

30 Day Event Recap**Date Delivered: Thursday, January 16, 2020**

EVENT TITLE	Holly Jolly
EVENT DATE	December 14, 2019
WEATHER CONDITIONS	Attached
SURVEY RESULTS	none
TICKET SALES NUMBERS	n/a
ATTENDANCE	500-750 +/-
REVENUE EXPENSE REPORT	Attached (not complete)
EVENT SPONSORS	n/a
SERIES SPONSORS	Kee Construction; Signet; Prime Lending; Compass West Realty; iHeart Broadcasting; Centennial Broadcasting; Modern Renovations; Grand Even Center
OTW VENUES PARTICIPATING	Godfrey Miller Center, Winchester Parks and Recreation, Shenandoah Valley Discovery Museum, Preservation of Historic Winchester, Winchester Little Theater, Handley Library, Hideway Café, The Black Rose, Blue Peacock Antiques, Flavor Pourfection, Handworks Gallery Knit 1 Purl 2, Murphy Beverage, Once Upon a Find, Posh Pets Boutique, Scarpa Alta, Valley Flag Company, Wilkins Shoe Center
GOALS ACHIEVED	Partnered with local businesses and non-profits to bring patrons to dine, shop and enjoy Old Town Winchester. <ul style="list-style-type: none"> • Attendance lower due to threatening weather • The extra hour for carriage rides was well received, no long lines
AREAS FOR IMPROVEMENT	<ul style="list-style-type: none"> • Sponsor for Carriage company
PROMOTINAL EFFORTS	Attached
a. Newspaper	Winchester Star and NV Daily—follow-up story
b. Radio	Liners
c. Web Ads	n/a
d. Video	n/a
e. Posters	Copy attached
f. Schedule of events	Copy attached

38.95 °N, 77.45 °W

Chantilly, VA Weather History

51° WASHINGTON DULLES INTERNATIONAL AIRPORT STATION | CHANGE

TODAY

HOURLY

10-DAY

CALENDAR

HISTORY

WUNDERMA

Daily

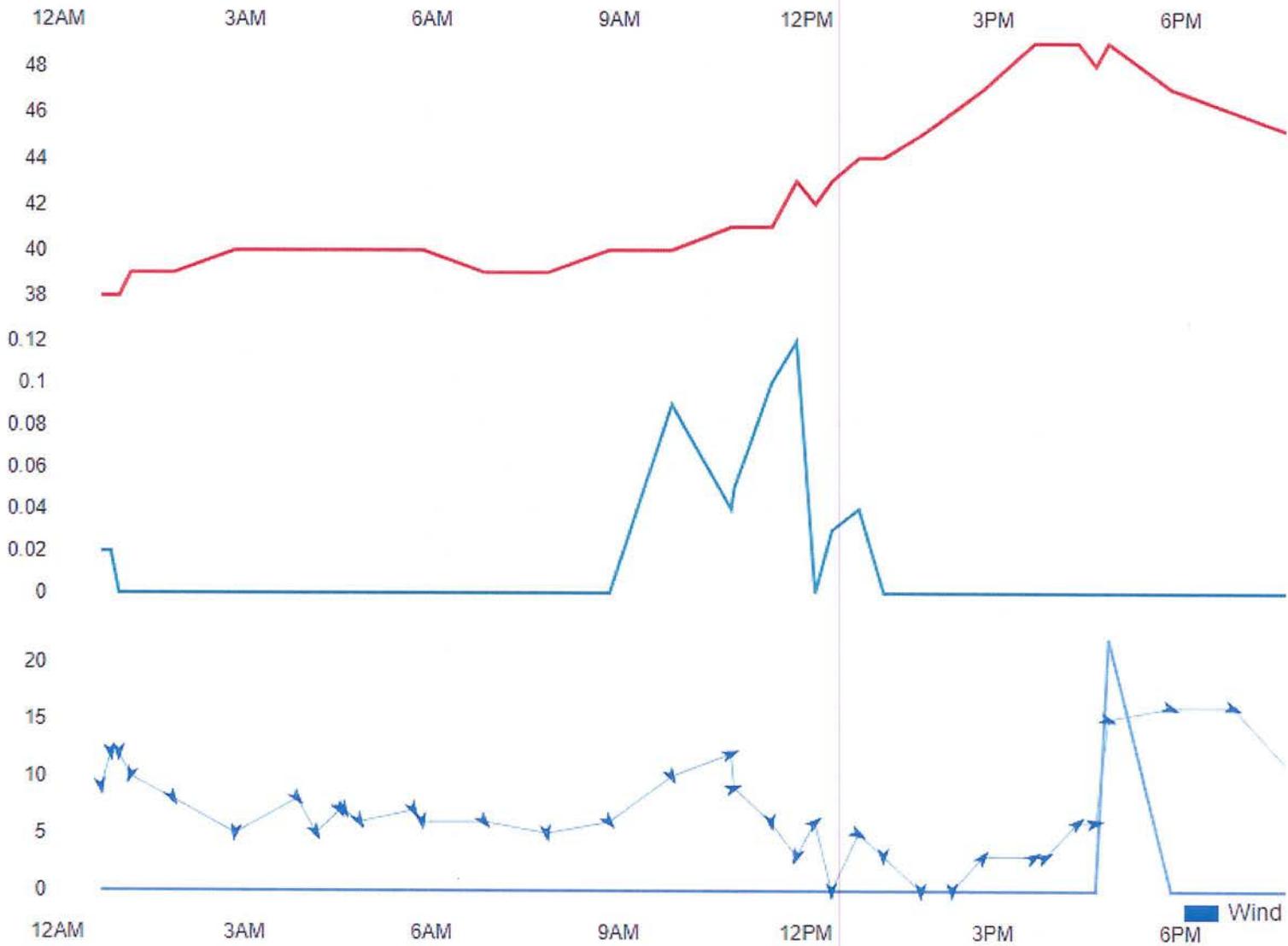
Weekly

Monthly

December

14

2019



Full Circle Marketing, City
Custom Transaction Detail Report
 January through December 2019

4:12 PM

01/16/20

Accrual Basis

Type	Date	Num	Name	Memo	Account	Clr	Split	Amount
Jan - Dec 19								
Check	11/20/2019	3250	Shenandoah Carriag...	Holly Jolly in ...	Holly Jolly Expense		Full Circle City ...	2,200.00
Check	12/11/2019	3268	Clear Choice Printing	holly jolly	Holly Jolly Expense		Full Circle City ...	35.80
Check	12/11/2019	3270	Alfred M. Bracy	Holly Jolly Sa...	Holly Jolly Expense		Full Circle City ...	275.00
Check	12/11/2019	3271	SL Hunter Photogra...	Holly Jolly	Holly Jolly Expense		Full Circle City ...	175.00
								2,685.80

=OLD TOWN WINCHESTER=

Holly Jolly CELEBRATION

& Holiday Market

*Saturday,
Dec. 14*

10 AM - 5 PM :

CAROLING BY LOCAL GROUPS
LOUDOUN ST. MALL

10 AM - 2 PM :

SANTA'S HQ
GODFREY MILLER HOME

11 AM - 5 PM :

FARMERS & ARTISANS
MARKET
LOUDOUN ST. MALL

1 PM - 4 PM :

FREE HORSE-DRAWN
CARRIAGE RIDES
LOUDOUN ST. MALL

1 PM - 3 PM :

CLASSIC HOLIDAY
MOVIES
HANDLEY LIBRARY

... & More!





Saturday, December 14th

10:00 a.m. – 5:00 p.m.

Enjoy a charming day full of music, merriment, dining, shopping and activities for the whole family in lovely Old Town Winchester!

10:00 – 2:00

Santa's Headquarters at the Godfrey Miller Center

Take a photo with Santa and make a craft to take home.
Godfrey Miller Home, 28 S. Loudoun St. (Free)

10:00 – 11:00

Caroling by Blue and Gray Chorus

11:00 – 5:00

Holiday Market

Find locally grown, produced, baked and handcrafted items perfect for gift giving! Sip on hot chocolate and enjoy warm frosted nuts, fresh kettle corn, and gourmet cotton candy while you shop.

11:00 – 12:00

Caroling by The Joyful Performers of Sacred Heart Academy

11:00 – 3:00

Petting Zoo

Visit with adorable alpacas and other fuzzy friends from Poverty Ridge Farm.
Old Courthouse Lawn, 20 N. Loudoun St. (Free)

11:00 – 3:00

Snow Making and Gift Wrapping

Make a craft with staff of the Shenandoah Valley Discovery Museum and enjoy free gift wrapping. Outside 21 S. Loudoun St. ~~(Free)~~

12:00 – 1:00

Caroling by Braddock Street UMC

12:00 – 2:00

Holiday Historic Walking Tours

Take a guided tour with Preservation of Historic Winchester and learn about notable buildings on the Loudoun Street Mall. Meet at the Old Courthouse Lawn, 20 N. Loudoun St. (Free)

1:00 – 4:00

Horse Drawn Wagon Rides

Meet at the Old Courthouse Lawn, 20 N. Loudoun St.
Time tickets available at 1p.m., space is limited. (Free)

1:00 – 2:00

Caroling by Winchester Little Theatre

1:00 – 3:00

Classic Holiday Movies at Handley Library

Families can enjoy movies, interactive stations, and a make-and-take craft.
100 W. Piccadilly St. (Free)

- 1pm: Frosty the Snowman
- 2pm: Rudolph the Red Nose Reindeer
- 3pm: A Charlie Brown Christmas

2:00 – 3:00

Caroling by Sing! Shenandoah

2:00 – 3:00

Storytime with the Grinch

Visit with the Grinch and enjoy classic holiday stories.
The Hideaway Café, 141 S. Loudoun St. (Free)

2:00 – 5:00

Strolling with Santa

Greet Santa along the Loudoun Street Mall as he spreads holiday cheer! (Free)

3:00 – 4:00

Caroling by Our Savior Lutheran Church

4:00 – 5:00

Caroling by Massanutten Military Academy



Old Town Business Specials & Promotions

The Black Rose, 11 S. Loudoun St.

25-75% savings on items in the GIFT GALLERY. Small coffee and sweet treat; \$4.00 in OUR LOUNGE. Book a facial on December 14th and save 25% in THE SKINCARE STUDIO. Gift Cards available for holiday giving. Outdoor display.

Blue Peacock Antiques, 116 N. Loudoun St.

Holly Jolly Jingle Bell Event Sale. Enjoy shopping sales and cookies, Hot Apple Cider or Hot Chocolate and Nostalgic Christmas music for customers to enjoy while browsing through our bountiful Antiques and Vintage items. Outdoor display.

Bright Box Theater, 15 N. Loudoun St.

10% discount on gift certificates.

Fellowship of the Sip Restaurant and Tea House, 33 S. Loudoun St.

Free samples and special treats for purchase. Post-Holly Jolly free promotional event for the Good Food Lovers and Promoters Club with Christmas focus, 5:30-7pm.

Flavor Pourfection Artisan Olive Oil and Vinegar Tap Room, 17 S. Loudoun St.

Holly Jolly Special. Spend \$30 or more and receive a free sample size bottle of oil or vinegar. Excludes specialty products. Outdoor display with free samples, weather permitting.

Handworks Gallery, 150 N. Loudoun St.

Receive a \$5 gift certificate for every \$50 spent during Holly Jolly.

Knit 1 Purl 2, 20 W. Boscawen St.

20% off all yarn.

Knitters Magic, 212 S. Loudoun St.

Small gift with purchase.

Love's Affect Jewelry, 3 S. Loudoun St.

30% store wide.

LoX Salon, 209 E. Boscawen St.

2 complimentary extensions (red & green) with any blinding service for the holidays. 10% off pre-made gift sets with complimentary makeup bag.

Mountain Trails, 115 N. Loudoun St.

Holly Jolly Sales! All footwear 20-50% off, backpacks 20-40% off, travel luggage 30% off, rain jackets up to 40% off (excluding Patagonia), camp furniture 20% off, sleeping bags 30% off.

Murphy Beverage Company, 167 N. Loudoun St.

Homemade Christmas cookie & wine pairing, 2-5pm, with Virginia Imports. Gluewein also available. Special appearance by Krampus.

Once Upon A Find, 48 S. Loudoun St.

One Free plaid ornament (\$10.00 value) with a \$25.00 purchase, also \$5.00 Christmas discount coupon on a \$25.00 purchase. Many store wide discounts, complimentary cookies and candy canes.

Posh Pets Boutique, 156 N. Loudoun St.

Sales of 30% off all Christmas themed pet toys, 20% off all iced dog cookies, 20% off all Christmas themed pet clothing and accessories, and 25% off all beds and crate mats.

The Quirky Closet, 15 E. Boscawen St.

25% off the entire store.

Scarpa Alta, 10 S. Loudoun St.

20% off all boots sale.

Scout Troop 2, Outside 22 S. Loudoun St.

Christmas trees and holiday knick-knacks.

Valley Flag Company, 20 W. Boscawen St.

20% off all novelty flags.

Wilkins' ShoeCenter, 7 S. Loudoun St.

Bring your Christmas spirit and shop with us for a 15% discount (exclusions apply). Join us in donning your favorite ugly Christmas sweater and shop, snack and be MERRY!

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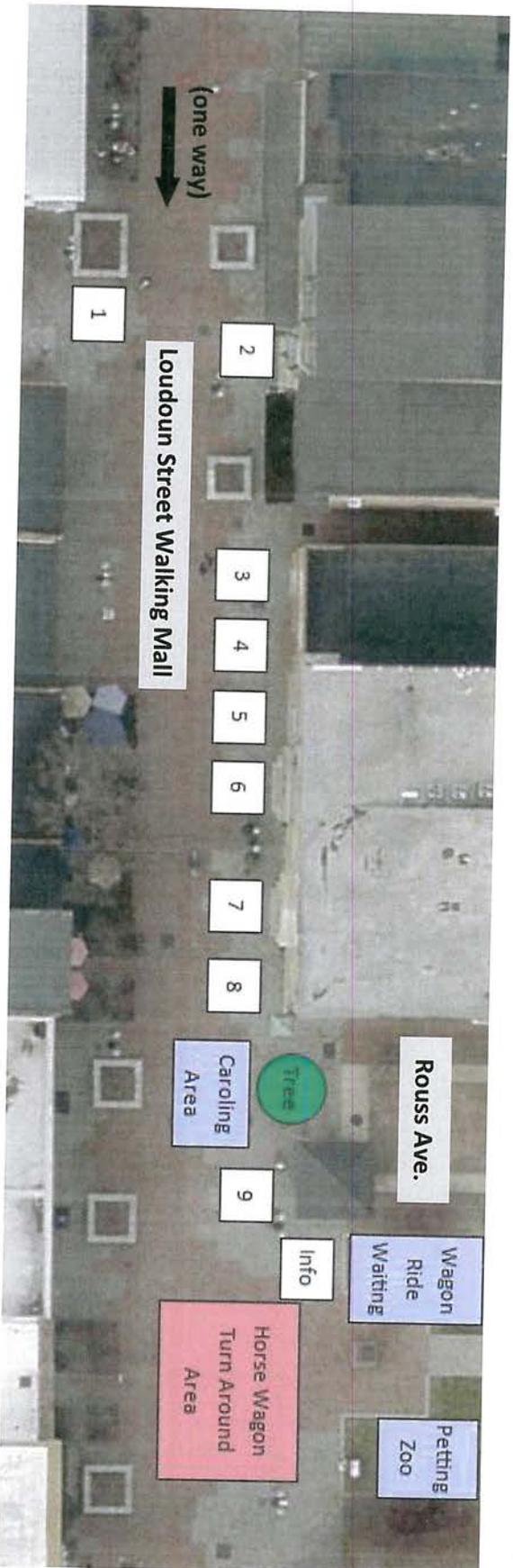
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4:00 – 5:00

[Caroling by Massanutten Military Academy](#)

OLD TOWN WINCHESTER
Holly Jolly
 HOLIDAY MARKET

Saturday, December 14, 2019



1. Creative Concessions

Fresh Kettle corn, frosted nuts, cotton candy, hot cocoa.

2. Valley Stream Marketplace

Botanical crafts including dried wreaths, floral Christmas ornaments, potpourri, sachets, paperwhite narcissus, felted items including soaps and ornamental crafts.

3. Smoky Bend Farm

Mangalissa pork, heritage breed pork, Tuscano kale, Redbor kale.

4. Old Valley Pike Soap Company

Cold process soaps, novelty shape soaps, body butters.

5. R&E Chocolates

Artisanal truffles, chocolate covered cookies, chocolate lollipops, cake pops.

6. Scruples Coffee

Fresh roasted coffee beans, sugar scrubs, BBQ rubs.

7. Hello Haberdashery

Hair accessories, top hats, earrings, pins, fascinators, circlelets, cuff links, floral crowns.

8. Boward Family Farm

Garlic by the pound and braids, garlic pepper finishing salts, dried peppers, jams and jellies, hot sauce, pickled veg. All natural handcrafted small batch body care products such as body butters, lip balms, sugar body scrubs, natural deodorant, tooth powder, skin salves, essential oil sprays and roll-ons. Handmade Adirondack pack baskets from Ironwood Farms Basketry.

9. Andrea's Goodies

Cut out sugar cookies, oatmeal cinnamon chip & sea salt bars, handmade marshmallows, chocolate chip cookies, gingerbread house kits, cookie kits.