



AGENDA
OLD TOWN DEVELOPMENT BOARD MEETING
City Hall, Exhibit Hall, 4th Floor
August 6, 2015

1. Call to order
2. Approval of Minutes
3. Officers' Reports
 - Chairperson's Report
 - i. Expenditures
 - ii. By Laws Revision
 - iii. Board Designations
4. Standing Committee Reports
 - Economic Restructuring Committee
 - Organization Committee
 - Design Committee
 - Promotions Committee
5. Downtown Manager Updates
 - Kidzfest
6. Old Business
 - Special Event Contract Board Oversight
7. New Business
 - Vice Chair Election
8. Public Comments
9. Adjournment Next meeting – The next regular meeting will take place **September 3, 2015 at 5:30 p.m. in the Exhibit Hall, 4th floor of City Hall.**

Attendees: Scott Dawson (Chair), David Cavallaro, Beau Correll, , Susan Drew, Marilyn Finnemore, Cory Garman, Mark Lore, Steve Maclin, and Andrea Smith. Downtown Manager: Jennifer Bell, City Manager: Eden Freeman, City Attorney: Tony Williams. Absent: Kathlene Courtney. (Notes taken by Jennifer Bell)

- **Call to Order**
- **Approval of Minutes**
 - Approval of previous meeting minutes – *Unanimously approved*
- **Officers' Reports**
 - Chairperson's Report – Scott Dawson
 - Expenditures Report – noted that final numbers for the fiscal year are still coming in and a final report should be submitted at the August meeting.
 - By Laws Revision - Rick McClendon before leaving submitted a recommendation for by laws changes regarding electing a Vice Chair when a vacancy occurs mid-term. Scott proposed that the by laws change be voted on at the next meeting.
- **Standing Committee Reports**
 - Economic Restructuring – David Cavallaro
 - David gave an update on the Greatness Program, circulated basic concept and spending plan. Beau complimented David's leadership in the formation of this program. *Beau moved to approve the program as proposed – motion to approve \$20,000 allocated by City Council for the Greatness Program as generally outlined within this [proposal document], seconded by Andrea. Motion Passed (9-1).*
 - A discussion continued regarding details not yet determined about the program. *Beau moved that "we refer the finalization of the media campaign to the Economic Restructuring Committee that it be published and that all those on the board who wish to attend may attend. Andrea seconded the motion and the motion passed unanimously.*
 - Organization
 - Special Events Contract discussion was conducted.
 - Design
 - Corey, Cory and Jennifer did a walk-through of the downtown. Cory complimented the progress the City has made on improvements.
 - Promotions – Mark Lore
 - Mark highlighted that the committee has begun editing the OTW Shopping and Dining Guide and that he welcomes assistance in outreach to businesses and in distributing rack cards and window clings.
 - Ad Hoc Committees
 - No meetings.
- **Downtown Manager's Updates – Jennifer Bell**
 - FY2015 Budget – Jennifer noted the beginning of the new fiscal year and distributed the FY2016 budget which began July 1.
 - Farmers Market – continues to operate successfully and look for more volunteers.

- Events - mentioned upcoming events especially Rockin Independence Eve July 3.

➤ **Closed Session**

- Scott asked for a MOTION TO CONVENE IN A CLOSED SESSION OF THE OLD TOWN DEVELOPMENT BOARD PURSUANT TO SECTION 2.2-3711(A)(29 OF THE CODE OF VIRGINIA FOR THE PURPOSE OF DISCUSSION OF THE SUBJECT OF THE AWARD OF A PUBLIC CONTRACT INVOLVING THE EXPENDITURE OF PUBLIC FUNDS, INCLUDING INTERVIEWS OF BIDDERS OR OFFERORS, AND DISCUSSION OF THE TERMS OR SCOPE OF SUCH CONTRACT, WHERE DISCUSSION IN AN OPEN SESSION WOULD ADVERSELY AFFECT THE BARGAINING POSITION OR NEGOTIATING STRATEGY OF THE CITY. CORY MADE A MOTION WHICH WAS SECONDED BY MARILYN AND PASSED UNANIMOUSLY.
 - The OTDB convened into closed session. *There was a motion to reconvene in open session by Mark seconded by David and approved unanimously. Scott called for a roll call vote to "ask each member to certify that only public business matters lawfully exempted from open meeting requirements of the Virginia Freedom of Information Act were discussed during the closed meeting and that only those public business matters identified in the motion which convened the closed meeting were heard, discussed or considered during the closed meeting."* After clarification of the meaning of this a roll call vote was taken and approved by all OTDB Members present.

➤ **Old Business**

- Special Event Contract – *A motion was made by Marilyn to recommend renewing the Special Event Contract for an additional year with the stipulation "that the OTDB has improved oversight in the contract and are able to collect more comprehensive data and clear up the brand on it" and she submitted a document to clarify. Motion seconded and approved.*

➤ **New Business**

➤ **Public Comments**

Motion to adjourn. Seconded. Unanimously approved.

Adjournment 6:50. Next meeting – Thursday, August 6, 2015 at 5:30 p.m. in the Exhibit Hall, 4th Floor of City Hall

FY15 Finances

FY15 Additional Revenue Received

Source	Budgeted	Received
Virginia Main Street Façade Grant	\$20,000.00	\$20,000.00
Virginia Commission for the Arts Local Challenge Grant Match	\$5,000.00	\$5,000.00
Scholarship for National Main Street Conference	\$1,000.00	\$1,000.00
Special Event Revenue	\$132,500.00	\$167,326.32

End of FY15 Expenditures, not previously submitted to OTDB

Professional Services/Special Events	Budgeted	Closing FY15 Expenditures	Current Balance
W-09-15 Event Expenses		\$4,276.64	
W-10-15 Event Expenses		\$3,261.12	
W-11-15 Event Expenses		\$4,718.81	
W-12-15 Event Expenses		\$4,001.88	
FYTD Account Total	\$196,700.00	\$16,258.45	-\$11,990.14

Professional Services/Other	Budgeted	Closing FY15 Expenditures	Current Balance
Web Content Management for June		\$550.00	
Domain Name Registration (reassigned to 52-30)		-\$73.85	
FYTD Account Total	\$10,100.00	\$476.15	\$1,427.00

Printing	Budgeted	Closing FY15 Expenditures	Current Balance
Logo Signs for trash cans		\$145.72	
Rack Cards		\$355.11	
FYTD Account Total	\$6,830.00	\$500.83	-\$543.31

Postal Services	Budgeted	Closing FY15 Expenditures	Current Balance
Misc. Fees		\$3.72	
Postage		\$12.65	
FYTD Account Total	\$500.00	\$16.37	\$251.41

Telecommunications	Budgeted	Closing FY15 Expenditures	Current Balance
Work Cell Phone for June		\$65.68	
Domain Name Registration		\$73.85	
FYTD Account Total	\$720.00	\$139.53	-\$99.48

Food & Food Service	Budgeted	Closing FY15 Expenditures	Current Balance
Guest Lunch		\$36.17	
FYTD Account Total	\$350.00	\$36.17	-\$91.64

Computer Hardware/Software	Budgeted	Closing FY15 Expenditures	Current Balance
iContact Newsletter Program - July		\$14.00	
FYTD Account Total	\$0.00	\$14.00	-\$71.00

FY16 July Finances

Professional Services/Special Events	Budgeted	July Expenditures	Current Balance
Monthly Retainer - July	\$74,532.00	\$6,097.00	\$68,435.00
W-13-15 Event Expenses		\$4,966.18	
W-14-15 Event Expenses		\$4,693.48	
FYTD Account Total	\$199,536.00	\$15,756.66	\$183,779.34

Printing	Budgeted	July Expenditures	Current Balance
Business Cards		\$48.95	
FYTD Account Total	\$8,175.00	\$48.95	\$8,126.05

Books/Subscriptions (60-12)	Budgeted	July Expenditures	Current Balance
Washingtonian Magazine office copy		\$5.21	
FYTD Account Total	\$105.00	\$5.21	\$99.79

Winchester Old Town Development By-laws

Article VII

Elections

- 7-1 The positions of Board Chairperson and Vice Chairperson shall be elected for one year, taking place at the first public meeting in January.
- 7-2 The OTDB Chair shall appoint Committee Chairs to the Economic Restructuring, Design, Promotions, and Organization Committees, for one-year terms, taking place from the time of appointment. The OTDB Chair has the authority to remove the Committee Chair for reasons including but not limited to: failure to discharge duties, unethical behavior, and/or violations of the OTDB Constitution, City code, local, state, or federal laws.
- 7-2-1 OTDB members cannot serve on more than two committees. Each committee must have at least one OTDB member. The Committee Chair is responsible for a monthly report on the activity of the committee to the OTDB.
- 7-2-2 Should a Committee Chair be absent from three or more committee meetings within a year, the OTDB Chair may determine whether to remove the sitting Committee Chair from their position and to appoint a new Committee Chair.
- 7-3 In the event of a vacancy simultaneously in both offices of the Board Chair and Board Vice Chair, ~~the OTDB shall elect a replacement at its next business meeting~~ the following procedures should be adhered to.
- 7-3-1 Should the Board Chairperson position become vacant, the board shall elect at its next general board meeting a Board Chairperson to complete the term of office until the January general election.
- 7-3-2 Should the Board Vice Chairperson position become vacant, the board shall elect at its next general board meeting a Board Vice Chairperson to complete the term of office until the January general election.
- 7-4 Should the Board Chairperson be absent from three or more board meetings within a year, the Board may take a vote to determine whether to remove the sitting Chair from the position.
- 7-5 Should the Board Vice Chairperson be absent from three or more board meetings within the year, the Board may take a vote to determine whether to remove the sitting Vice Chair from the position and to elect a new Vice Chair.
- 7-4 *The process for elections shall be as follows:*
- 7-4-1 Elections shall be held at the first public meeting in January.
- 7-4-2 The Chair shall open the floor for nominations for Board Chair and/or Vice Chair.
- 7-4-3 Each candidate shall make an opening statement to the Board that addresses their goals for office.



KIDZ FEST

Event Summary

Pictures



Official Poster

Old Town WINCHESTER

FAMILY FUN EVENTS BEGIN HERE

KIDZFEST
OLD TOWN WINCHESTER
FAMILY • FRIENDLY • FUN

UNIVERSITY of VIRGINIA
Children's Hospital
Specialty Clinic Winchester

OVER 50 FREE INTERACTIVE ACTIVITIES!

- ★ Educational & Musical Exhibits
- ★ Sports Zone
- ★ Arts & Crafts
- ★ Stage Performances
- ★ Farmers Market Opens

FOR DETAILS VISIT:
OldTownWinchesterVA.com

MAY
16TH
11AM-5PM

PRESENTED BY

Mover Dudes
moverdudes.com

PARTLOW INSURANCE

KKEE

Bios

Smiles GARRETT

SHENANDOAH UNIVERSITY

RCS

WINC 92.5 FM

TAYLOR PAVILION STAGE SCHEDULE

- 11:30-11:45 **Destructive Force Dance**
- 12:00-12:45 **Destination Imagination**
- 12:50-1:00 **Destructive Force Dance**
- 1:00-1:45 **Kevin Owens Magic Show**
- 2:00-2:30 **Independent School of Winchester
Performing School House Rock!**
- 2:45-3:15 **Discovery Museum Science
Experiment Demonstration**
- 3:30-3:55 **Yamni Arts Hula Hoop Dancing**
- 4:00-4:45 **Kevin Owens Magic Show**

ADDITIONAL ACTIVITIES

- 9:00-1:00 **Opening Day of the Old Town
Farmers Market (Taylor Pavilion)**
- 10:00-1:00 **Fort Loudoun Day**
- 11:00-4:00 **Old Town History Tours at
the Court House Statue**
- 11:00-3:00 **Pet Adoption and Awareness
(SPCA, Community Cats Advocates,
and Pound Puppies Dream. Located
on the Old Court House Lawn)**
- 11:00-1:00 **Historic Cemetery Tours** ●
- 2:00 **Handley Library Historic Preservation
Month – Winchester's Railroad
History Talk and Children's Activities**
- 11:00-5:00 **Kids at Kimberly's ABC Bean Bag Toss
and Math Hopscotch**

PUBLIC RESTROOMS

Shenandoah University Feltner Parking Lot
(Center of Old Town), Splash Pad Parking Lot,
Old Court House/Rouss Ave., Hable Parking Lot.

Non-Emergency Police Number
540-662-4131

For More Information, Visit:
OldTownWinchesterVA.com



FAMILY FUN EVENTS
BEGIN HERE



OLD TOWN WINCHESTER

FAMILY * FRIENDLY * FUN



Specialty Clinic Winchester

MAY 16TH 11AM-5PM



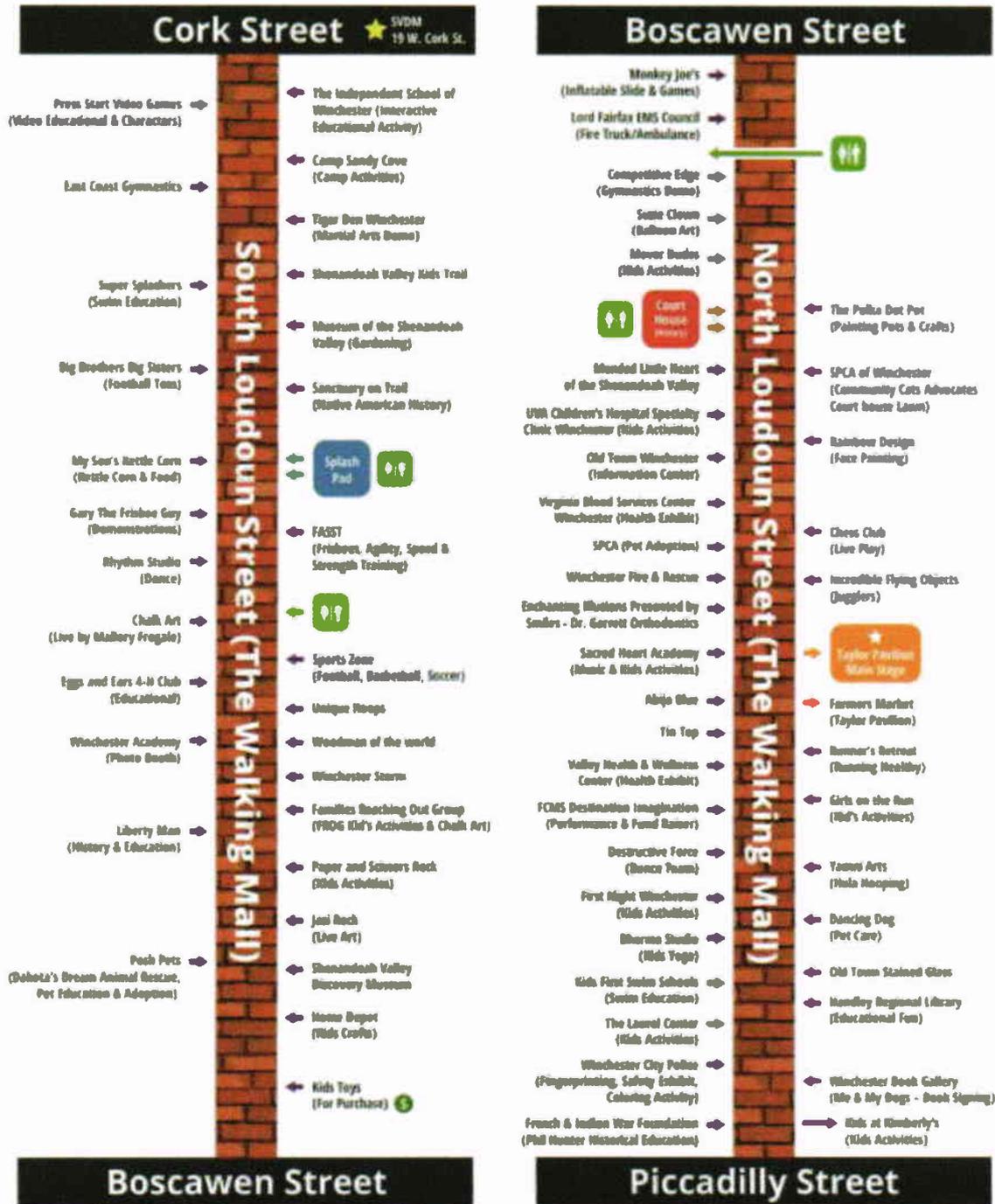
**OVER 50 FREE
INTERACTIVE ACTIVITIES!**

- ★ Educational & Musical Exhibits
- ★ Farmers Market Open
- ★ Stage Performances
- ★ Sports Zone
- ★ Arts & Crafts

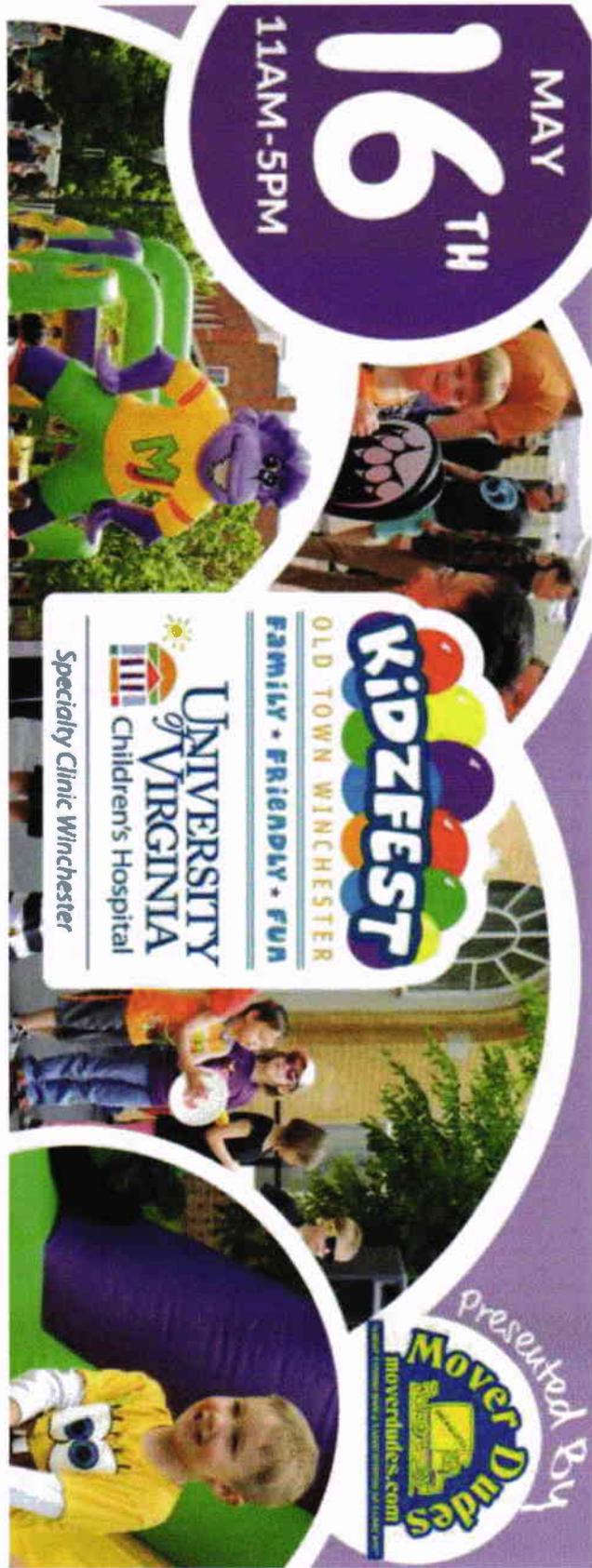
PRESENTED BY



ORGANIZATIONS AND ACTIVITIES



Facebook Cover Photo



Facebook Posts



Old Town Winchester, VA

Published by Darin Sawarski · May 12 · Edited · Public

Monkey Joe's will be back this year to provide tons of inflatable fun this Saturday, May 16th at Kidzfest! When is the last time you jumped on an inflatable?



3,414 people reached

Boost Post

Like · Comment · Share

John Fox, Pam Wallace, Myra Morsch and 47 others like this. Top Comments ·

24 shares



Old Town Winchester, VA

Published by Darin Sawarski · May 11 · Edited · Public

Come enjoy a Fun-Free-Family event in Old Town, visit our webpage to see all the activities and participants.

<http://oldtownwinchesterva.com/event/major-events/kidz-fest/>



2,001 people reached

Boost Post

Like · Comment · Share

Jim Ogletree, Joey Marquis Sotosky, Jean Lewis and 25 others like this. Top Comments ·

2 shares

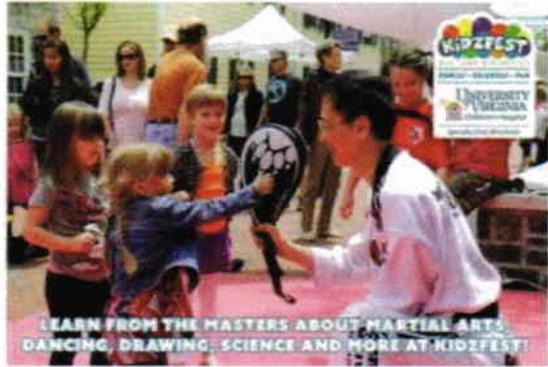


Old Town Winchester, VA

Published by Darin Sawarski · May 12 · Edited · Public

Which one of your hobbies have you not yet discovered? Come explore the Fun-Free-Family event in Old Town, visit our webpage to see all the activities and participants.

<http://oldtownwinchesterva.com/event/major-events/kidz-fest/>



2,327 people reached

Boost Post

Like · Comment · Share

Joey Marquis Sotosky, A+ Handyman, Mikey Likely and 15 others like this.

13 shares



Old Town Winchester, VA

Published by Darin Sawarski · May 4 · Edited · Public

Save the date for UVA Children's Hospital Kidzfest, Saturday, May 16th from 11:00-5:00. Bring the whole family and visit over 50 exhibits which is free for everyone. Kidzfest is presented by Mover Dudes.

<http://oldtownwinchesterva.com/event/major-events/kidz-fest/>



8,920 people reached

Boost Post

Like · Comment · Share

Susan Drew, Joey Marquis Sotosky, Stephanie Connet and 102 others like this. Top Comments ·

107 shares

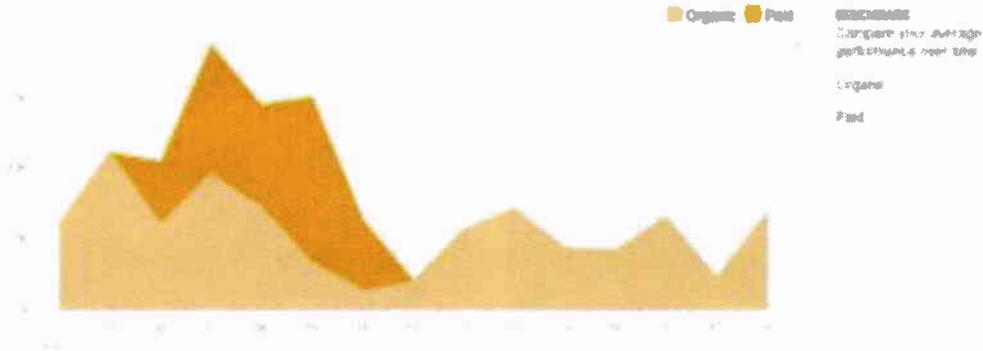


Facebook Reach

**Day of Event:
May 5th - May 18th**

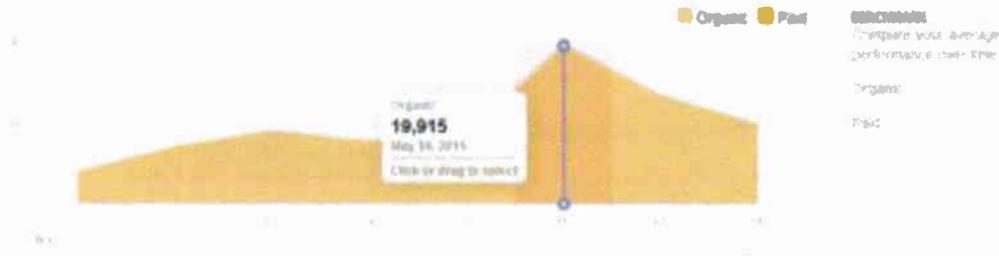
Post Reach

The number of people your post was served to



Total Reach

The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page likes, mentions and checkins



KidzFest promotional video May 6th 2015

Boost Post

Desktop News Feed Mobile News Feed

How effective was the boost? ★★★★★

28,832 Paid Reach (7)
825 Actions (7)
\$75.00 Budget Spent

Actions People Countries

280 Link Clicks
100 Page Likes
201 Post Likes

See More Details

Audience and Payment

Old Town Winchester, VA Sponsored

Save the date for UVA Children's Hospital Specialty Clinic of Winchester, as they present Kidzfest in Old Town Winchester, Saturday, May 16th from 11:00-5:00pm. Bring the whole family and visit over 50 interactive exhibits which are free for everyone. Share this video and invite your friends to Old Town Winchester for a fun day.
<https://www.youtube.com/watch?v=YL8B9wLrRQ>

KidzFest Promo 2015

Like Comment Share 336 26 236

Radio Copy aired on six (6) stations

Q102, The Fox 99.3, Kiss 98.3, 92.5 WINC FM, B105 Country, 1400 Am WINC

Saturday May 16th 2015

10 SEC

BRING THE FAMILY TO OLD TOWN WINCHESTER FOR A DAY OF FREE FUN INTERACTIVE ACTIVITIES AT THE UVA CHILDREN'S HOSPITAL KIDZ FEST, SATURDAY, MAY 16TH, IT WILL FEATURE OVER 50 EXHIBITS HIGHLIGHTING ART, MUSIC, SPORTS AND EDUCATION. KIDZFEST PRESENTED BY MOVER DUDES WILL PROVIDE PERFORMANCES THROUGHOUT THE DAY FOR CHILDREN OF ALL AGES, INCLUDING THE KICK-OFF OF THE FARMERS MARKET AT THE TAYLOR PAVILION AND STAGE. THERE WILL ALSO BE A SPORTS ZONE FEATURING SOCCER, BASKETBALL, FOOTBALL AND MORE. THIS IS A GREAT FREE FAMILY EVENT! VISIT OLD TOWN WINCHESTER VA DOT COM

20 SEC

LINERS:

30 SEC

- come to the kidz fest in old town..featuring 50 exhibits, Saturday may 16th visit... old town winchester va dot com for more information, sponsored by mover dudes
- may 16th UVA Children Hospital kidz fest in old town will feature tons of fun sports activities.. visit... old town winchester va dot com

40 SEC

- kidz fest is a free - family - fun event visit... old town winchester va dot com or download the new Old Town Winchester App! For more information
- old town Winchester will feature over 50 interactive activities at the UVA children hospital kidz fest, Saturday May 16th, visit... old town winchester va dot com

50 SEC

- old town will feature -- art, music, sports and educational exhibits, Saturday May 16th at the UVA children hospital kidz fest .. visit, old town winchester va dot com for info

60 SEC

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

Performance Review

**USA Sports & Marketing
Services**

Dario Savarese

540-722-8700

dario@fullcirclem.com

Kidz Fest, May 16th, 2015

Activities and Actions	Outcomes
Intangible Value	<ul style="list-style-type: none"> • There were 15 new exhibitors and over 50 total exhibitors (about 12 more than 2014). • Attendance on the Kidz Fest (KF) was over well over 4,000 + persons/consumers throughout the day. • Heavy rain started at 4:00 P.M. and cut the event short, but still Kidz Fest was a huge success. • The Old Town Winchester brand was a key fixture in all the marketing. • 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 2014 and 2015, initial number looks better than last year. • Merchants on the walking mall agreed the KF was a huge success, with crowds that filled the mall from 11:00 to 4:00. • 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, "Glad to see the return of this event".
Media Campaign:	<p>The Winchester Star- VALUE \$2,500</p> <ul style="list-style-type: none"> • KF had a featured front page 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 \$1,000 • 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 \$1,000 value. • KF also received post event photos about the event on multiple days, approximately \$500 value • We also developed a paid advertising schedule leveraging our budget which the hard cost is outlined in the attached Revenue & Expense

report.

- The Winchester Star reaches over 16,500 households and over 7,500 persons reading online.

I Heart Media: Q102, FOX 99.3, KISS 98.3 - VALUE \$5,500

- Each of the three stations ran a 5 day campaign for KF. The stations ran a combination of 15 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.
- Each of the three stations included a dynamic lead on the web home page, as well as facebooking out our events to their friends, This package was valued at over \$2,500.
- We also developed a paid advertising schedule leveraging our budget which the hard cost is outlined in the attached Revenue & Expense report.
- 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: 92.5 WINC, New Country 105, 1400 AM - 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.
- Each of the three stations included photos on their webpage promoting the event. They also provided for two weeks a slide promoting the event on Comcast (20 impressions per day for two weeks). This package was valued at over \$3,000.
- We also developed a paid advertising schedule leveraging our budget which the hard cost is outlined in the attached Revenue & Expense report.
- 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) -VALUE \$5,000

- We created a :43 advertisement for Google ad's/Facebook which ran a 10 day campaign for KF.
- Also developed a paid advertising schedule of between Facebook and google ad's
- We also placed the video and multiple posts about the event on eight of our partners facebook pages, reaching out to over 7,500 friends, valued at \$2,000
- There were a total of 4,774 full views of the video.
- Reach & impressions made by the video were 38,128.

	<ul style="list-style-type: none"> • There were many unique impressions made by audiences who did not fully watch the video but the average view was 38 seconds. Package valued at over \$3,000. <p>Valley Homes and Style & Frederick Report – VALUE \$1500</p> <ul style="list-style-type: none"> • 2 separate stories in publications about kidz fest • Circulations combined 30,000 <p>Facebook campaign – VALUE \$500</p> <ul style="list-style-type: none"> • OTW likes over 10,000 • Collectively we hit 50,000 reaches. • There were over 200 shares from the posts highlighting Old Town Winchester <p>Twitter campaign – VALUE \$500</p> <ul style="list-style-type: none"> • Twitter fans over 2,000 followers • We have tweeted and kept constant campaign going to promote KF. <p>EMAIL Blasts- VALUE \$1,000.00</p> <ul style="list-style-type: none"> • Developed an Old Town business list with names, companies, phone, and email addresses of over 500 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 2,000 regional businesses and personal contacts. <p>Posters and Signage - VALUE \$500.00</p> <ul style="list-style-type: none"> • We developed posters for the events and distributed 40+ to local businesses • Developed events signs that were placed around the downtown area to attract people in the area <p>Churches, School, Civic Groups and Human Resource Directors</p> <ul style="list-style-type: none"> • Sent fliers via email 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.
<p>Attendance</p>	<p>Walking Mall</p> <ul style="list-style-type: none"> • 4,000 plus in attendance on the Old Town Mall for the KF was in excess persons/consumers, strolling, shopping and eating at the restaurants. • This event was a non-ticketed, free community event. • Retail business have also expressed that they are seeing consumers come back following special events.
<p>Music - Kids Activities</p>	<p>Kid’s Activities</p> <ul style="list-style-type: none"> • These events were interactive and experiential • We added 15 new exhibitors • This event featured a variety of kid’s activities which were free to attendees. We had over 50 exhibitors and activities.

	<ul style="list-style-type: none"> We also had performers on the Mall, including; magicians, acoustical musicians, balloonist, jugglers, and more. These activities have proved to be very well received. 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.
Sponsorships	<ul style="list-style-type: none"> For KF we have pledged sponsorship commitments of over \$10,000 cash and vendors of over \$1,750.00 (final number subject to change). We increased sponsorships by \$2,000.00 We have received strong media sponsorship/partnerships/trade value totaling in media towards KF of over \$20,000
Operations	<ul style="list-style-type: none"> The KF event had a very sharp look and created a fun atmosphere. Signage on the mall looked great and directed consumers to the right areas and had consumers from the North end to the South end.
Food Vendors	<ul style="list-style-type: none"> 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 communicated with restaurants suggesting them to offer kid friendly meals if that was not standard for them
Impact on Downtown Business	<ul style="list-style-type: none"> The KF was a huge success. In surveying the downtown businesses everyone had increased traffic and sales during the event. Many of the businesses cross promoted the event, and understand the importance of cross promoting. We also requested businesses to cross promote the event via their own social media which they did.
Survey Results	<p>Based on the fact that the parents had children with them and hands where holding items from the events we narrowed the survey down.</p> <ul style="list-style-type: none"> How would you rate the event? Excellent – 34 Very Good – 24 Fairly Good – 2 Mildly Good – 0 Not Good – 0 Would you be likely recommend the event? Extremely –36 Very–22 Moderately–2 Slightly – 0 Not At All – 0 Did you visit any shops or restaurants? 60 yes, 0 no Where are you from? Frederick County-32 Winchester-20 Clarke/Warren/Page/Shenandoah County-5 West Virginia-2 Maryland-2 Loudoun County-4
Winchester Police Department/Fires/Rescue	Chief of Police and Fire reported the crowd was great, and there were no incidents on record.

Kidz Fest May 16th, 2015			
Expenses	Total Cost		
City Tax	\$0.00		
Grand Rental Station (inflatables & sports experience)	\$216.56		
Johnny Blues	\$804.98		
Security (2 Sheriff)	\$0.00		
Insurance (\$2437.88/9= 270.88)	\$270.88		
ShowClix (Ticketing)	\$0.00		
Photography	\$100.00		
Valley Ice	\$0.00		
Fencing (Lowe's)			
Rest Room Attendant	\$17.50		
Piccadilly Printing	\$675.59		
Sunbelt Rental	\$0.00		
Signet Screen Printing	\$157.70		
Old Court House Civil War Museum	\$0.00		
Palmer Media (Audio/Sound)	\$0.00		
Media Campaign			
iHeartMedia (Q102, 98.3, 99.3 FM)	\$500.00		
Centennial Broadcasting (92.5 WINC B105, 1400 AM)	\$750.00		
Video Production	\$300.00		
The Winchester Star	\$500.00		
Media (Digital, Print, Magazines, misc)	\$750.00		
Bands- Performers & Entertainment	\$2,605.40		
MISC (i.e table covers, prizes, survey cards, cups)	\$200.00		
Winchester Parking Authority (\$189/7=27)	\$27.00		
Sub Total Expenses (some expenses subject to minor changes)	\$7,875.61		
Revenue (some revenue subject to change based on pledged sponsorships)	Total		
non ticket event - FREE for families	\$0.00		
Exhibitors Vendors (18 vendors)	\$1,755.05		
Sponsorship & Advertising Revenue (revenue subject to minor changes)	\$10,250.00		
Total Revenue	\$12,005.05		
Net Revenue	\$4,129.44		
Media Partner and Trade Value I Heart Media, Centennial Broadcasting, Winchester Star, Comcast, Frederick Report, Valley Home Style, Google Ads, OTW Facebook, partner's Facebook	\$20,000.00		