchester	chelsea	FNL August Reimbu...	175.00	718.56
Deposit	08/07/2019	City of Winchester	tom F.	FNL August Reimbu...	175.00	893.56
Deposit	08/07/2019	City of Winchester	solo decoration	FNL August Reimbu...	35.00	928.56
Deposit	08/07/2019	City of Winchester	etsey, plns	FNL August Reimbu...	37.40	965.96
Deposit	08/16/2019	City of Winchester	signet Marketi...	FNL August Reimbu...	141.36	1,107.32
Deposit	08/16/2019	City of Winchester	alan lambert	FNL August Reimbu...	313.50	1,420.82
Deposit	09/06/2019	City of Winchester	robbie limon b...	FNL August Reimbu...	2,650.00	4,070.82
Deposit	09/06/2019	City of Winchester	Centennial	FNL August Reimbu...	1,000.00	5,070.82
Deposit	09/06/2019	City of Winchester	haine	FNL August Reimbu...	286.00	5,356.82
Deposit	09/06/2019	City of Winchester	blue and gray ...	FNL August Reimbu...	100.00	5,456.82
Deposit	09/06/2019	City of Winchester	macado's	FNL August Reimbu...	25.00	5,481.82
Deposit	09/06/2019	City of Winchester	brewbakers	FNL August Reimbu...	100.00	5,581.82
Deposit	09/06/2019	City of Winchester	brian dick	FNL August Reimbu...	175.00	5,756.82
Deposit	09/06/2019	City of Winchester	luke	FNL August Reimbu...	100.00	5,856.82
Deposit	09/06/2019	City of Winchester	RR attendant	FNL August Reimbu...	90.00	5,946.82
Deposit	09/06/2019	City of Winchester	water	FNL August Reimbu...	21.46	5,968.28
Deposit	09/06/2019	City of Winchester	magician	FNL August Reimbu...	125.00	6,093.28
Deposit	09/06/2019	City of Winchester	ice	FNL August Reimbu...	8.16	6,101.44
Deposit	09/06/2019	City of Winchester	macado's	FNL August Reimbu...	72.85	6,174.29
Deposit	09/06/2019	City of Winchester	romas	FNL August Reimbu...	48.08	6,222.37
Deposit	09/06/2019	City of Winchester	dollar tree sup...	FNL August Reimbu...	31.59	6,253.96
Deposit	09/06/2019	City of Winchester	refunded blue...	FNL August Reimbu...	-100.00	6,153.96
Deposit	09/06/2019	City of Winchester	iheart radio	FNL August Reimbu...	1,000.00	7,153.96
Jan 1 - Sep 17, 19					7,153.96	7,153.96



GREAT EVENTS BEGIN HERE

SAVE THE DATE!

OCT 11TH 12TH



PRESENTED BY:
COMPASS WEST REALTY

- Over 30 Different Beer and Wines!
- Authentic German Food!
- Live Music & Entertainment!

FRIDAY NIGHT LIVE

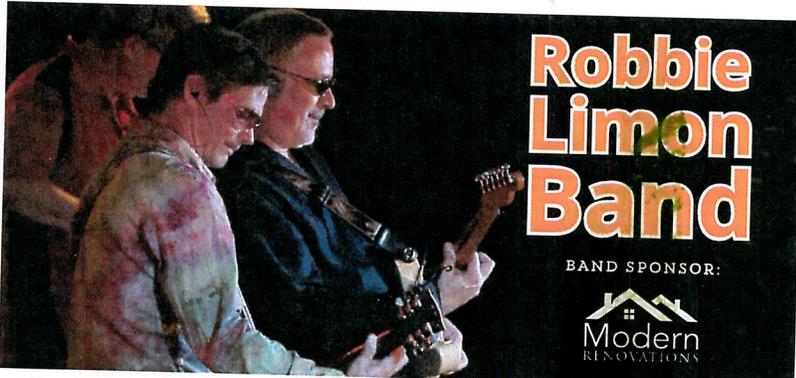
PRESENTED BY
 PrimeLending
A PlainsCapital Company.

AUG 16 | START 5:00PM
END 11:00PM

HIGHLIGHTS
LIVE MUSIC
BEER & WINE GARDEN
STREET PERFORMERS
35 RESTAURANTS
SHOP LOCAL

Don't miss the last Friday Night Live, Old Town Winchester's summer block party, on Friday, August 16th from 5pm-11pm. This popular event series is the perfect opportunity to meet up with friends, shop, dine, and enjoy great live music, street performers, and artisans. August's Friday Night Live event features the return of The Robbie Limon Band performing at the Taylor Pavilion. The area's favorite performs covers of 70's and 80's classic tunes. Make sure to buy your tickets early because it always sells out! The gates open at 5:00. Tom Fiammeta kicks off the night at 5:30 with his acoustic rock songs that is sure to get the party going! The Robbie Limon Band kicks it up a notch at 7:30 with their mix of covers songs that are sure to have you dancing the night away! A beer and wine garden will be available for ticket holders 21 and older. Beverage proceeds benefit the local SPCA. Tickets are \$5 in advance and available online at enjoyotw.com and downtown at the Espresso Bar Cafe, Prime Lending, and Total Image Workingman's Store in Winchester. Don't wait, ticket prices will increase to \$10 the day of.

For more info on Friday Night Live or any upcoming OTW events, visit EnjoyOTW.com. To volunteer or find out how to become a sponsor, call (540) 722-8700.



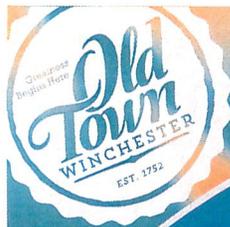
Robbie Limon Band

BAND SPONSOR:
Modern RENOVATIONS



BUY A BEER. SAVE A PET.
All Drink Proceeds Benefit

SPCA WINCHESTER FREDERICK CLARKE



AUGUST 16TH

FRIDAY NIGHT LIVE

5PM - 11PM

PRESENTED BY:



PrimeLending
A PlainsCapital Company



THE ROBBIE LIMON BAND

LIVE AT THE HISTORIC TAYLOR PAVILION

CLASSIC
ROCK HITS

TICKETS

\$5 Advance
\$10 Day of

BEER
& WINE

FEATURED PARTNER



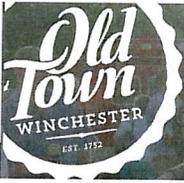
GRAND EVENT
CENTER



EnjoyOTW.com | 540-722-8700



TICKETS AVAILABLE AT: ESPRESSO BAR & CAFE | TOTAL IMAGE & WORKINGMAN'S STORE | PRIME LENDING | ONLINE



GREAT EVENTS BEGIN HERE
VISIT ENJOYOTW.COM

FRIDAY NIGHT LIVE

ROBBIE LIMON BAND
AUG 16TH | 5PM-11PM

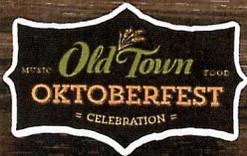
PRESENTED BY



PRESENTED BY
WINCHESTER
ORAL SURGERY CENTER

FREE

AUG 10TH | BEGINNING AT DUSK
TAYLOR PAVILION



PRESENTED BY:
COMPASS WEST REALTY

SAVE THE DATE!
OCT 11TH - 12TH



FOR INFO OR TICKETS VISIT ENJOYOTW.COM



FNL AUGUST RADIO SPOT

:30 SPOT

SPOT

10 SEC	(intro with tunes from kiss: "I just want to rock and roll all night") THE LAST OLD TOWN WINCHESTER CONCERT OF THE SUMMER IS AUGUST SIXTEENTH. ROCK AND ROLL AT THE HISTORIC TAYLOR PAVILION WITH LOCAL FAVORITE, THE ROBBIE LIMON BAND, PRESENTED BY PRIME LENDING. ENJOY LIVE MUSIC AND THE LOUDOUN STREET WALKING MALL'S ENERGY WITH A BLOCK PARTY
20 SEC	ATMOSPHERE, FABULOUS SHOPPING AND GREAT DINNING. REMEMBER TO MARK YOUR CALENDAR FOR THE NEXT OLD TOWN WINCHESTER EVENT OKTOBERFEST! OCTOBER ELEVENTH AND TWELFTH. DRINK SALES BENEFIT
30 SEC	THE SPCA, BUY A DRINK... SAVE A DOG! (BARK, BARK). TICKETS ON SALE AT ENJOY O T W DOT COM.
40 SEC	
50 SEC	<i>IF EDITS NEED TO BE MADE, CONTACT DARIO AT 540-722-8700</i>
60 SEC	

ROCK AND ROLL RETURNS TO OLD TOWN WINCHESTER'S LAST CONCERT OF THE SUMMER PRESENTED BY PRIMELENDING. THE ROBBIE LIMON BAND AUGUST SIXTEENTH, SEATING PROVIDED, TICKETS ON SALE NOW AT ENJOY OTW DOT COM!

OLD TOWN WINCHESTER'S FINAL CONCERT OF THE YEAR IS AUGUST SIXTEENTH. ENJOY THE ROBBIE LIMON BAND UNDER THE STARS, TICKETS ON SALE NOW AT ENJOY OTW DOT COM. DRINK SALES BENEFIT THE SPCA, BUY A DRINK SAVE A DOG!

END YOUR WEEK IN OLD TOWN WINCHESTER FOR THE LAST CONCERT OF THE SUMMER ON AUGUST SIXTEENTH WITH ROCK N ROLL TUNES FROM THE ROBBIE LIMON BAND SPONSORED BY MODERN RENOVATIONS. TICKETS ON SALE NOW AT ENJOY O T W DOT COM.

August FNL 2019 Web Headers:



FRIDAY NIGHT LIVE
AUGUST 16 | 5-11PM

PRESENTED BY

PrimeLending
A PrimeCapital Company.



CLASSIC ROCK HITS

PRESENTED BY

PrimeLending
A PrimeCapital Company.



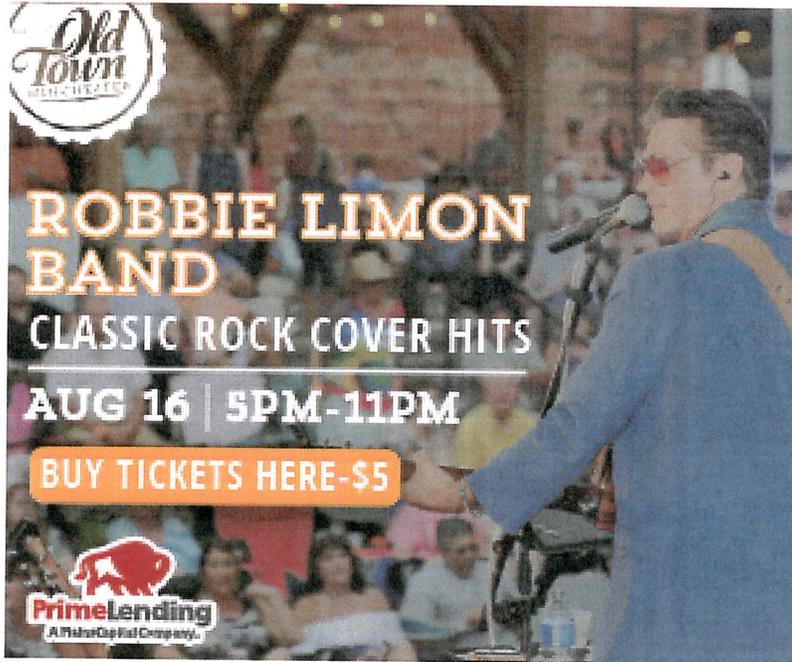
HEADLINING
ROBBIE LIMON BAND



AUGUST 16 | 5-11PM

PRESENTED BY

PrimeLending
A PrimeCapital Company.



Old Town
MUSIC HEATED

ROBBIE LIMON BAND
CLASSIC ROCK COVER HITS

AUG 16 | 5PM-11PM

BUY TICKETS HERE-\$5

PrimeLending
A Fiserv Capital Company

The graphic features a background image of a man in a blue jacket and sunglasses performing on stage with a microphone. The text is overlaid on the left side of the image.



Old Town
MUSIC HEATED

ROBBIE LIMON BAND
CLASSIC ROCK COVER HITS

AUG 16 | 5PM-11PM

PrimeLending
A Fiserv Capital Company

BUY TICKETS HERE-\$5

This is a horizontal version of the promotional graphic, featuring the same background image and text layout as the main graphic above.

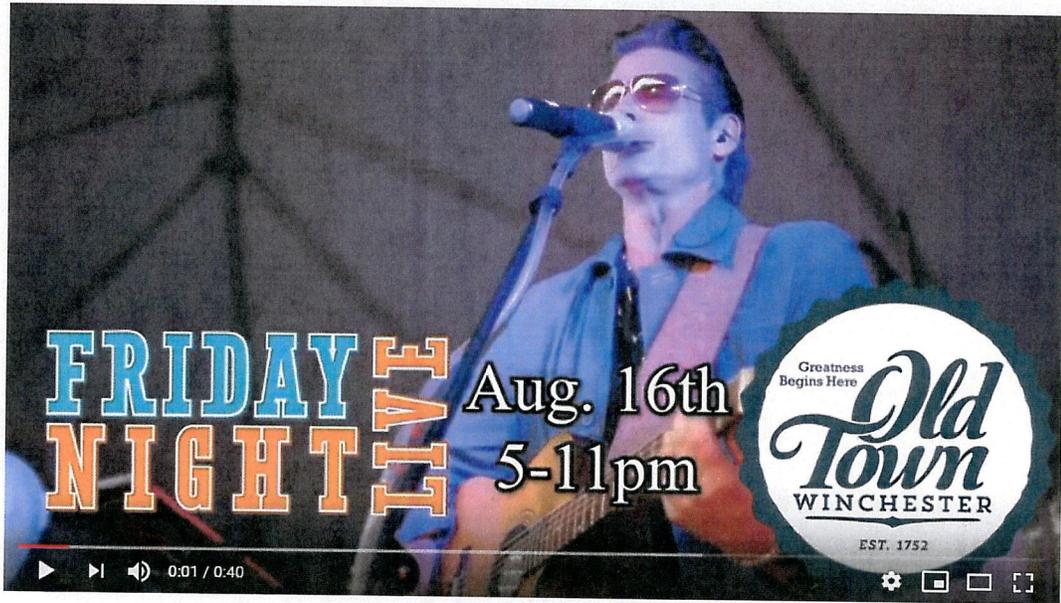
FNL August 2019 Video on YouTube

youtube.com/watch?v=zwfrnG65W_Y

Apps Bookmarks ESPN 980 - Washin... Imported ITSupport247 Davenport Apartme... American Funds Gr...

YouTube

old town winchester va



Up n



The Robbie Limon Band - August Friday Night Live

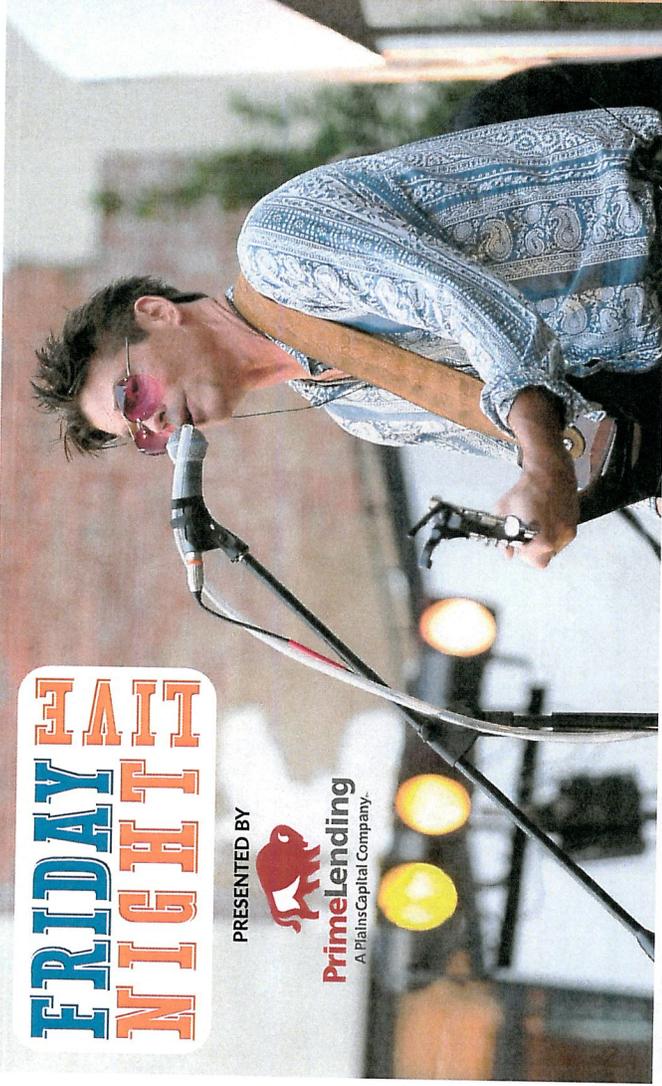
74 views • Published on Jul 30, 2019

1 0 SHARE SAVE ...

Old Town Winchester



GREAT EVENTS BEGIN HERE
VISIT ENJOYOTW.COM



**FRIDAY
NIGHT
LIVE**

PRESENTED BY



PrimeLending
A Plains Capital Company

THE ROBBIE LIMON BAND

FRIDAY NIGHT LIVE • AUG 16 | 5PM-11PM

August's event will welcome the return of the 70's and 80's to Winchester with local legend, The Robbie Limon Band. Specializing in performing the most authentic covers of iconic classic rock songs, listening to Robbie Limon is like taking a stroll down memory lane. Award winning and crowd drawing, this band is not an act to miss.



**BUY A BEER.
SAVE A LIFE.**
All Drink Proceeds Benefit

