30 Day Event Recap ***Date Delivered: Thursday, August 15, 2019***

EVENT TITLE	Friday Night Live July
EVENT DATE	July 19th, 2019
WEATHER CONDITIONS	Attached
SURVEY RESULTS	Equipment malfunction, no survey results for this event
TICKET SALES NUMBERS	170 tickets sold
ATTENDANCE	1000-1500 along the walking mall
REVENUE EXPENSE REPORT	Attached
EVENT SPONSORS	Prime Lending, Tech Team Solutions; Modern Renovations; Allstate; SPCA
SERIES SPONSORS	Kee Construction; Grand Event Center; Signet; iHeart Media; Centennial Broadcasting ; Partlow Insurance; Compass Realty; Bath fitter
OTW VENUES PARTICIPATING	Once Upon a Find; Scarpa Alta; Incredible Flying Objects; Thinker toys
GOALS ACHIEVED	Brought in regional favorite band from out of the area.
AREAS FOR IMPROVEMENT	The over 100 degree temperature kept many attendees from coming down. Some performers also canceled due to the heat
PROMOTINAL EFFORTS	Attached
a. Newspaper	Winchester Star and NV Daily
b. Radio	Liners and copy
c. Web Ads	Winchester Star and NV Daily
d. Video	Link provided
e. Posters	Copy attached
f. Schedule of events	Copy attached
g. Geo Filter	Copy attached
h. Table Toppers	Copy attached

38.95 °N, 77.45 °W

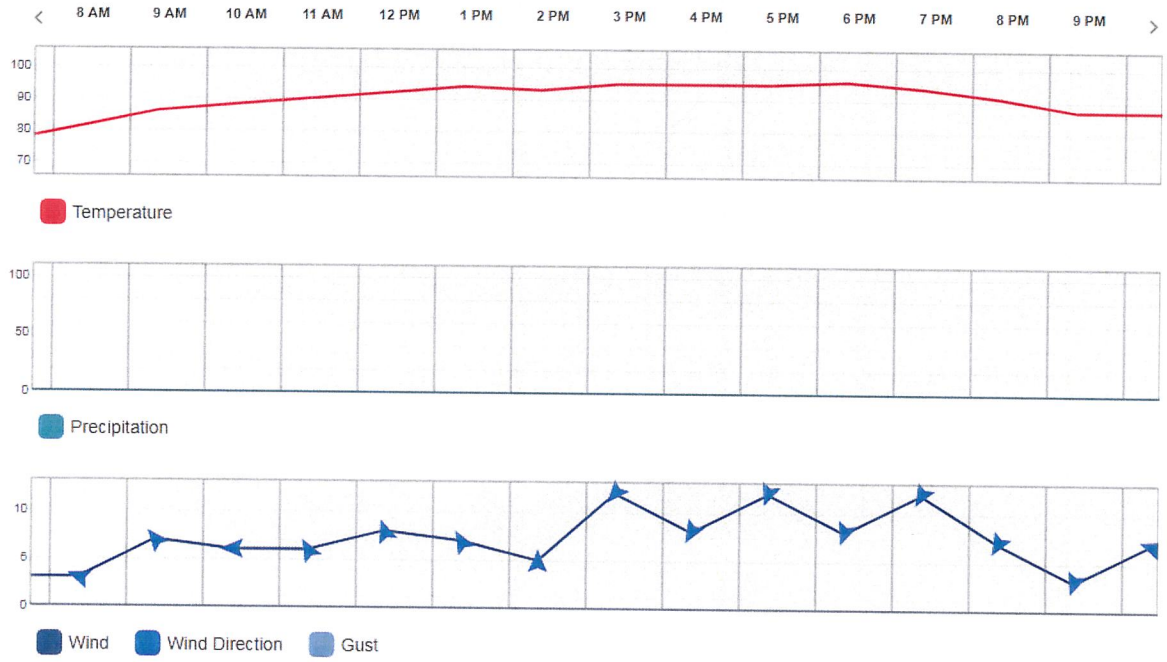
Washington Dulles International Airport, VA

79° WASHINGTON DULLES INTERNATIONAL AIRPORT STATION | CHANGE

TODAY | HOURLY | 10-DAY | CALENDAR | **HISTORY** | WUNDERMAP

Daily | Weekly | Monthly

July | 19 | 2019 | View



Full Circle Marketing, City
Custom Transaction Detail Report
January 1 through August 15, 2019

Type	Date	Name	Memo	Account	Split	Amount	Balance
Jan 1 - Aug 15, 19							
Deposit	06/04/2019	Happy Henna Guy	Deposit	FNL JULY	Full Circle City ...	25.00	25.00
Deposit	07/09/2019	Creative Concessions	Deposit	FNL JULY	Full Circle City ...	175.00	200.00
Deposit	07/16/2019	Tara Helsely	Deposit	FNL JULY	Full Circle City ...	50.00	250.00
Deposit	07/31/2019	Crims Concession	Deposit	FNL JULY	Full Circle City ...	170.00	420.00
Deposit	07/31/2019	Total Renovations	Deposit	FNL JULY	Full Circle City ...	175.00	595.00
Deposit	08/09/2019	Crims Concession	new check fro...	FNL JULY	Full Circle City ...	170.00	765.00
Jan 1 - Aug 15, 19						**765.00**	**765.00**

Full Circle Marketing, City
Custom Transaction Detail Report
January 1 through August 15, 2019

Type	Date	Num	Name	Memo	Account	Amount	Balance
Jan 1 - Aug 15, 19							
Check	04/02/2019	auto	Full Circle Marketing	tickets	FNL July exp	68.56	68.56
Check	05/16/2019	3064	Worx Entertainment	1/2	FNL July exp	1,300.00	1,368.56
Check	06/25/2019	paypal	Alan Lambert		FNL July exp	153.00	1,521.56
Check	07/03/2019	3124	kim Johnston	FNL July	FNL July exp	475.00	1,996.56
Check	07/16/2019	3127	Clear Choice Printing	#16262	FNL July exp	28.69	2,025.25
Check	07/16/2019	3129	Blue & Gray Chapter...	FNL July	FNL July exp	100.00	2,125.25
Check	07/16/2019	3130	Brian Dick	FNL July	FNL July exp	175.00	2,300.25
Check	07/16/2019	3131	Chelsea Vossler	FNL July	FNL July exp	175.00	2,475.25
Check	07/16/2019	3133	JIMICO	FNL July less ...	FNL July exp	300.00	2,775.25
Check	07/16/2019	3134	Luke Cortes	FNL July	FNL July exp	100.00	2,875.25
Check	07/16/2019	3135	Ronal C. Emrit	FNL July THA...	FNL July exp	300.00	3,175.25
Check	07/16/2019	3136	Worx Entertainment	FNL July 19	FNL July exp	1,300.00	4,475.25
Check	07/16/2019	3137	Jerry Wimmer	For Jerry Wim...	FNL July exp	500.00	4,975.25
Check	07/16/2019	3138	Artyom Wunder	FNL July	FNL July exp		4,975.25
Check	07/16/2019	3139	Haines Agency	FNL July 19th	FNL July exp	286.00	5,261.25
Check	07/16/2019	3140	Dana Brown	FNL July 19th	FNL July exp	90.00	5,351.25
Check	08/07/2019	3150	Joey Solosky	decorations, j...	FNL July exp	344.53	5,695.78
Check	08/07/2019	auto	Full Circle Marketing	macado's	FNL July exp	70.40	5,766.18
Check	08/07/2019	auto	Full Circle Marketing	ice	FNL July exp	8.50	5,774.68
Check	08/07/2019	auto	Full Circle Marketing	dollar tree,	FNL July exp	50.54	5,825.22
Check	08/07/2019	auto	Full Circle Marketing	martins	FNL July exp	47.04	5,872.26
Check	08/07/2019	auto	Full Circle Marketing		FNL July exp	23.34	5,895.60
Jan 1 - Aug 15, 19						**5,895.60**	**5,895.60**

FNL JULY RADIO SPOT

:30 SPOT

SPOT

	(please use youtube link attached and play their music throughout this spot) ROCK AND
	ROLL UNDER THE STARS AT THE HISTORIC TAYLOR PAVILION IN OLD TOWN
10 SEC	WINCHESTER! JULY NINETENTH THE WORX BAND, ONE OF THE MOST SOUGHT
	AFTER BANDS IN THE REGION, IS TAKING THE STAGE FOR FRIDAY NIGHT LIVE
	PRESENTED BY PRIME LENDING! ENJOY A BLOCK PARTY ATMOSPHERE
20 SEC	FEATURING STREET PERFORMERS, A BEER AND WINE GARDEN AND OF COURSE
	GREAT PLACES TO SHOP AND DINE! VISIT ENJOY O T W DOT COM FOR
	DETAILS!! DRINK SALES BENEFIT THE SPCA, BUY A DRINK, SAVE A DOG! ("DOG
30 SEC	BARK BARK") (bring back music)
40 SEC	*IF EDITS NEED TO BE MADE, CONTACT DARIO AT 540-722-8700*
	https://www.youtube.com/watch?time_continue=17&v=CpH7D5XQmYI
50 SEC	
60 SEC	

July Friday Night Live - The Worx

27 views

0 0 SHARE SAVE ...

Up next

AUTOPLAY

Oopsie

PewDiePie

FRIDAY NIGHT LIVE

JULY 19 | 5-11PM

PRESENTED BY PrimeLending A PlainsCapital Company.

PLAYING HITS FROM ALL AGES | HEADLINING THE WORX

LIVE MUSIC | BEER & WINE | AND MORE!

PRESENTED BY PrimeLending A PlainsCapital Company.

JULY 19 | 5-11PM

PRESENTED BY PrimeLending A PlainsCapital Company.

Old Town Winchester

FRIDAY NIGHT LIVE

PRESENTED BY PrimeLending A PlainsCapital Company

HITS FROM ALL AGES

5:00 DOORS OPEN

5:30 JERRY WIMMER TRIO

7:30 THE WORX

10:30 LAST CALL

11:00 CLOSING

ENJOYOTW.COM

Greatness Begins Here

Old Town WINCHESTER EST. 1752

JULY 19TH

5PM-11PM

FRIDAY NIGHT LIVE

PRESENTED BY

Primelending
A PlainsCapital Company

The WORX

PLAYING ROCK, COUNTRY, HIP-HOP, DANCE, AND FUNK SONGS!

LIVE AT THE TAYLOR PAVILION & LOUDOUN STREET MALL

LIVE MUSIC | STREET PERFORMERS | BEER & WINE

FEATURED PARTNER

SPCA WINCHESTER FREDERICK CLARKE

KEE CONSTRUCTION SERVICES, INC

THE VARIETY THAT MAKES YOU FEEL GOOD 92.5 WINC FM

SIGNET MARKETING

PARTLOW INSURANCE

Tech Team Solutions, LLC

COMPASS WEST REALTY

GRAND EVENT CENTER

SHENANDOAH COUNTRY Q102

Modern RENOVATIONS

BATH FITTER®

EnjoyOTW.com | 540-722-8700

TICKETS AVAILABLE AT: ESPRESSO BAR & CAFE | PRIME LENDING | TOTAL IMAGE & WORKING MAN STORE | ONLINE

Create Your Own

dariosavarese
DARIO@FULLCIRCLEM.COM

My Orders > Friday Night Live

Create

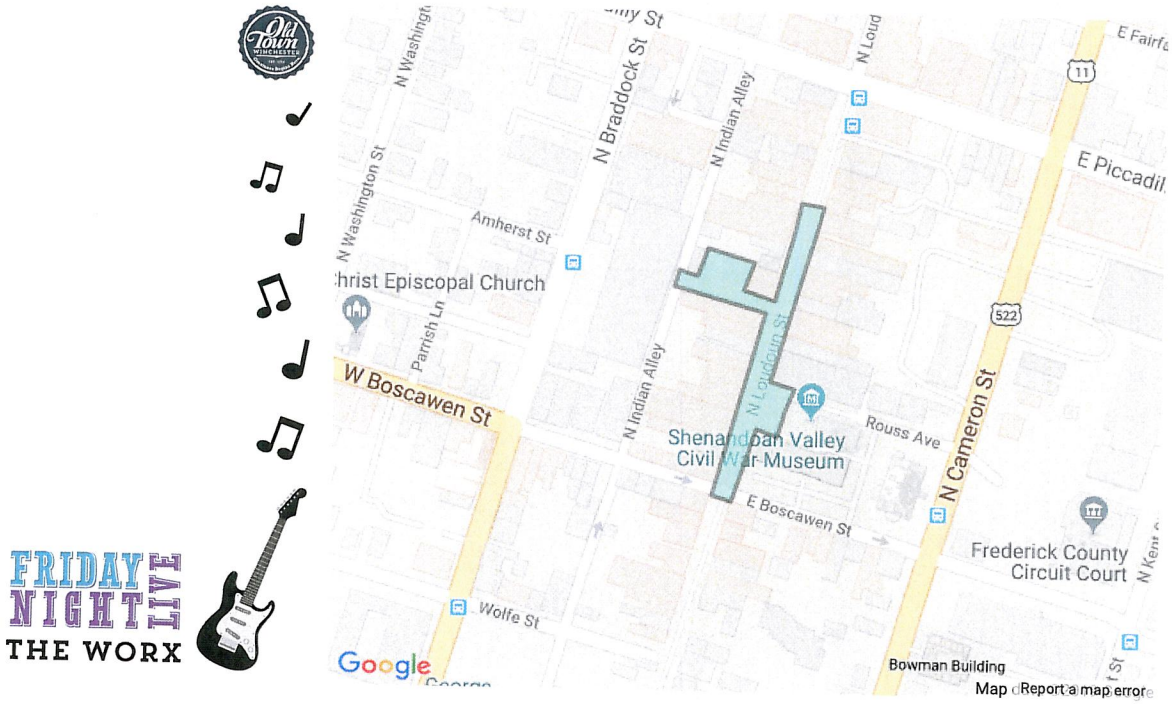
METRICS

All Time

140 SWIPES	24 USES
1.4K VIEWS	17.1% USAGE

Friday Night Live

Filter



Details

Your Filter has completed its run.

Start Time