

**30 Day Event Recap****Date Delivered: Monday, July 22, 2019**

EVENT TITLE	FNL June
EVENT DATE	June 21, 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, Harley Davidson
SERIES SPONSORS	Kee Construction; Signet; Prime Lending; Compass West Realty; iHeart Broadcasting; Centennial Broadcasting; Modern Renovations; Grand Even Center; Bath Fitter
OTW VENUES PARTICIPATING	Masonic Lodge, Once Upon a Find, Thinker Toys, Old Town Stained Glass, Tin Top, Scarpa Alta, Espresso Bar, Mountain Trails, IFO, Time Traveler
GOALS ACHIEVED	<ul style="list-style-type: none"> <li>• Worked with CVB and HOG Ralley chair to create a positive experience for visitors</li> <li>• Attendance at an all time high due in part to HOG Ralley</li> <li>• Added a DJ at Courthouse Lawn</li> </ul>
AREAS FOR IMPROVEMENT	<ul style="list-style-type: none"> <li>• Continue to note that chairs are provided on the website.</li> <li>• Possibly be able to walk between the courthouse and Taylor Pavilion with alcohol?</li> </ul>
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

# Summary

## Temperature (° F)

	Actual	Historic Avg.	Record	▲
High Temp	83	86	98	
Low Temp	68	63	49	
Day Average Temp	76	74	-	

## Precipitation (Inches)

	Actual	Historic Avg.	Record	▲
Precipitation	0	0.13	10.67	
Month to Date	1.3	2.84	-	
Year to Date	21.18	19.66	-	

## Degree Days (° F)

	Actual	Historic Avg.	Record	▲
Heating Degree Days	0	0	-	
HDD Month to Date	9	13	-	
HDD Since July 1	4456	4715	-	
Cooling Degree Days	11	9	-	
CDD Month to Date	147	146	-	
CDD Year to Date	326	238	-	
Growing Degree Days	0	-	-	

June 21,  
2019

**FRIDAY NIGHT LIVE**

RESPONSES

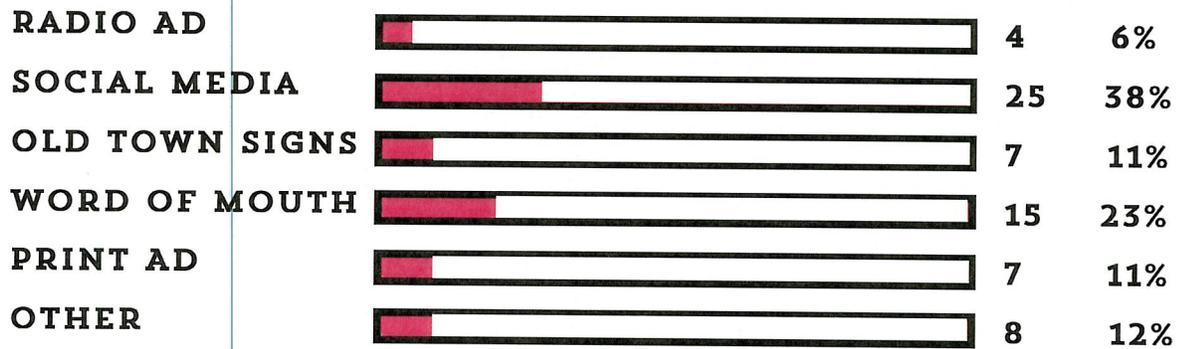
52

VIRGINIA  
WINCHESTER  
ALEXANDRIA  
CLEAR BROOK  
LURAY  
FRONT ROYAL  
BERRYVILLE  
STEPHENSON  
BOYCE  
STEPHENS CITY

WEST VIRGINIA  
HEDGESVILLE  
MARTINSBURG  
BERKELEY  
SPRINGS

OTHER  
ANDERSON, SC  
EAST EARL, PA

## HOW DID YOU HEAR ABOUT THE EVENT?



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

DINE	16	31%
SHOP	5	10%
DINE & SHOP	16	31%
NEITHER	15	29%

## PLEASE RATE THE JUNE 21 FRIDAY NIGHT LIVE EVENT:

HIGHLY SATISFIED	34	65%
VERY SATISFIED	14	27%
SATISFIED	4	8%
DISAPPOINTED	0	0%
VERY DISAPPOINTED	0	0%
NO RESPONSE	0	0%

## WILL YOU ATTEND THE EVENT AGAIN IN THE FUTURE?

YES	50	96%	NO	2	4%	NO RESPONSE	0	0%
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## COMMENTS

EVERYTHING WAS AWESOME. WILL BE BACK SOON. HAVE MORE SEATS (MORE PLACES FOR PEOPLE TO SIT). EVERYTHING WAS PERFECT. ADDITIONAL ENTERTAINMENT. CARRY COCKTAILS IN STREET AND SEATING. GOOD THE WAY IT IS. MORE SHADE OR WATER FOR KIDS. IT PRETTY AWESOME NOW. NOT SURE.



# FNL June Ticket REVENUE REPORT 2019

SHOWCLIX 241 TICKETS:	\$1214.76
Early Bird TICKET SALES 78 TICKETS:	\$390.00
DAY OF TICKET SALES 259:	\$2554.11
TOTAL Ticket Revenue	\$4158.87
Less Admissions Tax:	(207.94)
<b>Total Revenue August FNL (578 tickets):</b>	<b>\$3950.92</b>

5:34 PM

07/19/19

Accrual Basis

**Full Circle Marketing, City**  
**Custom Transaction Detail Report**  
 January 30 through December 31, 2019

Type	Name	Memo	Amount	Balance
<b>Jan 30 - Dec 31, 19</b>				
Check	Full Circle Marketing	tickets	68.56	68.56
Check	Up On The Ridge E...	deposit	50.00	118.56
Check	Up On The Ridge E...	Both Brick Yard and ...	3,950.00	4,068.56
Check	Full Circle Marketing	amazon	12.68	4,081.24
Check	Full Circle Marketing	amazon	12.97	4,094.21
Check	Clear Choice Printing	# 16150 and 16142	44.76	4,138.97
Check	Artyom Wunder	photography	150.00	4,288.97
Check	Brian Dick	MC and DJ courthou...	550.00	4,838.97
Check	Chelsea Vossler	fnl june	175.00	5,013.97
Check	kim Johnston	fnl june	475.00	5,488.97
Check	Luke Cortes	fnl june	50.00	5,538.97
Check	JIMICO	VOID: fnl June	0.00	5,538.97
Check	Haines Agency	FNL June 21st	286.00	5,824.97
Check	Blue & Grey Chapter...	FNL June 21st thank...	100.00	5,924.97
Check	Ashley Simmons	restroom	90.00	6,014.97
Check	Signet Marketing	# 43851	141.36	6,156.33
Check	Winchester Parking ...	5/30/19	23.00	6,179.33
Check	Joey Solosky	decorations	258.21	6,437.54
Check	T Clem Studios	video	150.00	6,587.54
Check	grand Event Center	#01-243010-20	1,834.75	8,422.29
Check	grand Event Center	# 01-248158-06	284.94	8,707.23
Check	cindy savarese	ice	10.20	8,717.43
Check	cindy savarese	snap chat	25.11	8,742.54
Check	cindy savarese	walmart drinks	44.71	8,787.25
Check	cindy savarese	lowes supplies	8.95	8,796.20
Check	cindy savarese	macado's lunch	220.40	9,016.60
Check	cindy savarese	romas, dinner	45.08	9,061.68
Check	Clear Choice Printing	# 16204	114.78	9,176.46
Check	JIMICO	FNL June	300.00	9,476.46
<b>Jan 30 - Dec 31, 19</b>			<b>9,476.46</b>	<b>9,476.46</b>

**Full Circle Marketing, City**  
**Custom Transaction Detail Report**  
 January 30 through December 31, 2019

Type	Date	Name	Memo	Account	Amount	Balance
<b>Jan 30 - Dec 31, 19</b>						
Deposit	02/25/2019	Eby Desserts	thru paypal	FNL-JUNE	130.78	130.78
Deposit	06/01/2019	Crims Concession	Deposit	FNL-JUNE	170.00	300.78
Deposit	06/01/2019	Creative Concessions	Deposit	FNL-JUNE	175.00	475.78
Deposit	06/01/2019	Orange Fitness	Deposit	FNL-JUNE	179.33	655.11
Deposit	06/01/2019	Trianna Trayers	Deposit	FNL-JUNE	28.83	683.94
Deposit	06/04/2019	Happy Henna Guy	Deposit	FNL-JUNE	25.00	708.94
Deposit	06/12/2019	Helsley	Deposit	FNL-JUNE	50.00	758.94
Deposit	06/12/2019	Eby Desserts	Deposit	FNL-JUNE	175.00	933.94
Deposit	06/19/2019	Shaffers BBQ	Deposit	FNL-JUNE	150.00	1,083.94
<b>Jan 30 - Dec 31, 19</b>					<b>1,083.94</b>	<b>1,083.94</b>

# OTW TV SPOT/RADIO

FRIDAY NIGHT LIVE JUNE 21<sup>ST</sup> 2019

## SCRIPT

OLD TOWN WINCHESTER'S  
KICKING OFF FRIDAY  
NIGHT LIVE THIS SUMMER  
JUNE 21<sup>ST</sup> WITH A LYNARD  
SKYNARD TRIBUTE BAND  
BRICKYARD ROAD!  
PRESENTED BY PRIME  
LENDING!

JOIN US AT THE HISTORIC  
TAYLOR PAVILION AND  
DON'T MISS OUR FIRST OF  
THREE SUMMER  
CONCERTS!

THIS FRIDAY NIGHT LIVE  
WELCOMES SOME  
SPECIAL GUESTS TO OLD  
TOWN, HARLEY  
DAVIDSON ENTHUSIASTS  
WITH LOTS OF SHINNY  
HARLEYS ON DISPLAY!

STREET PERFORMERS, A  
BEER AND WINE GARDEN,  
AND LIVE CONCERT  
SPONSORED BY MODERN  
RENOVATIONS

FOR ONLINE TICKETS AND  
TICKET OUTLET  
LOCATIONS VISIT  
ENJOYOTW.COM!

FRIDAY NIGHT LIVE  
DRINK SALES BENEFIT  
THE SPCA.

VISIT US ONLINE AND  
LIKE US ON SOCIAL MEDIA

## GRAPHICS

OLD TOWN (LOGO)

JUNE 21<sup>ST</sup> 5-11 (TEXT)

PRIME LENDING (LOGO)

FRIDAY NIGHT LIVE  
(LOGO)

(HOG RALLY)-(TEXT)  
BEER & WINE GARDEN  
(TEXT)

LIVE CONCERT (TEXT)  
MODERN RENOVATIONS  
(LOGO-HAVE WORDS POP  
UP WITH SCRIPT)

ENJOYOTW.COM (TEXT)

FNL (LOGO) SPLIT SCREEN  
WITH  
SPCA (LOGO)  
(DOG PIC OR SNAP?)

OLD TOWN (LOGO)  
TWITTER (LOGO)  
INSTAGRAM (LOGO)  
FACEBOOK (LOGO)  
YOUTUBE (LOGO)

## MUSIC

(PLAY LESS THAN 10  
SECONDS OF LYNARD  
SKYNARD SWEET HOME  
ALABAMA SOUND IN AND  
OUT THROUGHOUT THE  
SPOT)

MAYBE HAVE SOME  
MOTORCYCLE ENGINE  
REVING NOISES HERE?

CONTINUE MUSIC

DOG BARKING



# FRIDAY NIGHT LIVE

PRESENTED BY



**A TRIBUTE TO LYNIRD SKYNYRD**

**5:00 DOORS OPEN**

**5:30 SONS OF LIBERTY**

**7:30 BRICKYARD ROAD**

**10:30 LAST CALL**

**11:00 CLOSING**



**WELCOME  
CURVES TO CORES  
HOG RALLY RIDERS**



YouTube

Search



0:00 / 0:51



June Friday Night Live - Brickyard Road

106 views



1



0



SHARE



SAVE



Up next



Lynnyrd Skynnyrd - On the Hunt -

4:03/4:07 Winchester

AUTOPLAY



OTW June FNL 2019

:30 SPOT

(*LEAD IN WITH SOUNDS OF LYNARD SKYNARD SWEET HOME ALABAMA*) ENJOY

10 SEC

LYNARD SKYNARD SONGS AS BRICKYARD ROAD BAND PERFORMS IN OLD

TOWN WINCHESTER ON JUNE TWENTY-FIRST AT THE HISTORIC TAYLOR

PAVILION! GET YOUR TICKETS TO THE FIRST OF THREE SUMMER CONCERTS

20 SEC

PRESENTED BY PRIME LENDING. A HARLEY DAVIDSON RALLY WILL

CONVERGE ON THE WALKING MALL TO ADD TO THE BLOCK PARTY

30 SEC

ATMOSPHERE. ENJOY LIVE MUSIC AND A BEER AND WINE GARDEN. DRINK

SALES BENEFIT THE SPCA. VISIT ENJOY OTW DOT COM FOR DETAILS AND

40 SEC

TICKETS

50 SEC

*IF EDITS NEED TO BE MADE, CONTACT DARIO AT 540-722-8700*

60 SEC

LINERS:

COME ROCK OUT WITH US IN OLD TOWN WINCHESTER ON JUNE 21<sup>ST</sup> TO THE SOUNDS OF LYNARD SKYNYARD PRESENTED BY PRIME LENDING, TICKETS ON SALE NOW AT ENJOYOTW.COM

MARK YOUR CALENDAR FOR OLD TOWN WINCHESTER'S FRIDAY NIGHT LIVE ON JUNE 21<sup>ST</sup> WITH MUSIC BY BRICKYARD ROAD, A LYNARD SKYNARD TRIBUTE BAND, VISIT ENJOYOTW.COM FOR DETAILS

FOR THE FIRST TIME EVER, BRICKYARD ROAD, A LYNARD SKYNARD TRIBUTE BAND WILL BE PERFORMING AT THE TAYLOR PAVILION ON JUNE 21<sup>ST</sup>, PRESENTED BY PRIME LENDING TICKETS ON SALE NOW AT ENJOYOTW.COM

Greatness Begins Here  
**Old Town**  
WINCHESTER  
EST. 1752

JUNE 21<sup>ST</sup>

**FRIDAY  
NIGHT LIVE**

5PM-11PM

  
**PrimeLending**  
A PlainsCapital Company.



**LYNYRD SKYNYRD TRIBUTE BAND**

LIVE AT THE TAYLOR PAVILION & LOUDOUN STREET MALL

**SOUTHERN  
ROCK**

**STREET  
PERFORMERS**

**BEER  
& WINE**

FEATURED PARTNER



GRAND EVENT  
CENTER



**EnjoyOTW.com | 540-722-8700**



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



# FRIDAY NIGHT LIVE

JUNE 21 | 5-11PM

PRESENTED BY



HEADLINING  
**BRICKYARD ROAD**  
A LYNYRD SKYNYRD TRIBUTE BAND



CLASSIC | STREET | BEER  
TUNES | PERFORMERS | & WINE

PRESENTED BY



JUNE 21 | 5-11PM

PRESENTED BY





701

VIEWS



24.6%

USAGE

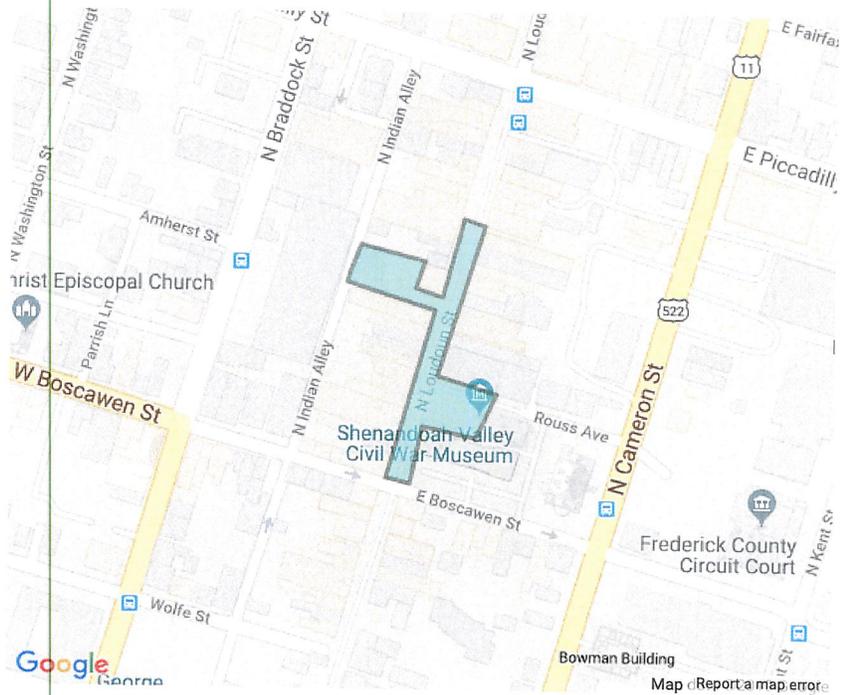
### Friday Night Live!



Filter



ROCKIN TO  
LYNYRD SKYNYRD!



### Details

Your Filter has completed its run.

**Start Time**

June 21, 2019 5:00 PM EDT

**Date Ending**

June 21, 2019 10:00 PM EDT

**Repeats Until**

June 21, 2019 10:00 PM EDT

**Cost**

\$25.11 USD

**Area Covered**

49,531 Sq Ft

**Date Submitted**

June 17, 2019 1:01 PM EDT