

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

EVENT TITLE	RIE
EVENT DATE	July 3 <sup>rd</sup> , 2019
WEATHER CONDITIONS	Attached
SURVEY RESULTS	Attached
TICKET SALES NUMBERS	Free Public Event
ATTENDANCE	700 to 800 inside Taylor Pavilion, 4,000 on the walking mall
REVENUE EXPENSE REPORT	Attached (not complete)
EVENT SPONSORS	Partlow Insurance, Grange Insurance
SERIES SPONSORS	Kee Construction; Signet; Prime Lending; Compass West Realty; iHeart Broadcasting; Centennial Broadcasting; Modern Renovations; Grand Event Center; Bath Fitter
OTW VENUES PARTICIPATING	Masonic Lodge, Once Upon a Find Espresso Bar, Total Image and Working Man Store, Tin Top, Scarpa Alta, Kava Java, Old Town Stained Glass, Thinker Toys, IFO, Posh Pets, Time Traveler, Back to Media Video Services
GOALS ACHIEVED	<ul style="list-style-type: none"> <li>• Fireworks always brings a great crowd</li> <li>• Added a DJ Dance Party with LED hula hoops by Yamni Arts for after the fireworks</li> <li>• Country Current the Navy Band continues to be a big draw</li> <li>• Adding Robbie Limon at the beginning was a great way to start</li> <li>• Added Presenting of the colors by Sons of American Revolution</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> <li>• Should we consider ticketing next year because the Taylor Pavilion was so crowded?</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
f. Snapchat geo filter	Copy attached
g. Schedule for the day	Copy attached

# Summary

## Temperature (° F)

	Actual	Historic Avg.	Record	▲
High Temp	93	88	103	
Low Temp	68	65	50	
Day Average Temp	81	76	-	

## Precipitation (Inches)

	Actual	Historic Avg.	Record	▲
Precipitation	0	0.12	1.66	
Month to Date	0.19	0.37	-	
Year to Date	22.51	21.17	-	

## Degree Days (° F)

	Actual	Historic Avg.	Record	▲
Heating Degree Days	0	0	-	
HDD Month to Date	0	0	-	
HDD Since July 1	0	0	-	
Cooling Degree Days	16	11	-	
CDD Month to Date	36	33	-	
CDD Year to Date	471	362	-	
Growing Degree Days	0	-	-	

July 3,  
2019



RESPONSES

55

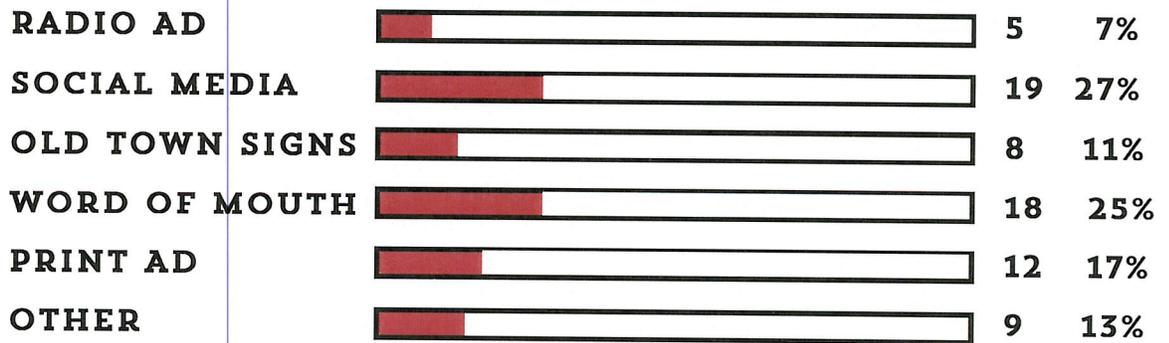
VIRGINIA  
WINCHESTER  
STEPHENS CITY  
FRONT ROYAL  
STEPHENSON  
ALEXANDRIA  
LURAY  
CLEAR BROOK

WEST VIRGINIA  
TERRA ALTA  
BERKELEY  
SPRINGS  
MARTINSBURG  
HEDGESVILLE

OTHER  
BOONSBORO, MD  
LANCASTER, PA



## HOW DID YOU HEAR ABOUT THE EVENT?



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

DINE	16	29%
SHOP	6	11%
DINE & SHOP	19	35%
NEITHER	14	25%

## PLEASE RATE ROCKIN' INDEPENDENCE EVE:

HIGHLY SATISFIED	41	75%
VERY SATISFIED	11	20%
SATISFIED	3	5%
DISAPPOINTED	0	0%
VERY DISAPPOINTED	0	0%

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

YES	54	98%	NO	1	2%
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## COMMENTS

PATSY CLINE EVENTS. FIREWORKS COULD BE SPACED OUT A LITTLE. IT FELT OVERWHELMING. FIREWORKS OVERWHELMING. FREE BEER. ADDITIONAL ENTERTAINMENT. GOOD THE WAY IT IS

# OTW TV SPOT/RADIO

ROCKIN INDEPENDENCE EVE 2019

## SCRIPT

CELEBRATE AMERICA'S BIRTHDAY IN OLD TOWN WINCHESTER AT ROCKIN INDEPENDENCE EVE, JULY THIRD PRESENTED BY PARTLOW AND GRANGE INSURANCE.

THE EVENING WILL FEATURE STREET PERFORMERS, LIVE MUSIC, A HAMBURGER EATING CONTEST, CRAFT BEER AND WINE GARDEN TOPPED OFF WITH AN OUTSTANDING FIREWORKS DISPLAY AT DUSK .

UNITED STATES NAVY BAND COUNTRY CURRENT PERFORMS LIVE AT THE HISTORIC TAYLOR PAVILION!

THIS IS A FREE FAMILY EVENT!

WEAR YOUR RED WHITE AND BLUE!

ROCKIN INDEPENDENCE EVE DRINK SALES BENEFIT THE SPCA.

VISIT US ONLINE AT ENJOY OTW DOT COM AND LIKE US ON SOCIAL MEDIA

## GRAPHICS

(PLAY A FEW SECONDS OF A RECOGNIZABLE PATRIOTIC TUNE)

OLD TOWN (LOGO)

JULY 3RD (TEXT)

PARTLOW LOGO AND GRANGE LOGO (SPLIT SCREEN)

BEER & WINE GARDEN (TEXT)

HAMBURGER EATING CONTEST (TEXT AND VIDEO)

FREE LIVE CONCERT (TEXT)

7:30 COUNTRY CURRENT (TEXT)

ENJOYOTW.COM (TEXT)

RIE (LOGO) SPLIT SCREEN WITH SPCA (LOGO)

(DOG BARK SOUND AT END OF SPCA)

OLD TOWN WINCHESTER (LOGO) AND SOCIAL MEDIA ICONS AND LEE GRAFF

6:02 PM

07/19/19

Accrual Basis

# Full Circle Marketing, City

## Custom Transaction Detail Report

January 30 through December 31, 2019

Type	Date	Name	Memo	Acc...	Amount	Balance
<b>Jan 30 - Dec 31, 19</b>						
Deposit	06/01/2019	PHW	phw	RIE	25.00	25.00
Deposit	06/04/2019	Happy Henna Guy	Deposit	RIE	25.00	50.00
Deposit	06/12/2019	Zach Rutherford	Deposit	RIE	175.00	225.00
Deposit	07/02/2019	Eby Desserts	Deposit	RIE	175.00	400.00
Deposit	07/08/2019	Paypal	mj novelties	RIE	179.33	579.33
Deposit	07/08/2019	Paypal	trayers	RIE	28.83	608.16
Deposit	07/09/2019	Shaffers BBQ	Deposit	RIE	100.00	708.16
Deposit	07/09/2019	Creative Concessions	Deposit	RIE	175.00	883.16
Deposit	07/09/2019	Crims Concession	Deposit	RIE	170.00	1,053.16
Deposit	07/09/2019	Remodle USA	Deposit	RIE	175.00	1,228.16
					<b>1,228.16</b>	<b>1,228.16</b>
<b>Jan 30 - Dec 31, 19</b>						
					<b>1,228.16</b>	<b>1,228.16</b>

6:03 PM

07/19/19

Accrual Basis

# 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>						
Check	02/12/2019	amanda Dalton	Kidzfest first	RIE Expense	0.00	0.00
Check	02/12/2019	amanda Dalton	Kidzfest second	RIE Expense	0.00	0.00
Check	06/01/2019	Robbie Shiley	deposit for Jul...	RIE Expense	500.00	500.00
Check	06/01/2019	Alan Lambert		RIE Expense	180.00	680.00
Check	06/01/2019	Full Circle Marketing	balloons	RIE Expense	79.80	759.80
Check	06/19/2019	Clear Choice Printing	#16195	RIE Expense	23.69	783.49
Check	06/25/2019	Alan Lambert		RIE Expense	174.00	957.49
Check	06/25/2019	SL Hunter Photogra...		RIE Expense	175.00	1,132.49
Check	06/26/2019	Johnathan Ford	RIE July 3rd	RIE Expense	275.00	1,407.49
Check	06/26/2019	Haines Agency	July 3rd	RIE Expense	286.00	1,693.49
Check	06/26/2019	kim Johnston	July 3rd	RIE Expense	475.00	2,168.49
Check	06/26/2019	Chelsea Vossler	July 3rd	RIE Expense	175.00	2,343.49
Check	06/26/2019	Brian Dick	July 3rd	RIE Expense	450.00	2,793.49
Check	06/26/2019	Larry Johnson	July 3rd	RIE Expense	200.00	2,993.49
Check	07/02/2019	JIMICO		RIE Expense	400.00	3,393.49
Check	07/02/2019	Frisbee Guy	RIE July 3rd, t...	RIE Expense	150.00	3,543.49
Check	07/02/2019	Luke Cortes	RIE July 3rd	RIE Expense	100.00	3,643.49
Check	07/02/2019	Yammi Arts	RIE, July 3rd	RIE Expense	350.00	3,993.49
Check	07/02/2019	Blue & Grey Chapter...	RIE, July 3rd, ...	RIE Expense	100.00	4,093.49
Check	07/02/2019	VA Society Sons of t...	July 3rd, Than...	RIE Expense	100.00	4,193.49
Check	07/02/2019	Robert Limon	July 3rd, RIE, ...	RIE Expense	500.00	4,693.49
Check	07/02/2019	Jeanie Funkhouser	July 3rd, RIE	RIE Expense	215.00	4,908.49
Check	07/02/2019	Katlyn Himelright	July 3rd, ir att...	RIE Expense	90.00	4,998.49
Check	07/03/2019	Clear Choice Printing	#16234	RIE Expense	26.33	5,024.82
					<b>5,024.82</b>	<b>5,024.82</b>
<b>Jan 30 - Dec 31, 19</b>						



PRESENTED BY



**PERFORMANCE BY:  
COUNTRY CURRENT**

**5:00 DOORS OPEN**

**5:30 ROBBIE LIMON**

**7:30 COUNTRY CURRENT**

**9:15 FIREWORKS**

**9:30 DJ DANCE PARTY**

**10:30 LAST CALL**

**11:00 CLOSING**



**ENJOYOTW.COM**



0:06 / 0:36

2019 Rockin Independence Eve

170 views

0

0

SHARE

SAVE

...

Up next



Programming in Visual Basic

AUTOPLAY



**ROCKIN' INDEPENDENCE EVE RADIO SPOT**

**SPOT ONE 2019**

—	(SOUNDS OF FIREWORKS) DON'T MISS OLD TOWN WINCHESTER'S
—	INDEPENDENCE DAY CELEBRATION AT ROCKIN' INDEPENDENCE EVE JULY
<u>10 SEC</u>	THIRD STARTING AT FIVE P.M. ON THE OLD TOWN WALKING MALL. FEATURING
—	FREE LIVE MUSIC, STREET PERFORMERS, AND A CRAFT BEER AND WINE
<u>20 SEC</u>	GARDEN! ENJOY THE UNITED STATES NAVY BAND COUNTRY CURRENT AND A
—	FABULOUS FIREWORKS DISPLAY BEGINING AT DUSK. ROCKIN' INDEPENDENCE
<u>30 SEC</u>	EVE IS PRESENTED BY PARTLOW INSURANCE BENEFITING THE SPCA. (BARK)
—	VISIT ENJOY O T W DOT COM FOR MORE DETAILS
<u>40 SEC</u>	
—	<i>IF EDITS NEED TO BE MADE, CONTACT DARIO AT 540-722-8700</i>
<u>50 SEC</u>	
—	
<u>60 SEC</u>	

**LINERS:**

**COME VISIT OLD TOWN WINCHESTER FOR FUN TIMES AT ROCKIN' INDEPENDENCE EVE JULY THIRD PRESENTED BY PARTLOW INSURANCE. VISIT ENJOY O T W DOT COM FOR DETAILS.**

**ROCKIN INDEPENDENCE EVE IS BACK JULY THIRD! BRING THE WHOLE FAMILY TO ENJOY THE LIVE MUSIC AND FIREWORKS! THANKS TO PARTLOW INSURANCE. VISIT ENJOY O T W DOT COM FOR MORE DETAILS.**

**FIREWORKS, LIVE MUSIC, CRAFT BEER, AND STREET PERFORMERS ALL IN OLD TOWN WINCHESTER? ONLY AT ROCKIN INDEPENDENCE EVE ON JULY THIRD! VISIT ENJOY O T W DOT COM FOR MORE DETAILS.**

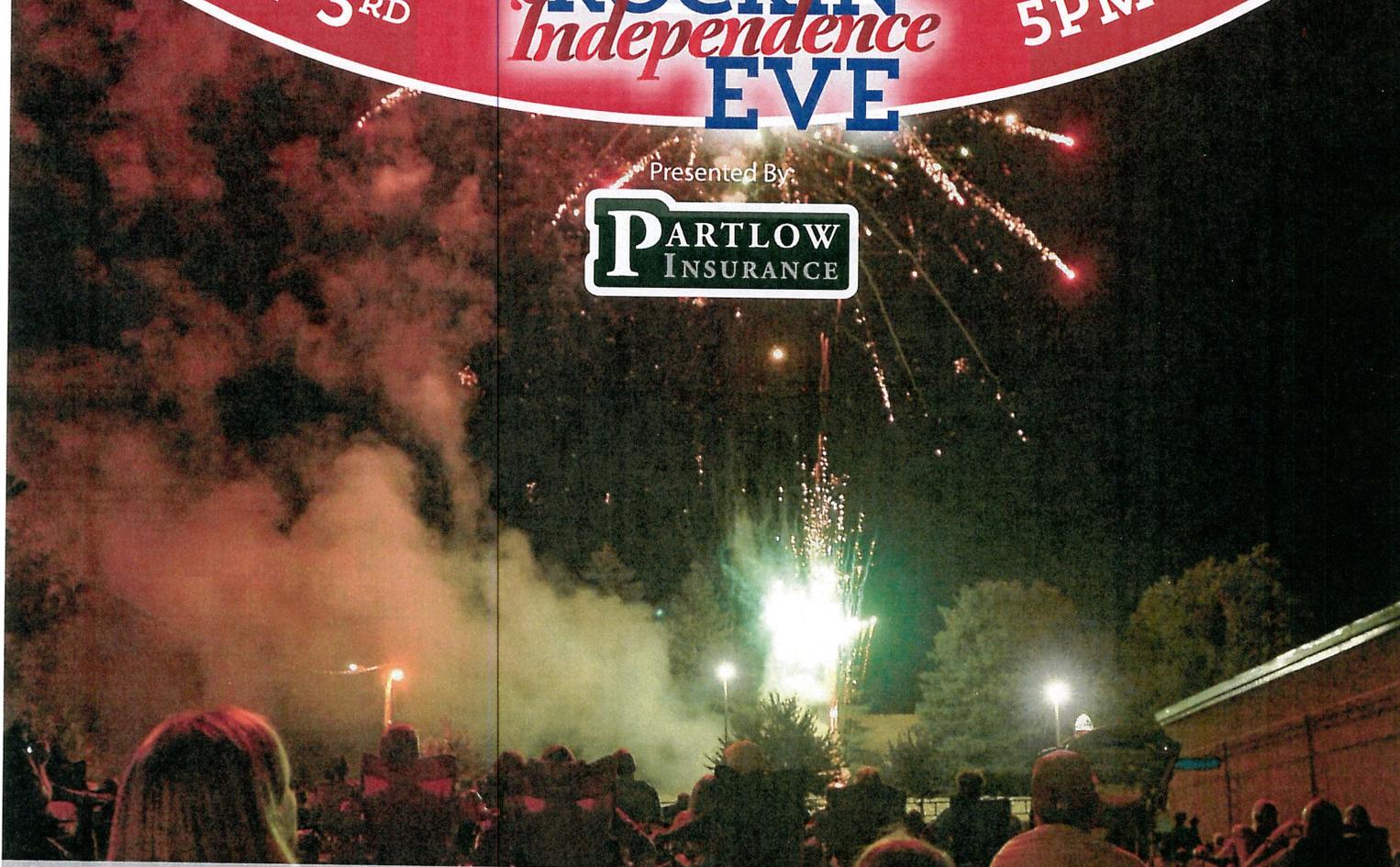


FREE  
5PM-11PM

JULY 3<sup>RD</sup>

# ROCKIN' Independence EVE

Presented By:



FEATURING US NAVY BAND  
COUNTRY CURRENT



FIREWORKS

LIVE MUSIC

BEER & WINE

FEATURED PARTNER



EnjoyOTW.com | 540-722-8700



  PRESENTED BY 

 LIVE MUSIC BY  **COUNTRY CURRENT**

 **BEER & WINE GARDEN**   
BENEFITING THE SPCA!

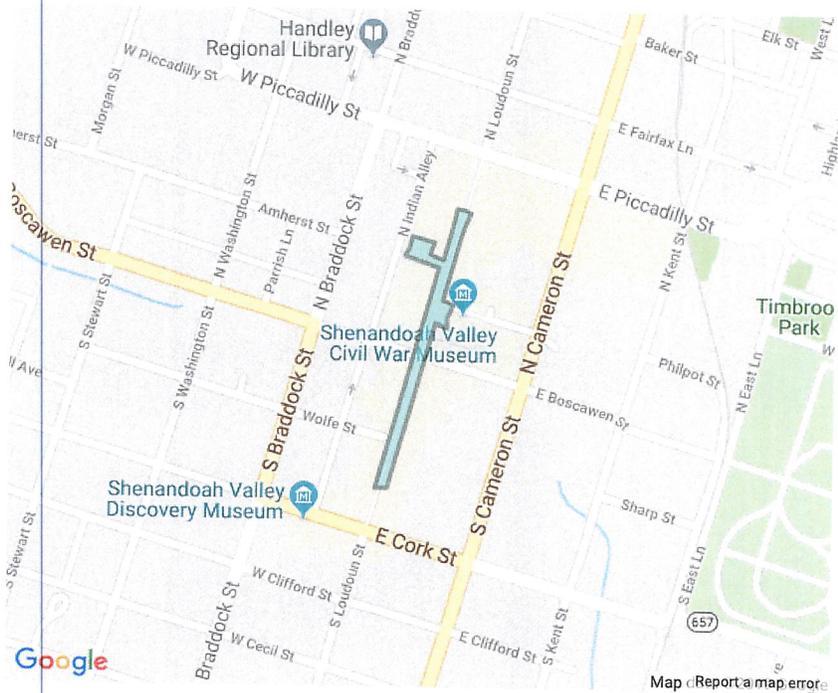
 **FIREWORKS**   
AT 9:15 PM

 **FREE!** PRESENTED BY   
AT THE TAYLOR PAVILION & LOUDOUN STREET MALL

  
**14.1K**  
VIEWS

  
**42.3%**  
USAGE

### Rockin Independence Eve



### Details

 Your Filter has completed its run.

Start Time

July 3, 2019 5:00 PM EDT

Date Ending

July 3, 2019 11:00 PM EDT

Repeats Until

July 3, 2019 11:00 PM EDT

Cost

\$17.86 USD

Area Covered

72,427 Sq Ft

Date Submitted

June 25, 2019 4:57 PM EDT



**ROCKIN'**  
*Independence*  
**EVE**

## STAGE SCHEDULE

**5:15**

**SONS OF AMERICAN REVOLUTION**  
NATIONAL ANTHEM/PRESENTING OF THE COLORS

**5:30-7:30**

**ROBBIE LIMON ON**  
ACOUSTIC GUITAR

**7:30-9:15**

**US NAVY BAND**  
COUNTRY CURRENT

**8:15**

**SNOW WHITE GRILL**  
HAMBURGER EATING CONTEST

**9:15**

**FIREWORKS SHOW**  
(BEST SEEN FROM KENT ST.)

**9:30**

**DANCE PARTY WITH LIGHT SHOW**  
AND YAMNI ARTS HOOPERS

**10:30**

**LAST CALL**

**11:00**

**GATES CLOSE**

PRESENTED BY

