



**2014 Events conducted by USA Sports & Marketing**

**KidzFest.....May 17<sup>th</sup>, 2014**

**Friday Night Live.....June 20<sup>th</sup>, 2014**

**Rockin' Independence Eve...Thursday July 3<sup>rd</sup>, 2014**

**Friday Night Live.....July 18<sup>th</sup>, 2014**

**Friday Night Live.....August 15<sup>st</sup>, 2014**

**Jim Stutzman Chevrolet Cadillac**

**Downtown Tailgate.....Sept. 5<sup>th</sup> & 6<sup>th</sup>, 2014**

**OctoBeer Fest.....October 17<sup>th</sup> & 18<sup>th</sup>, 2014**

**Holly Jolly Celebration.....Dec. 13, 2014**

**Sunday Jazz.....Sept. 14, 28, Oct. 12, 2014**



## Kidz Fest



# Performance Review

**USA Sports & Marketing Services**  
**Dario Savarese**  
**540-722-8700**  
**dario@fullcirclem.com**

**Kidz Fest**  
**May 17<sup>th</sup>, 2014**

**Activities and Actions**

**Outcomes**

**Intangible Value**

- Attendance on the Kidz Fest (KF) was over well over 4,500 + persons/consumers throughout the day.
- One way to measure success will be the sales tax from the businesses (retail & restaurants) for KF. These numbers will be reported by Jennifer Bell and we anticipate them to be positive.
- Jennifer Bell is also organizing parking authority numbers to show comparisons between 2013 and 2014
- Merchants on the walking mall agreed the KF was a huge success, with crowds that filled the mall from 11:00 to 6:00 exceeding over 4,000 consumers.
- The media impact from our campaign, over \$15,000, promoted Old Town Winchester and the KF. In our surveying of the public there have been many consumers who expressed, "This was a great addition to Old Town events".

**Media Campaign:**

**The Winchester Star -**

**COST:\$500.00**

**VALUE \$2,500**

- KF had a featured post story and photos within the four page spread promoting entire series of Old Town Events. Also included an over run that was distributed throughout the community. valued of feature \$750.00
- KF received an advance story/photos and a follow up story with photos. These types of stories are valued more than standard print ads and approximately \$1,250.
- We also developed a paid advertising schedule leveraging our budget between print. We studied The Stars' discount program and turned our \$500.00 paid budget into a schedule worth over \$1,500 in standard advertising rates.
- The Winchester Star reaches over 20,000 households

and over 7,500 persons reading online.

**Clear Channel:** Q102, FOX 99.3, KISS 98.3, MIX 97

**COST \$500**

**VALUE \$5,500**

- Each of the four stations ran a 5 day campaign for KF. The stations ran a combination of produced:30 second promotional spots and liners. Beyond the disc jockeys talking about what was going on in Old Town prior to the KF event. The value KF received was well over \$3,000 value.
- Also developed was a paid advertising schedule of \$500 in which they bounced us additional liners and web-site ad's. This included a dynamic lead on the web home page. The package was valued at over \$2,500.
- Clear Channel Radio group reaches over a 40 mile radius and reaches 40% of the radio listing audience in the 7 counties surrounding Winchester.

**Centennial Media Radio** 3 stations 92.5 WINC, Big Country 105, 1400 AM

**COST \$500**

**VALUE \$6,000**

- Each of the three stations ran a 5 day campaign for KF. The stations ran a combination of produced :30 second promotional spots and liners. Beyond the disc jockeys talking about what was going on in Old Town prior to the KF events. The value KF received was well over \$3,000.
- Also developed was a paid advertising schedule of \$500 where they provided additional liners and web-site ads on the home page, Comcast slide. Package was valued at over \$3,000.
- Centennial Media also attended each of the events providing additional entertainment on the walking mall. They also provided radio personalities to assisted with onsite MC and live announcements.
- 92.5 WINC FM - Barry's Community Corner, provided an interview the Friday prior to the event. A one and half minutes long at 7:50 am, prime time radio. The combined value is over \$125
- Centennial Media group reaches over a 75 mile radius and reaches 30% of the radio listing audience in the 7 counties surrounding Winchester. 92.5 WINC FM has a strong listening focus audience in Loudoun County

**Video Promo (Google Ad's and Social Media)**

**COST \$300****VALUE \$5,000**

- We created a :30 advertisement for Google ad's which ran a 10 day campaign for KF, between produced promotional announcements for KF received a media campaign value of over \$5,000
- Also developed a paid advertising schedule of \$300 where they provided web-site ad's- on their home page. There were a total of 5,109 full views of the Google Ad. 4,003 of the views came from Google and 1,106 views were organic (meaning FCM sent out the video through multiple outlets). Impressions made by the video were 24,880. There were many unique impressions made by audiences who did not fully watch the Google Ad. These were ads that we did not have to pay for, but were still able to make an impression: 46% watched for 7.5 seconds, 27% watched for 15 seconds and 22% watched for 22.5 seconds. Package valued at over \$3,000.

**Facebook campaign** – OTW likes over 6,000

- We have updated and posted on OTW Facebook kept a live constant campaign to promote KF and showed the video which had over 1,100 full views
- Valued at \$XXXX

**Twitter campaign** – Twitter fans over 1,294 followers

- We have tweeted and kept constant campaign going to promote KF. Valued \$XXXX

**EMAIL Blasts****COST \$00.00****VALUE \$1,000.00**

- Developed an Old Town business list with names, companies, phone, and email addresses of over 275 businesses. Used to send emails to the downtown businesses about the upcoming events and encouraged them to participate and cross promote events.
- Also used Full Circle Marketing's in house business list to cross promote the events reaching out to over 1,800 regional businesses and personal contacts.

**Posters and Signage****COST \$00.00****VALUE \$1,000.00**

- We developed posters for the events and distributed 100+ to local businesses
- Developed events signs that were placed around the downtown area to attract people in the area

**Churches, School, Civic Groups and Human Resource**

	<p><b>Directors</b></p> <ul style="list-style-type: none"> <li>• Sent fliers and information about KF to a list of the 100+ groups throughout the Frederick/City area. After contacting them and sharing information, they share our events internally with their groups.</li> </ul>
<p><b>Attendance</b></p>	<p><b>Walking Mall</b></p> <ul style="list-style-type: none"> <li>• 4,500 plus in attendance on the Old Town Mall for the KF was in excess persons/consumers, strolling, shopping and eating at the restaurants.</li> <li>• This event was a non-ticketed event.</li> <li>• Retail business have also expressed that they are seeing consumers come back following special events.</li> </ul>
<p><b>Music - Kids Activities – Cornhole Tournament</b></p>	<p><b>Kid’s Activities</b></p> <ul style="list-style-type: none"> <li>• These events were interactive and experiential</li> <li>• This event featured a variety of kid’s activities which were free to families. We had over 50 exhibitors and activities.</li> <li>• We also had performers on the Mall, including; magicians, acoustical musicians, balloonist, jugglers, inflatables and more.</li> <li>• These activities have proved to be very well received.</li> <li>• Guest performers were overly impressed with the set up and event atmosphere. The hospitality of Old Town was well received by our visitors and sponsors.</li> </ul>
<p><b>Sponsorships</b></p>	<ul style="list-style-type: none"> <li>• For KF we had sponsorship commitments of over \$7,500 cash and vendors of over \$2,750 cash total of over \$10,000.00 (final number subject to change)</li> <li>• We have received strong media sponsorship/partnerships/trade value totaling in media towards KF</li> </ul>
<p><b>Operations</b></p>	<ul style="list-style-type: none"> <li>• All the events had a very sharp look and created a fun atmosphere. It provided completely new event for Old Town.</li> <li>• Signage on the mall looked great and directed consumers to the right areas and had consumers from the North end to the South end including where restrooms were</li> </ul>

<p><b>Food Vendors</b></p>	<ul style="list-style-type: none"> <li>• In keeping with the other events we decide to not focus on food vendors on the mall and drive consumers to the restaurants on the mall, we did have one food vendor providing snacks, carnival food that the families would look for for a fun event of this nature.</li> <li>• We communicated with restaurants suggesting them to offer kid friendly meals if that was not standard for them</li> </ul>
<p><b>Impact on Downtown Business</b></p>	<ul style="list-style-type: none"> <li>• The new KF was a huge success.</li> <li>• In surveying the downtown businesses everyone had increased traffic and sales during the event.</li> <li>• Many of the businesses cross promoted the event, and understand the importance of the cross promoting.</li> <li>• We also requested businesses to cross promote the event via their own social media which they did.</li> </ul>
<p><b>Survey Results</b></p>	<ul style="list-style-type: none"> <li>• Rate the event  <b>Excellent</b> – 58 <b>Very Good</b> – 33 <b>Fairly Good</b> – 4  <b>Mildly Good</b> – 0 <b>Not Good</b> – 0</li> <li>• Likely to Recommend Event?  <b>Extremely</b> –56 <b>Very</b>–35 <b>Moderately</b>–4 <b>Slightly</b> – 0  <b>Not At All</b> – 0</li> <li>• Where are you from?  <b>Frederick County</b>-30 <b>Winchester</b>-13  <b>Clarke/Warren/Page/Shenandoah County</b>-5  <b>West Virginia</b>-4 <b>Maryland</b>-4 <b>Loudoun County</b>-1</li> </ul>
<p><b>Winchester Police Department/Fires/Rescue</b></p>	<p>Chief of Police and Fire reported the crowd was great, and there were no incidents on record.</p>



## Friday Night Live



# Performance Review

**USA Sports & Marketing  
Services**  
**Dario Savarese**  
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**dario@fullcirclem.com**

**Friday Night Live**  
**June 20th**

## Activities and Actions

## Outcomes

### Intangible Value

- Attendance on the Old Town Mall for the first Friday Night Live was in excess 2,750-3,500 persons/consumers.
- One tool to measure success is the meals tax from the businesses (restaurants) over the three Friday Night Live event months compared to 2013. These numbers will be reported by Jennifer Bell when she receives them.
- Jennifer Bell is also organizing parking authority numbers to show comparisons between 2013 and 2014
- Merchants on the walking mall have agreed the events have brought large number of consumers to Old Town, with crowds that filled the mall from 5:30 to 11:00.
- Some of the businesses have reported strong sales when the Friday Night Live events have taken place. Some moderate and some not at all despite a much larger crowd than an average day.
- The media impact from our campaign has promoted Old Town Winchester and the Old Town Events. The intangible effect on the community is immeasurable. The community continues to talk about the activities even if they have not made it down.
- Another immeasurable is the value of the crowd and awesome atmosphere that was on the walking mall for Friday Night Live. This translates to attending upcoming events and spreading the word with friends. "Fun events begin in Old Town".
- One consistent comment shared by consumers with our staff was " a great continuation of what happened last year"

**Media Campaign:**

**The Winchester Star –**

**COST:\$1,000**

**VALUE\$ 5,050**

- FNL had a featured story and event logo within the four page spread promoting entire series of Old Town Events. Also included an over run that was distributed throughout the community. Value of feature \$1,750.00
- FNL had a featured story and photos one full page spread promoting our events in Old Town, story valued at \$300.00
- FNL received an advance story/photos and a follow up story with photos. These types of stories are valued more than standard print ads and approximately \$1,000.
- We also developed a paid advertising schedule leveraging our budget between print and web advertising. We studied The Stars' discount program and turned our \$1,000.00 paid budget into a schedule worth over \$2,000 in standard advertising rates.
- We also strategically bought web-site advertising reaching over 25,000 impressions and over 125 click's directly to the FNL web-page
- The Winchester Star reaches over 20,000 households and over 7,500 persons reading online.

**Clear Channel:Q102, FOX 99.3, KISS 98.3, MIX 97**

**COST \$1,000**

**VALUE \$23,000**

- Each station ran a 10 day campaign for each event. The value is \$4,500 per station between produced promotional announcements and ticket promotions FNL received a campaign value of over \$18,000.
- Also developed was a paid advertising schedule of \$1,000 in which they bounced us additional liners and web-site ad's. This included a dynamic lead on the web home page. The package was valued at over \$5,000
- Clear Channel also attended the event providing additional entertainment on the walking mall with their tents, prizes and games
- Clear Channel Radio group reaches over a 40 mile radius and reaches 40% of the radio listing audience in the 7 counties surrounding Winchester.

**Centennial Media Radio 3 stations 92.5 WINC, Big Country**

105, 1400 AM

**COST \$1,000**

**VALUE \$20,000**

- The three stations ran a 10 day campaign for the event. Each station campaign is valued at \$4,500 per event. Between produced promotional announcements and ticket promotions, FNL received a media campaign valued at over \$13,500
- Also developed was a paid advertising schedule of \$1,000 where they provided additional liners and web-site ads- on the home page. Package was valued at over \$5,500
- Centennial Media also attended the event providing additional entertainment on the walking mall. They also provided radio personalities to assist with onsite MC.
- 92.5 WINC FM – Barry's Community Corner provided separate interviews. One and half minutes long at 7:50 am, prime time radio. The combined value is over \$1,000.
- Centennial Media group reaches over a 75 mile radius and reaches 30% of the radio listing audience in the 7 counties surrounding Winchester. 92.5 WINC FM has a strong listening focus audience in Loudoun County

**Video/Google Ads/Facebook Boost**

**COST \$500**

**VALUE \$5,000**

- Full Circle Marketing provided a :30 second promotional video about the event and placed a strategic ad on Google Ad and Facebook
- The video incorporated the new Old Town Winchester brand in the beginning and end of the promotion
- Numbers reached 3,818 full views and over 7,500 partial views
- Google Ad reaches over a 40 mile radius and targeted users with specific meta-tag words.

**Frederick Report** – Free print publication, circulation 15,000, Frederick County, Warren County, Winchester

**COST \$200.00**

**VALUE \$750.00**

- Report featured FNL story, photos and inside featured stories, valued at \$750
- Our total \$2f00 cash budget gets us featured stories and 6 separate ¾ color ads promoting each event.

**Facebook campaign** –7,500 likes on OTW Official Page

- We have updated and posted on OTW Facebook, including the new brand, kept a live constant campaign to promote FNL and increase the likes by over 16% since April.
- Boosted a Facebook post for the event to reach a larger audience

**Twitter campaign** – Twitter fans over 1,300 followers

- We have tweeted and kept constant campaign going to promote FNL and increase the followers by over 95% increase since last year.

**Video's for Old Town Winchester**

**COST \$00.00**

**VALUE \$1,500**

- We currently have last year's one minute videos still on YouTube and getting views that help market the event. They visually illustrate to the community what Friday Night Live has to offer. These videos were shared via social media and provided a tremendous amount of exposure. Also we have had over 200 Facebook fans share the video. Businesses have also shared the video on their social media pages.

**EMAIL Blasts**

**COST \$00.00**

**VALUE \$1,000**

- Developed an Old Town business list with names, companies, phone and email addresses of over 300 businesses. Used to send emails to the downtown businesses about the upcoming events and encouraged them to participate and cross promote events.
- Also used Full Circle Marketing's in house business list to cross promote the events reaching out to over 1,250 regional businesses and personal contacts.

**Human Resource Directors**

- Developed a list of the 30 largest employers throughout the Frederick/City area. After contacting them and sharing information, they share our events internally with their employees.

**Attendance**

**Walking Mall**

Attendance on the Old Town Mall for the first Friday Night Live was in excess 2,500-3,000 persons/consumers, strolling,

	<p>shopping and eating at the restaurants.</p> <p><b>Ticketed areas - Music venues</b></p> <ul style="list-style-type: none"> <li>• The first Friday Night LIVE saw promising ticket sales for advanced tickets and day of tickets.</li> <li>• June 20<sup>th</sup> , Advance ticket sales 292, Day of ticket sales 261, Total tickets sold 553, Total ticket income \$3,599.99, sponsor/media promotional tickets distributed approximately 200, total tickets collected 800 approximate</li> </ul>
<p><b>Art Markets, Music &amp; Street Performers</b></p>	<p><b>Art Markets</b></p> <ul style="list-style-type: none"> <li>• FCM has coordinated to have two separate art markets on the North and South side of the walking mall during the events.</li> <li>• Shenandoah Arts Council set up a display with 4-6 artisans on the south side of the Splash Pad and</li> <li>• Winchester Art Market set up on the north side with 3-5 artisans. These markets have been very well received by consumers and artisans.</li> </ul> <p><b>Street Performers</b></p> <ul style="list-style-type: none"> <li>• Performers on the Mall included; mime, magicians, acoustical musicians, dance team, balloonist, jugglers, caricature, kid's activities, and other entertainers</li> </ul> <p><b>Music Venues</b></p> <ul style="list-style-type: none"> <li>• Consumers liked having multiple bands performing following the beachy theme.</li> <li>• Having one music venue was well received and welcomed.</li> </ul>
<p><b>Sponsorships</b></p>	<ul style="list-style-type: none"> <li>• We have sponsorship commitments for the three Friday Night Live events</li> <li>• For FNL we had sponsorship commitments of over \$10,000.00 cash and vendors of over \$1,000.00 cash total of over \$11,000.00 (final number subject to change)</li> <li>• Contracts and invoices have been sent to businesses and monies are still being collected</li> </ul>

<p><b>Operations</b></p>	<ul style="list-style-type: none"> <li>• The event had a very sharp look and created a fun beach atmosphere. It provided completely new VIBE to Old Town.</li> <li>• Signage on the mall looked great and directed consumers to the right areas and had consumers from the North end to the South end</li> <li>• Social games, water pong, cornhole, couches, TV's, foosball, soccer, basketball hoops and hockey shots provided a fun atmosphere</li> </ul>
<p><b>Food Vendors (benefitting Big Brothers Big Sisters &amp; Edge Hill Recovery)</b></p>	<ul style="list-style-type: none"> <li>• Big Brothers &amp; Big Sisters worked with local restaurants to sell food inside the venue along with nonalcoholic beverages. BBBS changed their food choices from pizza to barbeque, hot dogs and burgers and it was successful for them.</li> <li>• In 2014 we will be working more with local restaurants to provide additional options possibly on site.</li> </ul>
<p><b>Impact on Downtown Business</b></p>	<ul style="list-style-type: none"> <li>• The new VIBE and Old Town entertainment continues to be well received.</li> <li>• In surveying the downtown businesses many had increased traffic and sales during FNL events</li> <li>• Many businesses who stayed open later did well</li> <li>• Many of them cross promoted the event, but we need more business to engage in cross promoting the events and host client entertainment opportunities.</li> <li>• We also requested businesses to cross promote the events via their own media campaign.</li> <li>• Personally visited almost every business owner sharing the goal of the events, encouraged them to stay open later, use the events to cross promote old town/their business, and field questions.</li> </ul>
<p><b>Survey Results</b></p>	<p><b><i>Participant survey of - 40 consumers</i></b></p> <ol style="list-style-type: none"> <li>1. How would you rate Friday Night LIVE? Excellent - 20; Very Good - 17; Fairly Good - 2; Mildly Good - 0; Not Good - 0</li> <li>2. How likely would you recommend event to a friend? Extremely Likely - 24; Very likely - 12; Moderately Likely - 3; Slightly Likely - 0; Not at all - 0</li> <li>3. Which Downtown shops/restaurants did you visit? (31 of the participants visited stores) El Centro - 5; Brewbakers - 1; Scarpa Alta - 3; Make a</li> </ol>

	<p>Nest - 1; Patsy - 1; Wilkins - 1; Cajun - 3; Abija Blue - 1; John B Hayes - 1; EM - 1; Snow White Grill - 3; Union Jack - 1; Village Bistro - 1; Ice Cream Shop - 1; Sushi Bar - 1; Village Square - 1; Murphy Beverage - 2; Roma - 1; Potomac Bead - 1; Purple Fern - 1</p> <p>4. What did you like about the event?  Music - 20; Games - 3; Food/Drinks - 5; Different - 2; Activities - 4; Vendors - 1; Outdoors - 2; Weather - 1; Family Fun - 7; Cost - 1; Decorations - 1</p> <p>5. What did you dislike about the event?  Pitbulls, smokers, bugs, lacked activities, started too early, not enough seating, boys</p>
<p><b>Winchester Police Department</b></p>	<p>Chief of Police reported the crowd was in good order, and there were no incidents on record.</p>

# Performance Review

USA Sports & Marketing  
Services  
Dario Savarese  
540-722-8700  
dario@fullcirclem.com

Friday Night Live  
July 18<sup>th</sup>

## Activities and Actions

## Outcomes

## Intangible Value

- Attendance on the Old Town Mall for the second Friday Night Live was in excess 3,500-4,250 persons/consumers. The event featured The Robbie Limon Band and Street performers up an down the Walking Mall and the Shenandoah Arts Council/Winchester Art Market.
- One tool to measure success is the meals tax from the businesses (restaurants) over the three Friday Night Live event months compared to 2013. These numbers will be reported by Jennifer Bell when she receives them.
- Jennifer Bell is also organizing parking authority numbers to show comparisons between 2013 and 2014. Initially numbers seem to be increasing marginally.
- Merchants on the walking mall have agreed the events have brought large number of consumers to Old Town, with crowds that filled the mall from 5:30 to 11:00.
- Some of the businesses have reported strong sales when the Friday Night Live events have taken place. Some moderate and some not at all despite a much larger crowd than an average day.
- The media impact from our campaign has promoted Old Town Winchester and the Old Town Events. The intangible effect on the community is immeasurable. The community continues to talk about the activities even if they have not made it down.
- Another immeasurable is the value of the crowd and positive vibe that was on the walking mall for Friday Night Live. This translates to attending upcoming events and spreading the word with friends. "Fun events begin in Old Town".

- One consistent comment shared by consumers with our staff was " a great continuation of what happened last year" or "old town is alive"

**Media Campaign:**

**The Winchester Star -**

**COST:\$1,000**

**VALUE\$ 5,050**

- FNL had a featured story and event logo within the four page spread promoting entire series of Old Town Events. Also included an over run that was distributed throughout the community. Value of feature \$1,750.00
- FNL had a featured story and photos one full page spread promoting our events in Old Town, story valued at \$300.00
- FNL received an advance story/photos and a follow up story with photos. These types of stories are valued more than standard print ads and approximately \$1,000.
- We also developed a paid advertising schedule leveraging our budget between print and web advertising. We studied The Stars' discount program and turned our \$1,000.00 paid budget into a schedule worth over \$2,000 in standard advertising rates.
- We also strategically bought web-site advertising reaching over 25,000 impressions and over 125 click's directly to the FNL web-page
- The Winchester Star reaches over 20,000 households and over 7,500 persons reading online.

**Clear Channel:Q102, FOX 99.3, KISS 98.3, MIX 97**

**COST \$1,000**

**VALUE \$23,000**

- Each station ran a 10 day campaign for each event. The value is \$4,500 per station between produced promotional announcements and ticket promotions FNL received a campaign value of over \$18,000.
- Also developed was a paid advertising schedule of \$1,000 in which they bounced us additional liners and web-site ad's. This included a dynamic lead on the web home page. The package was valued at over \$5,000
- Clear Channel also attended the event providing additional entertainment on the walking mall with their tents, prizes and games
- Clear Channel Radio group reaches over a 40 mile radius and reaches 40% of the radio listing audience in the 7 counties surrounding Winchester.

**Centennial Media Radio** 3 stations 92.5 WINC, Big Country 105, 1400 AM

**COST \$1,000**

**VALUE \$20,000**

- The three stations ran a 10 day campaign for the event. Each station campaign is valued at \$4,500 per event. Between produced promotional announcements and ticket promotions, FNL received a media campaign valued at over \$13,500
- Also developed was a paid advertising schedule of \$1,000 where they provided additional liners and web-site ads- on the home page. Package was valued at over \$5,500
- Centennial Media also attended the event providing additional entertainment on the walking mall. They also provided radio personalities to assist with onsite MC.
- 92.5 WINC FM – Barry’s Community Corner provided separate interviews. One and half minutes long at 7:50 am, prime time radio. The combined value is over \$1,000.
- Centennial Media group reaches over a 75 mile radius and reaches 30% of the radio listing audience in the 7 counties surrounding Winchester. 92.5 WINC FM has a strong listening focus audience in Loudoun County

**Video/Google Ads/Facebook Boost**

**COST \$500**

**VALUE \$5,000**

- Full Circle Marketing provided a :30 second promotional video about the event and placed a strategic ad on Google Ad and Facebook
- The video incorporated the new Old Town Winchester brand in the beginning and end of the promotion
- Numbers reached 3,818 full views and over 7,500 partial views
- Google Ad reaches over a 40 mile radius and targeted users with specific meta-tag words.

**Frederick Report** – Free print publication, circulation 15,000, Frederick County, Warren County, Winchester

**COST \$200.00**

**VALUE \$750.00**

- Report featured FNL story, photos and inside featured stories, valued at \$750
- Our total \$2f00 cash budget gets us featured stories and 6 separate ¾ color ads promoting each event.

**Facebook campaign** – OTW likes over 7,500

- We have updated and posted on OTW Facebook, including the new brand, kept a live constant campaign to promote FNL and increase the likes by over 16% since April.
- Boosted a Facebook post for the event to reach a larger audience

**Twitter campaign** – Twitter fans over 1,300 followers

- We have tweeted and kept constant campaign going to promote FNL and increase the followers by over 95% increase since last year.

**Video's for Old Town Winchester**

**COST \$00.00**

**VALUE \$1,500**

- We currently have last year's one minute videos still on YouTube and getting views that help market the event. They visually illustrate to the community what Friday Night Live has to offer. These videos were shared via social media and provided a tremendous amount of exposure. Also we have had over 200 Facebook fans share the video. Businesses have also shared the video on their social media pages.

**EMAIL Blasts**

**COST \$00.00**

**VALUE \$1,000**

- Developed an Old Town business list with names, companies, phone, email addresses of over 300 businesses. Used to send emails to the downtown businesses about the upcoming events and encouraged them to participate and cross promote events.
- Also used Full Circle Marketing's in house business list to cross promote the events reaching out to over 1,250 regional businesses and personal contacts.

**Human Resource Directors**

- Developed a list of the 30 largest employers throughout the Frederick/City area. After contacting them and sharing information, they share our events internally with their employees.

**Attendance**

**Walking Mall**

Attendance on the Old Town Mall for the second Friday Night

	<p>Live was in excess 3,000-4,000 persons/consumers, strolling, shopping and eating at the restaurants.</p> <p><b>Ticketed areas - Music venues</b></p> <ul style="list-style-type: none"> <li>• The second Friday Night LIVE saw promising ticket sales for advanced tickets and day of tickets.</li> <li>• July 18<sup>th</sup> , Advance ticket sales 309, Day of ticket sales 230, Total tickets sold 539, Total ticket income \$3,684.75, sponsor/media promotional tickets distributed approximately 200, total tickets collected 870 approximate</li> </ul>
<p><b>Art Markets, Music &amp; Street Performers</b></p>	<p><b>Art Markets</b></p> <ul style="list-style-type: none"> <li>• FCM has coordinated to have two separate art markets on the North and South side of the walking mall during the events.</li> <li>• Shenandoah Arts Council set up a display with 4-6 artisans on the south side of the Splash Pad and</li> <li>• Winchester Art Market set up on the north side with 3-5 artisans. These markets have been very well received by consumers and artisans.</li> </ul> <p><b>Street Performers</b></p> <ul style="list-style-type: none"> <li>• Performers on the Mall included; mime, magicians, acoustical musicians, dance team, balloonist, jugglers, caricature, kid's activities, and other entertainers</li> </ul> <p><b>Music Venues</b></p> <ul style="list-style-type: none"> <li>• Consumers liked having multiple bands performing following the rock n roll theme.</li> <li>• Having one music venue was well received and welcomed.</li> </ul>
<p><b>Sponsorships</b></p>	<ul style="list-style-type: none"> <li>• We have sponsorship commitments for the three Friday Night Live events</li> <li>• For FNL we had sponsorship commitments of over \$10,500.00 cash and vendors of over \$250.00 cash total of over \$10,750.00 (final number subject to change)</li> <li>•</li> <li>• Contracts and invoices have been sent to businesses and monies are still being collected</li> </ul>

<p><b>Operations</b></p>	<ul style="list-style-type: none"> <li>• The event had a very sharp look and created a fun rock n roll atmosphere. It provided completely new VIBE to Old Town.</li> <li>• Signage on the mall looked great and directed consumers to the right areas and had consumers from the North end to the South end</li> <li>• Social games, water pong, cornhole, couches, TV's, foosball, soccer, basketball hoops and hockey shots provided a fun atmosphere</li> </ul>
<p><b>Food Vendors (benefitting Big Brothers Big Sisters &amp; Edge Hill Recovery)</b></p>	<ul style="list-style-type: none"> <li>• Big Brothers &amp; Big Sisters worked with local restaurants to sell food inside the venue along with nonalcoholic beverages. BBBS changed their food choices from pizza to barbeque, hot dogs and burgers and it was successful for them.</li> <li>• In 2014 we will be working more with local restaurants to provide additional options possibly on site.</li> </ul>
<p><b>Impact on Downtown Business</b></p>	<ul style="list-style-type: none"> <li>• The new VIBE and Old Town entertainment continues to be well received.</li> <li>• In surveying the downtown businesses many had increased traffic and sales during FNL events</li> <li>• Many businesses who stayed open later did well</li> <li>• Many of them cross promoted the event, but we need more business to engage in cross promoting the events and host client entertainment opportunities.</li> <li>• We also requested businesses to cross promote the events via their own media campaign.</li> <li>• Personally visited almost every business owner sharing the goal of the events, encouraged them to stay open later, use the events to cross promote old town/their business, and field questions.</li> </ul>
<p><b>Survey Results</b></p>	<p><b><i>Participant Marketing survey of - 93 consumers</i></b></p> <p>6. How would you rate Friday Night LIVE? Excellent – 55; Very Good – 32; Fairly Good – 5; Mildly Good – 1; Not Good - 0</p> <p>7. How likely would you recommend event to a friend? Extremely Likely – 55; Very likely – 34; Moderately Likely – 4; Slightly Likely – 1; Not at all - 0</p> <p>8. Which Downtown shops/restaurants did you visit? (31 of the participants visited stores) Scarpa Alta – 2; Village Sqaure – 1; Once Upon a Find –</p>

1; Romas - 1; Brewbakers - 1; Winchester Thai - 1; Eugene B Smith - 1; Union Jacks - 1; Sucilee - 1; Village Bistro - 1; Snow White Grill - 1; Italian Touch - 1; EM - 1; Purple Fern - 1; Bright Box - 1; Cajun Experience - 1; Tin Top - 1; Awabi - 1; Cork Street Tavern - 1; El Centro - 1; Joes Steakhouse - 1

9. What did you like about the event?

Bands - 2; Set Up - 1; Lots of Activities - 1; Drinks - 1; Friendly Staff - 1; Community - 1; WINC 92.5 - 1; Focus not on alcohol - 1; Kid Friendly - 1; Animal Friendly - 1

10. What did you dislike about the event?

Not enough seating - 2; Not enough food - 2; not enough bathrooms - 2; Missed Bluemont - 1; Parking - 1; Bands were late - 1; Parking Lot Venue - 1; Not enough wine - 1; Allowed kids - 1; Not enough space - 1; Cover charge - 1; Dogs - 1

**Winchester Police  
Department**

Chief of Police reported the crowd was in good order, and there were no incidents on record.

# Performance Review

**USA Sports & Marketing Services**  
**Dario Savarese**  
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**Friday Night Live**  
**August 15<sup>th</sup>**

## Activities and Actions

## Outcomes

### Intangible Value

- Attendance on the Old Town Mall for the third and final Friday Night Live was in excess 3,500-4,000 persons/consumers. The event featured Colton Pack & RT 64 Band, Street performers along the walking mall and the Shenandoah Arts Council/Winchester Art Market.
- One tool to measure success is the meals tax from the businesses (restaurants) over the three Friday Night Live event months compared to 2013. These numbers will be reported by Jennifer Bell when she receives them.
- Jennifer Bell is also organizing parking authority numbers to show comparisons between 2013 and 2014
- Merchants on the walking mall have agreed the events have brought large number of consumers to Old Town, with crowds that filled the mall from 5:30 to 11:00.
- Some of the businesses have reported strong sales when the Friday Night Live events have taken place. Some moderate and some not at all despite a much larger crowd than an average day.
- The media impact from our campaign has promoted Old Town Winchester and the Old Town Events. The intangible effect on the community is immeasurable. The community continues to talk about the activities even if they have not made it down.
- Another immeasurable is the value of the crowd and awesome atmosphere that was on the walking mall for Friday Night Live. This translates to attending upcoming events and spreading the word with friends. "Fun events begin in Old Town".
- One consistent comment shared by consumers with our staff was " a great continuation of what happened last year"



radius and reaches 40% of the radio listing audience in the 7 counties surrounding Winchester.

**Centennial Media Radio** 3 stations 92.5 WINC, Big Country 105, 1400 AM

**COST \$1,000**

**VALUE \$20,000**

- The three stations ran a 10 day campaign for the event. Each station campaign is valued at \$4,500 per event. Between produced promotional announcements and ticket promotions, FNL received a media campaign valued at over \$13,500
- Also developed was a paid advertising schedule of \$1,000 where they provided additional liners and web-site ads- on the home page. Package was valued at over \$5,500
- Centennial Media also attended the event providing additional entertainment on the walking mall. They also provided radio personalities to assist with onsite MC.
- 92.5 WINC FM – Barry’s Community Corner provided separate interviews. One and half minutes long at 7:50 am, prime time radio. The combined value is over \$1,000.
- Centennial Media group reaches over a 75 mile radius and reaches 30% of the radio listing audience in the 7 counties surrounding Winchester. 92.5 WINC FM has a strong listening focus audience in Loudoun County

**Video/Google Ads/Facebook Boost**

**COST \$500**

**VALUE \$5,000**

- Full Circle Marketing provided a :30 second promotional video about the event and placed a strategic ad on Google Ad and Facebook
- The video incorporated the new Old Town Winchester brand in the beginning and end of the promotion
- Numbers reached 3,818 full views and over 7,500 partial views
- Google Ad reaches over a 40 mile radius and targeted users with specific meta-tag words.

**Frederick Report** – Free print publication, circulation 15,000, Frederick County, Warren County, Winchester

**COST \$200.00**

**VALUE \$750.00**

- Report featured FNL story, photos and inside featured stories, valued at \$750

- Our total \$2f00 cash budget gets us featured stories and 6 separate ¾ color ads promoting each event.

**Facebook campaign** – OTW likes over 7,500

- We have updated and posted on OTW Facebook, including the new brand, kept a live constant campaign to promote FNL and increase the likes by over 16% since April.
- Boosted a Facebook post for the event to reach a larger audience

**Twitter campaign** – Twitter fans over 1,300 followers

- We have tweeted and kept constant campaign going to promote FNL and increase the followers by over 95% increase since last year.

**Video’s for Old Town Winchester**

**COST \$00.00**

**VALUE \$1,500**

- We currently have last year’s one minute videos still on YouTube and getting views that help market the event. They visually illustrate to the community what Friday Night Live has to offer. These videos were shared via social media and provided a tremendous amount of exposure. Also we have had over 200 Facebook fans share the video. Businesses have also shared the video on their social media pages.

**EMAIL Blasts**

**COST \$00.00**

**VALUE \$1,000**

- Developed an Old Town business list with names, companies, phone, email addresses of over 300 businesses. Used to send emails to the downtown businesses about the upcoming events and encouraged them to participate and cross promote events.
- Also used Full Circle Marketing’s in house business list to cross promote the events reaching out to over 1,250 regional businesses and personal contacts.

**Human Resource Directors**

- Developed a list of the 30 largest employers throughout the Frederick/City area. After contacting them and sharing information, they share our events internally with their employees.

**Attendance**

**Walking Mall**

	<p>Attendance on the Old Town Mall for the third Friday Night Live was in excess 3,500-4,500 persons/consumers, strolling, shopping and eating at the restaurants.</p> <p><b>Ticketed areas - Music venues</b></p> <ul style="list-style-type: none"> <li>• The third Friday Night LIVE saw promising ticket sales for advanced tickets and day of tickets.</li> <li>• August 15<sup>th</sup> , Advance ticket sales 202, Day of ticket sales 85, Total tickets sold 287, Total ticket income \$1,855.00, sponsor/media promotional tickets distributed approximately 200, total tickets collected 500 approximate</li> </ul>
<p><b>Art Markets, Music &amp; Street Performers</b></p>	<p><b>Art Markets</b></p> <ul style="list-style-type: none"> <li>• FCM has coordinated to have two separate art markets on the North and South side of the walking mall during the events.</li> <li>• Shenandoah Arts Council set up a display with 4-6 artisans on the south side of the Splash Pad and</li> <li>• Winchester Art Market set up on the north side with 3-5 artisans. These markets have been very well received by consumers and artisans.</li> </ul> <p><b>Street Performers</b></p> <ul style="list-style-type: none"> <li>• Performers on the Mall included; mime, magicians, acoustical musicians, dance team, balloonist, jugglers, caricature, kid's activities, and other entertainers such as a stilt walker</li> </ul> <p><b>Music Venues</b></p> <ul style="list-style-type: none"> <li>• Consumers liked having multiple bands performing following the rock n roll theme.</li> <li>• Having one music venue was well received and welcomed.</li> </ul>
<p><b>Sponsorships</b></p>	<ul style="list-style-type: none"> <li>• We have sponsorship commitments for the three Friday Night Live events</li> <li>• For FNL we had sponsorship commitments of over \$12,000.00 cash and vendors of over \$150.00 cash total of over \$12,000.00 (final number subject to change)</li> <li>• Contracts and invoices have been sent to businesses and monies are still being collected</li> </ul>

<p><b>Operations</b></p>	<ul style="list-style-type: none"> <li>• The event had a very sharp look and created a fun rock n roll atmosphere. It provided completely new VIBE to Old Town.</li> <li>• Signage on the mall looked great and directed consumers to the right areas and had consumers from the North end to the South end</li> <li>• Social games, water pong, cornhole, couches, TV's, foosball, soccer, basketball hoops and hockey shots provided a fun atmosphere</li> </ul>
<p><b>Food Vendors (benefitting Big Brothers Big Sisters &amp; Edge Hill Recovery)</b></p>	<ul style="list-style-type: none"> <li>• Big Brothers &amp; Big Sisters worked with local restaurants to sell food inside the venue along with nonalcoholic beverages. BBBS changed their food choices from pizza to barbeque, hot dogs and burgers and it was successful for them.</li> <li>• In 2014 and 2015 we will be working more with local restaurants to provide additional options possibly on site.</li> </ul>
<p><b>Impact on Downtown Business</b></p>	<ul style="list-style-type: none"> <li>• The new VIBE and Old Town entertainment continues to be well received.</li> <li>• In surveying the downtown businesses many had increased traffic and sales during FNL events</li> <li>• Many businesses who stayed open later did well</li> <li>• Many of them cross promoted the event, but we need more business to engage in cross promoting the events and host client entertainment opportunities.</li> <li>• We also requested businesses to cross promote the events via their own media campaign.</li> <li>• Personally visited almost every business owner sharing the goal of the events, encouraged them to stay open later, use the events to cross promote old town/their business, and field questions.</li> </ul>
<p><b>Survey Results</b></p>	<p><b><i>Participant survey of - 51 consumers</i></b></p> <p>11. How would you rate Friday Night LIVE? Excellent – 26; Very Good – 24; Fairly Good – 1; Mildly Good – 0; Not Good - 0</p> <p>12. How likely would you recommend event to a friend? Extremely Likely – 31; Very likely – 21; Moderately Likely – 1; Slightly Likely – 0; Not at all - 0</p> <p>13. Which Downtown shops/restaurants did you visit? (22 of the participants visited stores) Village Sqaure – 1; Once Upon a Find – 1; Romas – 1;</p>

	<p>Brewbakers - 1; Union Jacks - 1; Sucilee - 1; Snow White Grill - 1; EM - 1; Cajun Experience - 1; Tin Top - 1; Cork Street Tavern - 1; El Centro - 1; Red Fox - 1; Wilkins - 1; Ajai Blue - 1; Blue Bells - 1; Piccadilly's - 1; 147 North - 1; Potomac Bead - 1</p> <p>14. What did you like about the event?  Bands - 1; Set Up - 1; Drinks - 1; Friendly Staff - 1; Kid Friendly - 1; Line Dancing - 1; Dames - 1; Location - 1; Price - 1; Crowd - 1</p> <p>15. What did you dislike about the event?  Not enough food choices - 2; Limited Parking - 1; Bands were late - 1; Wine is Too Sweet - 1; Beer Price - 1; Parking Garage Closed - 1; Stores Closed at 6 - 1; Line Dancers - 1</p>
<p><b>Winchester Police Department</b></p>	<p>Chief of Police reported the crowd was in good order, and there were no incidents on record.</p>



## Rockin Independence Eve



# Performance Review

**USA Sports & Marketing  
Services**  
**Dario Savarese**  
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## Rockin Independence Eve July 3rd

### Activities and Actions

### Outcomes

### Intangible Value

- Attendance on the Old Town Mall for Rockin Independence Eve (RIE) was over well over 3,500 + persons/consumers after the rain stopped. The event featured The Christian Lopez Band and Street performers along the Walking Mall and Kidz Zone Fireworks.
- One way to measure success will be the sales tax from the businesses (retail & restaurants) for REI and other events in July compared to 2013. These numbers will be reported by Jennifer Bell and we anticipate them to be impressively higher
- Jennifer Bell is also organizing parking authority numbers to show comparisons between 2012 and 2013
- Merchants on the walking mall agreed the Rockin Independence Eve was a success, with crowds that filled the mall
- Many of the businesses have reported that Rockin Independence Eve was very strong. Businesses also reported that the carry over post event was positive, persons coming back down to purchase items within the next few days.
- The media impact from our campaign, over \$25,000, promoted Old Town Winchester. The media campaign for the event is extremely important because people who heard about RIE but were not able to attend for whatever reason they know that there are new fun events on the Walking Mall and are more apt to attend the next major event. In our surveying of the public there have been many consumers who expressed that

	<p>very statement, "I was unable to make it down for FNL so I wanted to come down this this event and see what was going on".</p> <ul style="list-style-type: none"> <li>• Another immeasurable is the value of the crowd and awesome VIBE that was on the walking mall for Rockin Independence Eve. This translates to attending upcoming events and spreading the word with friends. THE place to come.</li> </ul>
<p><b>Media Campaign:</b></p>	<p><b>The Winchester Star -</b></p> <p><b>COST:\$500.00</b> <b>VALUE \$5,000</b></p> <ul style="list-style-type: none"> <li>• RIE had a featured story and photos within the four page spread promoting entire series of Old Town Events. Also included an over run that was distributed throughout the community. valued of feature \$1,750.00</li> <li>• RIE had a featured story and photos one full page spread promoting our July events in Old Town, valued at \$750.00</li> <li>• Rockin Independence Eve received an advance story/photos and a follow up story with photos. These types of stories are valued more than standard print ads and approximately \$1,500.</li> <li>• We also developed a paid advertising schedule leveraging our budget between print and web advertising. We studied The Stars' discount program and turned our \$500.00 paid budget into a schedule worth over \$1,000 in standard advertising rates.</li> <li>• We also strategically bought web-site advertising reaching over 25,000 impressions and over 118 click's directly to the RIE web-page, valued \$500</li> <li>• The Winchester Star reaches over 20,000 households and over 7,500 persons reading online.</li> </ul> <p><b>Clear Channel:Q102, FOX 99.3, KISS 98.3, MIX 97</b></p> <p><b>COST \$500</b> <b>VALUE \$13,000</b></p> <ul style="list-style-type: none"> <li>• Each of the four stations ran a 5 day campaign for RIE. The stations ran a combination of produced :30 second promotional spots and liners. Beyond the disc jockeys talking about what was going on in Old Town prior to July 4<sup>th</sup> events. The value RIE received was well over \$10,000 promotional package.</li> <li>• Also developed was a paid advertising schedule of \$500 in which they bounced us additional liners and web-site ad's. This included a dynamic lead on the</li> </ul>

web home page. The package was valued at over \$3,000

- Clear Channel also attended each of the Rockin Independence Eve providing additional entertainment on the walking mall with their tents, prizes and games
- Clear Channel Radio group reaches over a 40 mile radius and reaches 40% of the radio listing audience in the 7 counties surrounding Winchester.

**Centennial Media Radio** 4 stations 92.5 WINC, Big Country 105, Z104, 1400 AM

**COST \$500**

**VALUE \$17,000**

- Each of the three stations ran a 10 day campaign for RIE. The stations ran a combination of produced :30 second promotional spots and liners. Beyond the disc jockeys talking about what was going on in Old Town prior to July 4<sup>th</sup> events. The value RIE received was well over \$12,000.
- We also developed a whole separate promotion with 92.5 WINC FM, where they gave away a tailgate/VIP reserved seating for the concert. This separate promotion on the station received a \$2,000 promotional campaign alone.
- Also developed was a paid advertising schedule of \$500 where they provided additional liners and web-site ad's- on the home page, Comcast slide. Package was valued at over \$3,000
- Centennial Media also attended each of the events providing additional entertainment on the walking mall. They also provided radio personalities to assisted with onsite MC.
- 92.5 WINC FM – Barry's Community Corner, provided an interview the Friday prior to the event. A one and half minutes long at 7:50 am, prime time radio. The combined value is over \$200
- Centennial Media group reaches over a 75 mile radius and reaches 30% of the radio listing audience in the 7 counties surrounding Winchester. 92.5 WINC FM has a strong listening focus audience in Loudoun County

**Video/Google Ads/Facebook Boost**

**COST \$500**

**VALUE \$5,000**

- Full Circle Marketing provided a :30 second promotional video about the event and placed a

strategic ad on Google Ad and Facebook

- The video incorporated the new Old Town Winchester brand in the beginning and end of the promotion
- Numbers reached 3,818 full views and over 7,500 partial views
- Google Ad reaches over a 40 mile radius and targeted users with specific meta-tag words.

**Frederick Report** – Free print publication, circulation 15,000, Frederick County, Warren County, Winchester

**COST \$200.00**

**VALUE \$1,000**

- ¾ page, color ad and featured story valued at \$1,000

**Facebook campaign** – OTW likes over 7,500

- We have updated and posted on OTW Facebook kept a live constant campaign to promote RIE and increase the likes by over 30% since November.
- Boosted a Facebook post to reach a larger audience
- Valued at \$XXXX

**Twitter campaign** – Twitter fans over 702 followers

- We have tweeted and kept constant campaign going to promote RIE and increase the followers by over 30% increase. Valued \$XXXX

**Video's for RIE**

**COST \$00.00**

**VALUE \$1,000**

- Full Circle Marketing produced a one minute video last year for RIE which is still being played and getting value for the event. They visually illustrate to the community what Rockin Independence Eve was about. These videos were shared via social media and provided a tremendous amount of exposure. Also we have had over 75 Facebook fans share the video. This type of video provides the foundation for future promotions for 2014 and sponsorship presentations. Valued at \$1,000

**EMAIL Blasts**

**COST \$00.00**

**VALUE \$1,000.00**

- Developed an Old Town business list with names, companies, phone, and email addresses of over 275 businesses. Used to send emails to the downtown businesses about the upcoming events and encouraged them to participate and cross promote events.

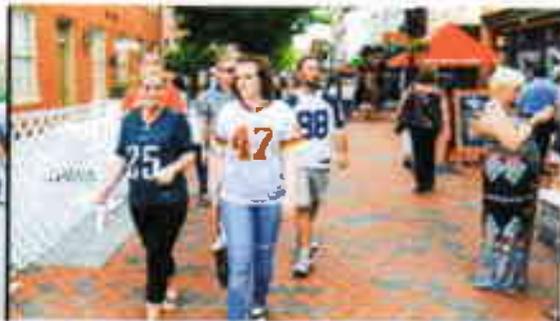
	<ul style="list-style-type: none"> <li>• Also used Full Circle Marketing's in house business list to cross promote the events reaching out to over 1,000 regional businesses and personal contacts.</li> </ul> <p><b>Human Resource Directors</b></p> <ul style="list-style-type: none"> <li>• Sent fliers and information about RIE to a list of the 12 largest employers throughout the Frederick/City area. After contacting them and sharing information, they share our events internally with their employees.</li> </ul>
<p><b>Attendance</b></p>	<p><b>Walking Mall</b></p> <ul style="list-style-type: none"> <li>• Attendance on the Old Town Mall for the Rockin Independence Eve was in excess 3,500 persons/consumers, strolling, shopping and eating at the restaurants.</li> <li>• This event was a non-ticketed event.</li> <li>• Retail business have also expressed that they are seeing consumers come back following special events, picking up items they saw at the special events but did not wish to carry them around, hence coming back the with the next few days to get items.</li> </ul>
<p><b>Music - Kids Activities – Corn Tournament</b></p>	<p><b>Kids Activities</b></p> <ul style="list-style-type: none"> <li>• This event we featured a variety of kid's activities which were free to families. We gathered these near the splash pad.</li> <li>• We also had performers on the Mall included; magicians, acoustical musicians, balloonist, jugglers, caricature.</li> <li>• These activities have proved to be very well received and important to the new 'VIBE'.</li> </ul> <p><b>Music Venues</b></p> <ul style="list-style-type: none"> <li>• Consumers liked having local and regional bands perform. The bands that performed for RIE were well received and also brought a fan base with them.</li> <li>• Guest performers were overly impressed with the set up and event atmosphere. Along with the VIP food provided by local restaurants throughout the evening. The hospitality of Old Town was well received by our visitors and sponsors.</li> </ul> <p><b>Corn Hole Tournament</b></p> <ul style="list-style-type: none"> <li>• For this event we hosted a Corn Hole Tournament and it was an added value and brought new folks to old town that had not been down traditionally.</li> </ul>
<p><b>Sponsorships</b></p>	<ul style="list-style-type: none"> <li>• For Rockin Independence Eve we had sponsorship commitments of \$12,250.00 cash dollars and vendors</li> </ul>

	<p>over \$1,000.00 (final number subject to change)</p> <ul style="list-style-type: none"> <li>• We have received strong media sponsorship/partnerships/trade value totaling \$42,225 in media towards RIE</li> </ul>
<p><b>Operations</b></p>	<ul style="list-style-type: none"> <li>• All the events had a very sharp look and created a fun atmosphere.</li> <li>• Signage on the mall looked great and directed consumers to the right areas and had consumers from the North end to the South end</li> <li>• Social games, water pong, cornhole, couches, provided a fun atmosphere</li> </ul>
<p><b>Food Vendors</b></p>	<ul style="list-style-type: none"> <li>• In keeping with the other events we decide to not focus on food vendors on the mall and rival consumers to the restaurants on the mall.</li> <li>• In 2014 we will be working more with local restaurants to provide additional options possibly on site.</li> <li>• Big Brothers &amp; Big Sisters worked with local restaurants to sell food inside the music venue along with nonalcoholic beverages.</li> </ul>
<p><b>Impact on Downtown Business</b></p>	<ul style="list-style-type: none"> <li>• The new Rockin Independence Eve and Old Town entertainment was a success.</li> <li>• In surveying downtown businesses most had increased traffic and sales during the event.</li> <li>• Many businesses who stayed open later did well</li> <li>• We worked with the downtown businesses continuing to encourage them to cross promote the events through personal visits, calls and emailing.</li> <li>• Many of the businesses cross promoted the event, and understand the importance of the cross promoting.</li> </ul>

<p><b>Survey Results</b></p>	<p><b>Full Circle Participant Survey of 82 persons.</b></p> <ol style="list-style-type: none"> <li>1. Rate the Event: Excellent – 39; Very Good – 31; Fairly Good – 10; Mildly Good – 1; Not Good At All - 1</li> <li>2. Likely to Recommend Event to a Friend: Extremely Likely – 42; Very Likely – 30; Moderately Likely- 8; Slightly Likely – 1; Not Likely At All - 1</li> <li>3. Which Downtown Shops or Restaurants Did You Visit? El Centro – 5; Espresso Bar – 5; Romas – 5; 147 North – 4; Simply Charming – 3; Red Fox Creamery – 3; IFO – 3; Union Jacks – 3; Potomac Bead – 2; Runners Retreat – 2; Thai Winchester – 2; Cajun Experience – 2; Once Upon a Find – 2; Brewbakers – 2; Tin Top – 2; Snow White Grill – 2; Bells – 2; Patsy Cline – 1; Joes Steakhouse – 1; Dollar General – 1; Scarpa Alta – 1; Eugene B Smith – 1; Purple Fern – 1; Posh Pets – 1; Wilkins – 1</li> <li>4. What did you like about the event? Music – 30; Drinks – 15; Family Friendly – 8; Fireworks – 5; Kid Friendly – 3; Food – 2; Street Performers – 2; Tents – 1; Pets – 1; Free – 1; Shops – 1; Social Games – 1</li> <li>5. What did you dislike about the event? Rain – 15; Beer Prices - 3; Not Enough Seating – 1; Children – 1; Closed stores – 1; Not enough food – 1; Music - 1</li> </ol>
<p><b>Winchester Police Department</b></p>	<p>Chief of Police reported the crowd was in good order, and there were no incidents on record.</p>



## Downtown Tailgate



# Performance Review

**USA Sports & Marketing  
Services**  
Dario Savarese  
540-722-8700  
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## Downtown Tailgate September 5<sup>th</sup> & 6th

### Activities and Actions

### Outcomes

### Intangible Value

- Attendance on the Old Town Mall for Downtown Tailgate (DTT) was effected by weather this year but we still had over well over 3,000 + persons/consumers between the two days. The event featured 4 great bands, two being local popular bands, four trucks airing football games and Kids Sports Fun Zone
- The merchants on the walking mall agreed the DTT was a success, with crowds that filled the mall from 5:00 to 11:00 on Friday and 12 noon to 8pm Saturday. Having events in the big picture have been positive.
- This event brought a strong group of young persons to Old Town, which was one of the key goals from City Council and OTDB
- Some businesses also reported that the carry over post event was positive, persons coming back down to purchase items within the next few days.
- The media impact from our campaign, over \$40,000, promoted Old Town Winchester and the Old Town Events. The media campaign for the event is extremely important because for all the people who did not attend other events many have attended this event for the first time and really enjoyed the DTT.
- Another immeasurable is the value of the uniquely themed event in Old Town 'Kicking off the Football season'. This has people talking about the variety of events and can translate to people attending upcoming events and spreading the word with friends that there are different activities going on in Old Town.
- One tool to measure success is the meals tax from the businesses (restaurants) over the three Friday Night Live event months compared to 2013. These numbers will be reported by Jennifer Bell when she receives

	<p>them.</p> <ul style="list-style-type: none"> <li>Jennifer Bell is also organizing parking authority numbers to show comparisons between 2013 and 2014</li> </ul>
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<p><b>Media Campaign: Value exceed \$48,875</b></p>	<p><b>The Winchester Star -</b></p> <p><b>COST:\$1,000.00</b> <b>VALUE \$5,050</b></p> <ul style="list-style-type: none"> <li>DTT had a featured story and event logo within the four page spread promoting entire series of Old Town Events. Also included an over run that was distributed throughout the community. Value of feature \$1,750.00</li> <li>DTT had a featured story and photos one full page spread promoting our events in Old Town, story valued at \$300.00</li> <li>DTT received an advance story/photos and a follow up story with photos. These types of stories are valued more than standard print ads and approximately \$1,000.</li> <li>We also developed a paid advertising schedule leveraging our budget between print and web advertising. We studied The Stars' discount program and turned our \$1,000.00 paid budget into a schedule worth over \$2,000 in standard advertising rates.</li> <li>We also strategically bought web-site advertising reaching over 25,000 impressions and over 225 click's directly to the DDT web-page</li> <li>The Winchester Star reaches over 20,000 households and over 7,500 persons reading online.</li> </ul> <p><b>Clear Channel:Q102, FOX 99.3, KISS 98.3, MIX 97.3</b></p> <p><b>COST \$1,000</b> <b>VALUE \$17,000</b></p> <ul style="list-style-type: none"> <li>Each of the four stations ran a 10 day campaign for DTT. The stations ran a combination of produced:30 second promotional spots and liners. Beyond the disc jockeys talking about what was going on in Old Town prior to September event. The value DTT received was well over \$12,000.</li> <li>We also developed a whole separate promotion with Q102, where they gave away family four packs of tickets for the tailgate/VIP reserved seating. This separate promotion on the station received a \$2,500 promotional campaign alone.</li> <li>Also developed was a paid advertising schedule of \$500 in which they bounced us additional liners and web-site ad's. This included a dynamic lead on the web home page. The package was valued at over</li> </ul>
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\$2,500

- Clear Channel also attended each of the DTT providing additional entertainment on the walking mall with their tents, prizes and games
- Clear Channel Radio group reaches over a 40 mile radius and reaches 40% of the radio listing audience in the 7 counties surrounding Winchester.

**Video/Google Ads/Facebook Boost**

**COST \$500**

**VALUE \$5,000**

- Full Circle Marketing provided a :30 second promotional video about the event and placed a strategic ad on Google Ad and Facebook
- The video incorporated the new Old Town Winchester brand in the beginning and end of the promotion
- Numbers reached 3,095 full views and over 7,500 partial views
- Google Ad reaches over a 40 mile radius and the surrounding counties and targeted users with specific meta-tag words.

**Centennial Media Radio** 3 stations 92.5 WINC, Big Country 105, 1400 AM

**COST \$1,000**

**VALUE \$15,125**

- Each of the four stations ran a 10 day campaign for DTT. The stations ran a combination of produced :30 second promotional spots and liners. Beyond the disc jockeys talking about what was going on in Old Town prior to DTT event. The value DTT received was well over \$12,000.
- We also developed a whole separate promotion with 92.5 WINC FM, where they gave away a tailgate/VIP reserved seating for the concert. This separate promotion on the station received a \$2,000 promotional campaign alone.
- Also developed was a paid advertising schedule of \$500 where they provided additional liners and web-site ad's- on the home page, Comcast slide. Package was valued at over \$3,000
- Centennial Media also attended each of the events providing additional entertainment on the walking mall. They also provided radio personalities to assist with onsite MC.
- 92.5 WINC FM – Barry's Community Corner, provided an interview the Friday prior to the event. A one and half minutes long at 7:50 am, prime time radio. The

combined value is over \$500

- Centennial Media group reaches over a 75 mile radius and reaches 30% of the radio listing audience in the 7 counties surrounding Winchester. 92.5 WINC FM has a strong listening focus audience in Loudoun County

**Frederick Report** – Free print publication, circulation 15,000, Frederick County, Warren County, Winchester

**COST \$200.00**

**VALUE \$1,000**

- ¾ page, color ad and featured story valued at \$1,000

**Facebook campaign** – OTW likes over 7,500

- We have updated and posted on OTW Facebook kept a live constant campaign to promote DTT and increase the likes by over 30% since November.
- Boosted a Facebook post to reach a larger audience
- Valued at \$XXXX

**Twitter campaign** – Twitter fans over 802 followers

- We have tweeted and kept constant campaign going to promote DTT and increase the followers by over 15% increase. Valued \$XXXX

**Video's for Old Town Winchester**

**COST \$00.00**

**VALUE \$1,500**

- We currently have last year's one minute videos still on YouTube and getting views that help market the event. They visually illustrate to the community what Downtown Tailgate has to offer. These videos were shared via social media and provided a tremendous amount of exposure. Also we have had over 200 Facebook fans share the video. Businesses have also shared the video on their social media pages.

**EMAIL Blasts**

**COST \$00.00**

**VALUE \$1,000.00**

- Developed an Old Town business list with names, companies, phone, and email addresses of over 300 businesses which were used to send emails to the downtown businesses about the upcoming events and encouraged them to participate and cross promote events.
- Also used Full Circle Marketing's in house business list to cross promote the events reaching out to over

	<p>1,000 regional businesses and personal contacts.</p> <p><b>Human Resource Directors</b></p> <ul style="list-style-type: none"> <li>• Sent fliers and information about DTT to a list of the 30 largest employers throughout the Frederick/City area. After contacting them and sharing information, they share our events internally with their employees.</li> </ul>
<p><b>Attendance</b></p>	<p><b>Walking Mall</b></p> <ul style="list-style-type: none"> <li>• Attendance on the Old Town Mall for the DTT was in excess 3,000 persons/consumers, strolling, shopping and eating at the restaurants.</li> </ul> <p><b>Ticketed Area</b></p> <ul style="list-style-type: none"> <li>• The Downtown Tailgate saw promising ticket sales for advanced tickets and day of tickets.</li> <li>• Downtown Tailgate , Total tickets sold 990, Total ticket income \$4950.00, sponsor/media promotional tickets distributed ~325</li> </ul>
<p><b>Families Welcomed</b></p>	<ul style="list-style-type: none"> <li>• This event was adult oriented event but we also provided an open family atmosphere with games and provided four wide screens TV's airing college football games.</li> <li>• We had dozens of families attend and participate through both days and enjoyed the atmosphere.</li> <li>• The DDT activities were very well received.</li> <li>• The DTT also had youth activities spread around the Splash pad.</li> </ul>
<p><b>Sponsorships</b></p>	<ul style="list-style-type: none"> <li>• For DTT we had sponsorship commitments of \$24,000.00 cash dollars and vendors with over \$600.00 (final number subject to change)</li> <li>• We have received strong media sponsorship/partnerships/trade value totaling \$58,225 in media towards DTT</li> </ul>

<p><b>Operations</b></p>	<ul style="list-style-type: none"> <li>• The DDT had a new look and layout compared to the other events.</li> <li>• It was the first event of its kind featuring wide screen TV's displayed on the back of new Trucks.</li> <li>• Signage on the mall looked great and directed consumers to the right areas and had consumers from the North end to the South end</li> <li>• The event featured 20 craft beers and 15 unique wines</li> <li>• The DTT also had youth activities spread around the Splash pad. As well as Social games, Ultimate Pong, cornhole, couches to watch the games, provided a fun atmosphere</li> </ul>
<p><b>Food Vendors</b></p>	<ul style="list-style-type: none"> <li>• With this event we invited local restaurants to serve food with in the event area (we had three downtown restaurants participate)</li> <li>• In 2014 we will be working more with local restaurants to provide additional options possibly on site.</li> <li>• Big Brothers &amp; Big Sisters worked with local restaurants to sell food inside the music venue along with nonalcoholic beverages.</li> </ul>
<p><b>Impact on Downtown Business</b></p>	<ul style="list-style-type: none"> <li>• The new DTT and Old Town entertainment was a huge success.</li> <li>• In surveying the downtown restaurants they all had a very successful two days business. Also most of the other businesses had increased traffic and sales during the event.</li> <li>• Many businesses who stayed open later did well</li> <li>• We worked with the downtown businesses continuing to encourage them to cross promote the events through personal visits, calls and emailing.</li> <li>• Many of the businesses cross promoted the event, and understand the importance of the cross promoting.</li> <li>• We also requested businesses to cross promote the events via their own media campaign.</li> <li>• Attended Old Town Business Association meetings and one on one meeting the OTWBA president (Dorian Brown) to keep businesses aware of events</li> </ul>

<p><b>Survey Results</b></p>	<p><b>Participant survey - 94 consumers</b></p> <p>16. How would you rate Downtown Tailgate?          Excellent - 55; Very Good - 32; Fairly Good - 5; Mildly Good - 1; Not Good - 0</p> <p>17. How likely would you recommend event to a friend?          Extremely Likely - 55; Very likely - 34; Moderately Likely - 4; Slightly Likely - 1; Not at all - 0</p> <p>18. Which Downtown shops/restaurants did you visit? (31 of the participants visited stores)          Scarpa Alta - 2; Village Square - 1; Once Upon a Find - 1; Romas - 1; Brewbakers - 1; Winchester Thai - 1; Eugene B Smith - 1; Union Jacks - 1; Sucilee - 1; Village Bistro - 1; Snow White Grill - 1; Italian Touch - 1; EM - 1; Purple Fern - 1; Bright Box - 1; Cajun Experience - 1; Tin Top - 1; Awabi - 1; Cork Street Tavern - 1; El Centro - 1; Joes Steakhouse - 1</p> <p>19. What did you like about the event?          Bands - 2; Set Up - 1; Lots of Activities - 1; Drinks - 1; Friendly Staff - 1; Community - 1; Winc 92.5 - 1; Focus not on alcohol - 1; Kid Friendly - 1; Animal Friendly - 1</p> <p>20. What did you dislike about the event?          Not enough seating - 2; Not enough food - 2; not enough bathrooms - 2; Missed Bluemont - 1; Parking - 1; Bands were late - 1; Parking Lot Venue - 1; Not enough wine - 1; Allowed kids - 1; Not enough space - 1; Cover charge - 1; Dogs - 1</p>
<p><b>Winchester Police Department</b></p>	<p>Chief of Police reported the crowd was in good order, and there were no incidents on record.</p>

EST. 1753 *Old Town* Greatness Begins Here.  
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October Fest



# Performance Review

**USA Sports & Marketing  
Services**  
**Dario Savarese**  
**540-722-8700**  
**dario@fullcirclem.com**

**OctoBeer Fest**  
**October 17<sup>th</sup> & 18<sup>th</sup>**

## Activities and Actions

## Outcomes

### Intangible Value

- Attendance on the Old Town Mall for OctoBeer Fest (OF) was over well over 5,000 + persons/consumers between the two days. The event featured two great days of music, strolling accordionist, dancers, beer and wine tasting.
- The majority of the merchants on the walking mall agreed the OF was a great success, with crowds that filled the mall from 5:00 to 11:00 on Friday and 12 noon to 8pm Saturday.
- Businesses have also reported that the carry over post event was positive, persons coming back down to purchase items within the next few days.
- The media impact from our campaign, over \$40,000, promoted Old Town Winchester and the Old Town Events. The media campaign for the event is extremely important because for all the people who not attend other events many had attended this event for the first time and really enjoyed the OF.
- Another aspect that is difficult to measure is the good reception in Old Town of the October Fest theme translating to attending upcoming events and spreading the word among friends.
- One tool to measure success is the meals tax from the businesses (restaurants) over the three Friday Night Live event months compared to previous years. These numbers will be reported by Jennifer Bell when she receives them.
- Jennifer Bell is also organizing parking authority numbers to show comparisons between 2013 and 2014, and the early trend has been positive

## Media Campaign:

### **The Winchester Star -**

**COST: \$1,000.00**

**VALUE \$4,050**

- OF had a featured story and event logo within the four-page spread promoting entire series of Old Town Events. Also included an over run that was distributed throughout the community. Value of feature: \$1,750.00
- October Fest had a featured story and photos within a one full page spread promoting our events in Old Town. Value of story: \$300.00
- October Fest received an advance story/photos and a follow up story with photos. These types of stories are valued more than standard print ads and approximately \$1,000.
- We also developed a paid advertising schedule leveraging our budget between print and web advertising. We studied The Stars' discount program and turned our \$1,000.00 paid budget into a schedule worth over \$2,000 in standard advertising rates.
- We also strategically bought web-site advertising reaching 31,686 impressions and 114 click's directly to the OF web-page
- The Winchester Star reaches over 20,000 households and over 7,500 persons reading online.

**iHeartMedia:** Q102, FOX 99.3, KISS 98.3, MIX 97.3

**COST \$1,000**

**VALUE \$18,000**

- Each of the four stations ran a 10 day campaign for October Fest. The stations ran a combination of produced :30 second promotional spots and liners beyond the disc jockeys talking about what was going on in Old Town prior to October event. The value OF received was well over \$12,000.
- We also developed a whole separate promotion with Q102, where they gave away family four packs of tickets for the October Fest. This separate promotion on the station received a \$2,500 promotional campaign alone.
- Also developed was a paid advertising schedule of \$1,000 in which they bounced us additional liners and web-site ad's. This included a dynamic lead on the web home page. The package was valued at over \$3,500
- iHeartMedia also attended each of the October Fest providing additional entertainment on the walking mall with their tents, prizes and games

- iHeartMedia group of local stations reach over a 40 mile radius and 40% of the radio listening audience in the 7 counties surrounding Winchester.

**Centennial Media Radio** 4 stations 92.5 WINC, Big Country 105/104, 1400 AM

**COST \$1,000**

**VALUE \$15,125**

- Each of the four stations ran a 10 day campaign for October Fest. The stations ran a combination of produced :30 second promotional spots and liners. Beyond the disc jockeys talking about what was going on in Old Town prior to OF event. The value October Fest received was well over \$12,000.
- We also developed a whole separate promotion with 92.5 WINC FM, where they gave away packs of tickets for the event. This separate promotion on the station received a \$2,000 promotional campaign alone.
- We also developed a paid advertising schedule of \$500 where they provided additional liners and web-site ads on the home page, Comcast slide. Package was valued at over \$3,000
- Centennial Media also attended each of the events providing additional entertainment on the walking mall. They also provided radio personalities to assist with onsite MC.
- 92.5 WINC FM – Barry’s Community Corner provided an interview the Friday prior to the event: one and a half minute long at 7:50 am, prime time radio. Combined value: over \$250
- Centennial Media group reaches over a 75 mile radius and 30% of the radio listening audience in the 7 counties surrounding Winchester. 92.5 WINC FM has a strong listening focus audience in Loudoun County

**Video/Google Ads/Facebook Boost**

**COST \$500**

**VALUE \$5,000**

- Full Circle Marketing produced a :30 second promotional video about the event and placed a strategic ad on Google Ad and Facebook
- The video incorporated the new Old Town Winchester brand in the beginning and end of the promotion
- Numbers on the promotion: reached 4,295 full views and over 11,000 partial views (Working on final numbers)
- Google Ad reaches over a 40 mile radius and the surrounding counties and targeted users with specific meta-tag words.

**Frederick Report** – Free print publication, circulation 15,000, Frederick County, Warren County, Winchester

**COST \$200.00**

**VALUE \$1,000**

- ¾ page, color ad and featured story valued at \$1,000

**Facebook campaign** – OTW likes over 8,400

- We have updated and posted on OTW Facebook kept a live constant campaign to promote October Fest and increase the likes by over 14% since Sept.
- We ran a number of FB promotions which increased additional friends on FB for Old Town Facebook page.
- Boosted a Facebook post for the event to reach over 30,000 FB users
- Valued at \$XXXX

**Twitter campaign** – Twitter fans over 1,300 followers

- We have tweeted and kept constant campaign going to promote FNL and increase the followers by over 95% increase. Valued \$XXXX

**Video's for events**

**COST \$00.00**

**VALUE \$1,000**

- We currently have last year's one minute videos still on YouTube and getting views that help market the event. They visually illustrate to the community what October Fest has to offer. These videos were shared via social media and provided a tremendous amount of exposure. Also we have had over 200 Facebook fans share the video. Businesses have also shared the video on their social media pages.

**EMAIL Blasts**

**COST \$00.00**

**VALUE \$1,000.00**

- Developed an Old Town business list with names, companies, phone, and email addresses of over 300 businesses. Used to send emails to the downtown businesses about the upcoming events and encouraged them to participate and cross promote events.
- Also used Full Circle Marketing's in house business list to cross promote the events reaching out to over 1,800 regional businesses and personal contacts.

**Human Resource Directors**

	<ul style="list-style-type: none"> <li>• Sent fliers and information about Oktoberfest to a list of the 30 largest employers throughout the Frederick/City area. After contacting them and sharing information, we work with them to ensure that they share our events internally with their employees.</li> </ul> <p><b>Hotel managers</b></p> <ul style="list-style-type: none"> <li>• Sent emails with the poster and invitation for the hotels to send to past guests inviting customers back to enjoy the event and fall season in the Valley.</li> </ul>
<p><b>Attendance</b></p>	<p><b>Walking Mall</b></p> <ul style="list-style-type: none"> <li>• Attendance on the Old Town Mall for the Oktoberfest was in excess 5,000 persons/consumers, strolling, shopping and eating at the restaurants.</li> </ul> <p><b>Ticketed area</b></p> <ul style="list-style-type: none"> <li>• The Oktoberfest saw promising ticket sales for advanced tickets and day of tickets.</li> <li>• Oktoberfest, Total tickets sold 2466, Total ticket income \$12,330.00, sponsor/media promotional tickets distributed ~400</li> <li>• This was an increase of over 750 tickets from previous year's event</li> </ul>
<p><b>Families and Older demographic Welcomed</b></p>	<ul style="list-style-type: none"> <li>• This event was adult oriented event but we also provided an open family atmosphere with traditional Bavarian Music and encourage attendees to dress in costumes. We also had sporting events on two wide screens TV's.</li> <li>• We had dozens of families attend and participate through both days and enjoyed the atmosphere.</li> <li>• The Oktoberfest activities were very well received.</li> </ul>
<p><b>Sponsorships</b></p>	<ul style="list-style-type: none"> <li>• For Oktoberfest we had sponsorship commitments over 28,750.00 cash dollars and vendors with over \$400.00 (final number subject to change)</li> <li>• We have received strong media sponsorship/partnerships/trade value totaling &gt;\$50,000 in media towards Oktoberfest</li> </ul>

<p><b>Operations</b></p>	<ul style="list-style-type: none"> <li>• The OF had a new look and layout compared to the other events and last year</li> <li>• Signage on the mall looked great and directed consumers to the right areas and had consumers from the North end to the South end</li> <li>• The event featured 30 beers, both craft and nationally recognized brands, and 15 unique wines</li> <li>• Social games such as Ultimate Pong and cornhole helped to provide a fun atmosphere</li> </ul>
<p><b>Food Vendors</b></p>	<ul style="list-style-type: none"> <li>• With this event we invited local restaurants to serve food with in the event area (we had three establishments participate)</li> <li>• Will work with local restaurants to provide additional options possibly on site.</li> <li>• Big Brothers &amp; Big Sisters worked with local restaurants to sell food inside the music venue along with nonalcoholic beverages.</li> </ul>
<p><b>Impact on Downtown Business</b></p>	<ul style="list-style-type: none"> <li>• The October Fest and Old Town entertainment was a huge success.</li> <li>• In surveying the downtown restaurants they all had a very successful two days business. Also most of the other businesses had increased traffic and sales during the event.</li> <li>• Many businesses who stayed open later did well</li> <li>• We worked with the downtown businesses continuing to encourage them to cross promote the events through personal visits, calls and emailing.</li> <li>• Many of the businesses cross promoted the event, and understand the importance of the cross promoting.</li> <li>• We also requested businesses to cross promote the events via their own media campaign.</li> <li>• Attended Old Town Business Association meetings and one on one meeting the OTWBA president (Dorian Brown) to keep businesses aware of events</li> </ul>

<p><b>Survey Results</b></p>	<p><b><i>Participant survey of - 66 consumers</i></b></p> <p>21. How would you rate Oktoberfest?          Excellent - 22; Very Good - 26; Fairly Good - 16; Mildly Good - 2; Not Good - 0</p> <p>22. Which Downtown shops/restaurants did you visit? (22 of the participants visited stores)          Village Bistro; Posh Pet; Village Square; V2; Roma; Brewbakers; Union Jacks; Cajun Experience; Tin Top; El Centro; Wilkins; Piccadilly Public House; Potomac Bend; General Store; Espresso Bar; Purple Fern; Eugene Smith; Tobacco Store; Dollar General; Stock Exchange; Bight Box; Kimberlys</p> <p>23. What did you like about the event?          German influence; Alcohol - Beer tasting, wine; Music, food, vendors, the people; entertainment, atmosphere; socializing, being downtown, good variety, German band, beautiful, charming, friendly</p> <p>24. What did you dislike about the event?          The weather, more food tents; cost and system to pay; Entrance setup, more beer description signs; not enough vendors, cigar smoke, more beer; more wine; the price was confusing; More autumn décor</p>
<p><b>Winchester Police Department</b></p>	<p>Chief of Police reported the crowd was in good order, and there were no incidents on record.</p>

EST. 1752

# Old Town

Greatness Begins Here.

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## Sunday Jazz



# Performance Review

**USA Sports & Marketing Services**  
**Dario Savarese**  
**540-722-8700**  
**dario@fullcirclem.com**

## Sunday Jazz

### Activities and Actions

### Outcomes

### Intangible Value

- Attendance for the three Sunday Jazz events was over 300 persons; people were stay for an hour and then strolling on the walking mall. There were on average 60 plus persons who stayed the entire time the Jazz music performed.
- The merchants on the walking mall that were opened agreed the Sunday Jazz was a nice addition to the event series.
- Another immeasurable is the value of the totally different event in Old Town; the Jazz theme was very well received. This translates to attending upcoming events and spreading the word with friends about the new 'Vibe' in Old Town.

### Media Campaign:

**The Winchester Star –**

**COST:\$00.00**

**VALUE \$2,000**

- Sunday Jazz had a featured story and event logo within the four page spread promoting entire series of Old Town Events. Also included an over run that was distributed throughout the community. valued of feature \$1,750.00
- Sunday Jazz received an advance story/photos and a follow up story with photos. These types of stories are valued more than standard print ads and approximately \$1,000.

**Clear Channel:Q102,FOX 99.3, KISS 98.3, MIX 97.3**

**COST \$00.00**

**VALUE \$2,000**

- Each of the four stations made multiple mentioned/liners the new Sunday Jazz series in Old Town. The value received was well over \$2,000.

- Clear Channel Radio group reaches over a 40 mile radius and reaches 40% of the radio listing audience in the 7 counties surrounding Winchester.

**Centennial Media Radio** 4 stations 92.5 WINC, Big Country 105/104, 1400 AM

**COST \$00.00**

**VALUE \$2,000**

- Each of the four stations made multiple mentioned/liners the new Sunday Jazz series in Old Town. The value received was well over \$2,000.
- Centennial Media group reaches over a 75 mile radius and reaches 30% of the radio listing audience in the 7 counties surrounding Winchester. 92.5 WINC FM has a strong listening focus audience in Loudoun County

**Frederick Report** – Free print publication, circulation 15,000, Frederick County, Warren County, Winchester

**COST \$00.00**

**VALUE \$1,000**

- The Publication used a story FCM provided as a featured story valued at \$1,000

**Facebook campaign** – OTW likes over 8,400

- We have updated and posted on OTW Facebook kept a live constant campaign to promote Sunday Jazz and inviting consumers to enjoy the free event.

**Twitter campaign** – Twitter fans over 752 followers

- We have tweeted and kept constant campaign going to promote Sunday Jazz

**EMAIL Blasts**

**COST \$00.00**

**VALUE \$1,000.00**

- Sent fliers and information about Sunday Jazz to a list of; Churches, Civic Groups, Charitable groups, Hotels, Retirement facilities, Old Town Merchants, City Employees and over 20 HR Directors of the largest employers throughout the Frederick/City area. Sent emails out to over 3,000 persons about the Sunday Jazz

**Attendance**

**Walking Mall**

- Attendance on the Old Town Mall for the Sunday Jazz seemed to be a bit higher than a general Sunday, persons/consumers, strolling, shopping and eating at the restaurants.

	<p><b>Taylor Pavilion</b></p> <ul style="list-style-type: none"> <li>• The event had over 300 in attendance over the three events.</li> </ul>
<b>Sponsorships</b>	<ul style="list-style-type: none"> <li>• For Sunday Jazz we had sponsorship commitments of approximately \$3,500.00 cash dollars</li> <li>• We have received strong media sponsorship/partnerships/trade value totaling \$7,500 in media towards Sunday Jazz</li> </ul>
<b>Impact on Downtown Business</b>	<ul style="list-style-type: none"> <li>• The new Sunday Jazz and Old Town entertainment was a success as we added three (3) new events bringing another variety of music</li> </ul>
<b>Winchester Police Department</b>	<p>Chief of Police reported the crowd was in good order, and there were no incidents on record.</p>

# Winchester Towers-Proposed Events/Conference Center

**PUBLIC OPEN HOUSE #1 OF 2:**  
We want to hear your input concerning the proposed events/conference center and other potential uses of the Winchester Towers property.

**November 19 :: 6:30 pm :: Rouss City Hall**

## Background

- The City Council's adopted Strategic Plan (2013-2014) called for the development of a "conference center strategy" and the revitalization of the Winchester Towers property
- Economic Development Authority solicited the services of Strategic Advisory Group (SAG) to determine if Winchester's market could support an events/conference center and determine a premier location for the facility
- SAG determined the two best locations to be the Winchester Towers or the parking lot adjacent to the George Washington Hotel that is owned by the Frederick County [Click here to view the final report](#)

At a special meeting on October 28, 2014, City Council approved acquisition of the Winchester Towers property located at 200-214 North Cameron Street for the purpose of developing an events/conference center. The City will utilize savings from a bond refinancing to fund the purchase of the property at \$795,000. The City closed on the property on October 29th.



## Frequently Asked Questions

**1. Will there be a public-private partnership planned, and if so, with whom?**

- Development of an events center will involve a public-private partnership. Several potential partners have been identified and have expressed interest in the project. These potential partners include three different hotel groups within the Winchester. In addition, we will require assistance from tax credit syndication specialists and other professionals
- The City/EDA will seek partners via the public procurement process (RFP)

**2. If we enter into a partnership, will we be the sole source of those funds or will they be shared also?**

- The only likely contribution required by the City would be the funds needed to acquire the Towers. It is anticipated that the financing structure would have little or no impact on the City's bond capacity.

**3. Who will be designing the adaptive reuse of the towers, marketing the center and marketing the events?**

- RFP is under development by staff to solicit the services of an architectural firm to assist with the historic tax credit application process and preliminary design of the facility
- Typically, a community's convention and visitors bureau market their respective events/convention center as well as is the operator of the facility. In our case, the operator will be the chosen hotel partner and would be primarily responsible for marketing the events center
- It is recommended that our CVB assist with advertising the facility to organizations throughout the mid-Atlantic. This will require additional training for the CVB staff and a change in their marketing focus with specific attention being paid in attracting small conferences and events to the center

**4. What are the plans for developing lodging, either events related or public?**

- SAG highly recommends that the project only be pursued if at least 50 additional hotel rooms are constructed adjacent to the George Washington Hotel
- Currently, the GW has less than 100 rooms. Companies and organizations in the mid-Atlantic region typically require, at minimum, 100 onsite hotel rooms to accommodate the center's patrons
- The owners of the GW and other hoteliers in the region have been approached about the project, and they've provided favorable responses regarding their potential involvement
- Participation will be solicited via the public procurement process

**5. How does the remodeling of this building and the possibility of Historic Tax Credits effect the necessary funding we will need?**

- The syndication of historic tax credits is extremely valuable and is anticipated to generate in excess of \$2 million. However, their utilization creates several design constraints that cannot be circumvented. We should be able to utilize the tax credits to assist with the redevelopment of the facility, but the Towers will ultimately retain the aesthetic appearance of a 1960s era building. In contrast, we could forgo the utilization of historic tax credits and retain ultimate control of the design and appearance of the facility. This could result in the public-private partnership demolishing the property and ultimately incorporating a design that would coincide with the appearance of the GW

# Projected Timeline of Project

## November 2014

- Prepare Operation Plan
- Review financial projections for potential alternative sites

## December 2014

- Identify Public Participation
- Forms of Public/Non-Profit Participation
- Finalize Co-Development Team and Technical Asst. Team
- Choose Ownership Form
- Finalize Cost Estimates
- Architectural Plans and Specifications
- Finalize Plans and Specifications
- Prepare Bid Documents

## January 2015

- Revise Financial Projections
- Financial Negotiations
- Prepare Lender Package

## February 2015

- Prepare Lender Package
- Finalize Equity Partnerships
- Marketing
- Construction Management including:

## March 2015

- Negotiations with Local Government including:
  - Variances
  - Permits
  - Public Improvements
  - Public Funds
  - Architectural Design Review
  - Traffic Review
  - Parking

## Third Decision Point

- Abandon Project
- Obtain Additional Information
- Reconsider Current Stage
- Return to Previous Stage
- Revise Objectives
- Revise Contributions

## Marketing Plan

- Inspect Construction: Preliminary
- Finalize Financing
- Collect Equity Funds from Partner
- Construction Management including:

## April 2015

- Bid Project

## May 2015

- Select Construction Company
- Revise Plans/Specs if Necessary
- Revise Marketing Plan
- Oversee Marketing

## November 2015

- Select or Form Management Company

## April 2016

- Inspect Construction: Final
- Certificate of Occupancy
- Implement Property Management
- Management of Ownership Entity Update
- Update Market Conditions
- Property Improvements as Required

**NOTE: Represents best estimates**

Old Town Winchester Budget Worksheet

Budget Category	FY2015	2016 Proposed	2016 notes	
Special Event Promotions - Retainer	72,700	75,536		
			75,536	Retainer
Professional Services	10,100			
		6000	6,000	Website/Social media Mgmt (FY14 average)
		440	440	Website hosting fee (FY15)
		110	110	Website domain name renewals (FY15)
			2,000	Taylor Pavilion Programming
			1,500	Win. Ed. Foundation advertising svcs (FY15)
		685	685	SESAC music license (FY14)
			900	Carriage Rides
Bldg Repair Maintanance	100	0		
Landscaping Mgmt	0			
				WC Flower Pot landscaping maintenance (\$65/mo)
Printing & Binding	6,830			
		6950	6941	Guide (10,000) twice (FY14)
		250	223	Holiday Postcards (2500 cards) (FY15)
			1750	2 Walking Tours (each 2500 @ \$875) (FY14)
		400	352	Rack cards (DT Entertainment & Choc. Escape) (FY14)
			47	Business Cards (500) (FY14)
			165	SU/LFCC clings (100) (FY14)
		75	71	Movies on the Mall vinyl signs (FY14)
		500	502	Stakeholder AB Postcards (2000 cards) (FY14)
			284	Stakeholder Fall Postcard (3000 cards) (FY14)
Local Media	4325			
		678	678	Holiday Newspaper ads (\$464 NV, \$214.20 W5) (FY14)
				Radio Ads ?
		784	784	VA Travel Guide (FY15)
		1400	1,400	County Visitor Guide (FY14)
			1000	Advertising for permitted special events
			400	Advertising for Holiday Window Contest Winners
Validated Parking	100			
		75	75	Christmas Parade and AB (FY14)
		50	25	Parking Elf (FY14) estimate \$25-\$200
Food Service Labor	700			
Copier Charge	200	350		
			347	City Hall Copier charges (FY14)

Old Town Winchester Budget Worksheet

Budget Category	FY2015	2016 Proposed	2016 notes
Postal Services	500		
		50	20 City Hall Postage and other charges (FY14)
			345 AB Postcards (1973 pcs) (FY14)
		450	402 Fall Postcards (FY14)
Telecommunications	720	600	
			600 Verizon Office Cell Phone Plan (avg. \$50/mo)
General Liability	250	813	
			813 VML Insurance (FY15)
Equipment Rental	0	120	
			120 Restrooms for Christmas Parade (FY14)
Building Rental	400	450	
			450 Visitor Center Duratran
Mileage and Transportation	660	400	
			444 Expense for VA Main Street Conferences (FY14)
Convention Education	500		
		600	940 Expense for VA Main Street Conferences (FY14)
		100	99 Admin. Professionals Day (FY14)
			1700 National VMS Conference - Estimated
VA Commission of Arts	5,000	5,000	
			5,000 Matching requirement for grant funds
Downtown Improvement Repayment	50,000	50,000	
			50,000 Mall Project Debt Service - Fixed Cost
Dues & Assoc. Membership	495		
		350	350 Main Streets (FY15) - Fixed Cost
		120	120 OT Kiwanis (FY14)
Misc. Charges			
			2800 Movies on the Mall (FY14)
Office Supplies	200		
		400	400 Pens, paper, etc.
		40	40 retreat (FY14)

Old Town Winchester Budget Worksheet

Budget Category	FY2015	2016 Proposed	2016 notes
<b>Food &amp; Food Services</b>	350		
		40	30 stakeholder meetings (FY14)
		110	110 lunches (FY14)
		250	270 retreat (FY14)
		50	150 conference room supplies (FY14)
<b>Landscaping Supplies</b>	2000	2000	
			1900 hanging flower baskets (FY14)
<b>Building Repair Maintenance</b>	200	0	
<b>Books and Subscriptions</b>	220	105	
			105 Winchester Star (FY14)
<b>Other Operating Supplies</b>	3250		
		14	OTDB member badges (7.00 each)
		1050	Toner cartridges (2 complete sets is 1050 with pifer)
		250	216 Halloween Event crayons (FY14)
		400	Holiday Decorations - replacing lights & decorations
		250	250 Egg Hunt Supplies (FY14)
<b>Computer Software</b>	0	190	
			Adobe Acrobat, Photoshop (\$190 est.)
<b>Award &amp; Plaques</b>	200	80	
			collages for outgoing OTDB members (\$60 each) (FY14)
<b>TOTAL PROPOSED BUDGET:</b>	<b>160,000</b>	<b>158,565</b>	OTW Assessment District Funds Estimate
<b>Special Event Promotions - Special Appropriations</b>	<b>124,000</b>		Additional Amount Requested from City Council for Events, Branding and Marketing