

1. Call to order
2. Approval of Minutes
3. Officers' Reports
 - Chairperson's Report
 - i. Expenditures
 - Vice Chairperson's Report
4. Standing Committee Reports
 - Economic Restructuring Committee
 - Organization Committee
 - Design Committee
 - Promotions Committee
 - Special Events Ad Hoc Committee
5. Downtown Manager Updates
 - June FNL Performance Report
6. Old Business
7. New Business
8. Public Comments
9. Adjournment Next meeting – The next regular meeting will take place **October 1, 2015 at 5:30 p.m. in the Exhibit Hall, 4th floor of City Hall.**

Attendees: Scott Dawson (Chair), Beau Correll, Kathlene Courtney, Marilyn Finnemore, Cory Garman, Mark Lore, Steve Maclin, and Scott Spriggs.

Absent: David Cavallaro, Susan Drew, Andrea Smith, and Downtown Manager Jennifer Bell.
(Notes taken by Sarah Acuff Chapman)

- **Call to Order**
- **Approval of Minutes**
 - Approval of previous meeting minutes – *Unanimously approved*
- **Officers' Reports**
 - Chairperson's Report – Scott Dawson
 - Introduction of Scott Spriggs, new board member and Shenandoah University appointment.
 - Expenditures Report – no comments.
 - By Laws Revision – minor change in wording of 7-3 to read "in the event of a vacancy in either the board chair or the board vice-chair, the following procedures should be adhered to." *Mark Lore moved to approve the amendment as offered. Seconded. Unanimously approved 8/0.*
 - Board Designations – Handout given to board members listing board members and their designations. Members asked to review and let Scott know if not correct. Discussion. No changes needed.
- **Standing Committee Reports**
 - **Economic Restructuring** – Scott for David Cavallaro
 - Greatness Program progressing quickly. Spending money on advertising. Presented audio samples of radio ads running this week and sample radio station website advertising. Theme of Rediscover & Explore. Current contract is draft version. Request motion to approve the Greatness Program draft contract that we are using as the vehicle to allow folks to sign up. *Beau Correll moved that Jennifer Bell be given the authority to draft the contract that will eventually be used as a part of the Greatness Program. Seconded. Motion passed unanimously 8-0.*
 - David will ask for a meeting of the ERC for next week.
 - **Organization**
 - Did not meet.
 - **Design**
 - Did not meet. Questions regarding banners on the archways and Wayfinding signage status.
 - **Promotions** – Mark Lore
 - OTW Shopping and Dining Guide updates in progress. New edition for fall depending on resources. Discussed marketing plan, Old Town business promotion plan, event evaluation.
 - **Ad Hoc Committees**
 - No meetings.
- **Downtown Manager's Updates** – Scott and Sarah for Jennifer
 - KidzFest Event Summary and Performance Review by Contractor distributed.
 - Washingtonian August edition included Winchester in Great Small Towns article.
 - Farmers Market – Customer Appreciation Day on August 8.

- Events – Third Classic Movie Night August 8.

➤ **Old Business**

- Special Event Contract – Action Item: Create Ad Hoc Committee for Special Event Contract Board Oversight. Cory, Marilyn, Scott S., Scott D., Mark and Steve will participate.

➤ **New Business**

- Vice Chair Election. Cory Garman nominated by Marilyn Finnemore. Seconded. Motion to close nominations. Seconded. Move to close nominations and elect Cory Garman by acclamation. Seconded. Roll call vote requested. *A roll call vote was taken and Cory Garman was elected, the votes being recorded as shown below:*

<u>Member</u>	<u>Vote</u>
Beau Correll	Cory Garman
Kathlene Courtney	Cory Garman
Scott Dawson	Cory Garman
Marilyn Finnemore	Cory Garman
Cory Garman	Cory Garman
Mark Lore	Cory Garman
Steve Maclin	Cory Garman
Scott Spriggs	Cory Garman

➤ **Public Comments**

- Christine Germeyer from OTWBA. Handed out Shop Local window clings, First Friday rack cards. Displayed Back to School poster. Requested that the Welcome Center be open more; evenings, weekends, and events. Still concerned about lack of police presence downtown. Would like something more visible.

Motion to adjourn. Seconded. Unanimously approved.

Adjournment 6:51. Next meeting – Thursday, September 3, 2015 at 5:30 p.m. in the Exhibit Hall, 4th Floor of City Hall

August 2015 Expenditures

Professional Services/Special Events (31-66)	Budgeted	August Expenditures	Current Balance
Monthly Retainer - August	\$74,532.00	\$6,097.00	\$62,338.00
W-15-15 Event Expenses		\$4,117.19	
W-16-15 Event Expenses		\$4,792.53	
W-17-15 Event Expenses		\$4,981.90	
W-18-15 Event Expenses		\$4,911.81	
FYTD Account Total	\$199,536.00	\$24,900.43	\$158,878.91

Professional Services/Other (31-70)	Budgeted	August Expenditures	Current Balance
Web Content Management for July		\$450.00	
Annual Web Hosting Fee		\$440.00	
FYTD Account Total	\$8,135.00	\$890.00	\$7,245.00

Printing (35-01)	Budgeted	August Expenditures	Current Balance
Student Discount Clings		\$94.06	
FYTD Account Total	\$8,175.00	\$94.06	\$8,031.99

Telecommunications (52-30)	Budgeted	August Expenditures	Current Balance
Work Cell Phone for July		\$65.68	
FYTD Account Total	\$600.00	\$65.68	\$534.32

Membership & Dues (58-10)	Budgeted	August Expenditures	Current Balance
Kiwanis Club of Old Town		\$125.00	
FYTD Account Total	\$470.00	\$125.00	\$345.00

Food & Food Service (60-02)	Budgeted	August Expenditures	Current Balance
Meeting Refreshments		\$14.41	
FYTD Account Total	\$450.00	\$14.41	\$435.59

Other Operating Supplies (60-14)	Budgeted	August Expenditures	Current Balance
OTDB Supplies		\$21.00	
FYTD Account Total	\$2,214.00	\$21.00	\$2,193.00

Performance Review

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

Friday Night Live

June 19th

Activities and Actions	Outcomes
<p>Intangible Value</p>	<ul style="list-style-type: none"> Attendance along the Old Town Mall for the first Friday Night Live was a moderate 1,500 plus persons/consumers due to rain. One tool to measure success is the meals tax from the businesses (restaurants) over the three Friday Night Live event months compared to 2014. These numbers will be reported by Jennifer Bell when she receives them. Jennifer Bell is organizing parking authority numbers to show comparisons between 2014 and 2015 Most 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 10:00, again the rain limited the crowd. The media impact from our campaign has promoted the Old Town Winchester brand and the Old Town Events. The intangible effect on the community continues to be strong and welcoming. The community continues to talk about the activities. The event venue sold 375 tickets and had 110 promotional and sponsor tickets redeemed. Total attendance about 485 in the venue and 1,500 plus throughout the walking mall.
<p>Media Campaign:</p>	<p>The Winchester Star - VALUE\$ 5,050</p> <ul style="list-style-type: none"> 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 \$1,500.00 FNL had a featured story and photos one full page spread promoting our events in Old Town, story valued at \$500.00 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 also strategically bought web-site advertising reaching over 20,000 impressions and over 85 click's directly to the FNL web-page
- The Winchester Star reaches over 20,000 households and over 7,500 persons reading online.

I Heart Media (Q102, FOX 99.3, KISS 98.3, MIX 97)- VALUE \$20,000

- Each station ran a 10 day campaign for each event. The value combined three stations between produced promotional announcements and ticket promotions FNL received a campaign value of over \$15,000.
- 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
- I Heart Media also attended the event providing additional entertainment on the walking mall with their tents, prizes and games
- I Heart Media Radio group reaches over a 40 mile radius and reaches 40% of the radio listing audience in the 7 counties surrounding Winchester.

Centennial Media (3 stations 92.5 WINC, New Country 105, 1400 AM)- VALUE\$15,000

- The three stations ran a 10 day campaign for the event. The value combined three stations between produced promotional announcements and ticket promotions, FNL received a media campaign valued at over \$11,500
- 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 \$3,500
- 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

	<p>Video/Google Ads/Facebook Boost- VALUE \$2,500</p> <ul style="list-style-type: none"> • Full Circle Marketing provided a :43 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 • We had 91,487 impressions and over 17,000 views of the video. • Facebook & Google Ad reaches over a 40 mile radius and targeted users with specific targeted words. <p>Frederick Report – VALUE \$750.00</p> <ul style="list-style-type: none"> • Report featured FNL story, photos and inside featured stories, valued at \$750 • Our total \$200 cash budget gets us featured stories and separate ¾ color ads promoting each event. • Free print publication, circulation 15,000, Frederick County, Warren County, Winchester <p>Facebook campaign –10,000 plus likes on OTW Official Page</p> <ul style="list-style-type: none"> • 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 12% since April. • Boosted a Facebook post for the event to reach a larger audience <p>Twitter campaign – Twitter fans over 2,000 followers</p> <ul style="list-style-type: none"> • We have tweeted and kept constant campaign going to promote FNL. <p>Email Blasts- VALUE \$1,000</p> <ul style="list-style-type: none"> • 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 1,500 regional businesses and personal contacts. <p>Human Resource Directors</p> <ul style="list-style-type: none"> • Developed a list of the 33 largest employers throughout the Frederick/City area. After contacting them and sharing information, they share our events internally with their employees.
Attendance	<p>Ticketed areas - Music venues</p> <ul style="list-style-type: none"> • The event venue sold 375 tickets (with approximate ticket income

	<p>\$2,500) and had 110 promotional and sponsor tickets redeemed. Total attendance about 485 in the venue</p> <p>Walking Mall</p> <ul style="list-style-type: none"> • Attendance on the Old Town Mall for the first Friday Night Live was in excess of 1,500 persons/consumers, strolling, shopping and eating at the restaurants. Rain affected our attendance numbers.
<p>Art Markets, Music & Street Performers</p>	<p>Art Markets</p> <ul style="list-style-type: none"> • FCM has coordinated to have two separate art markets on the North and South side of the walking mall during the events. • Shenandoah Arts Council set up a display with 3 artisans on the south side of the Splash Pad and • Winchester Art Market set up on the north side with 3 artisans. These markets have been very well received by consumers and artisans. <p>Street Performers</p> <ul style="list-style-type: none"> • Performers on the Mall included; Charlie Chaplin, mime, magicians, acoustical musicians, photo booth, balloonist, jugglers, caricature, kid's activities, and other entertainers. <p>Music Venues</p> <ul style="list-style-type: none"> • The Taylor Pavilion turned out to be a nice venue and worked well space wise. • Consumers liked having multiple bands performing following the beachy theme. • Having one music venue was well received and welcomed.
<p>Sponsorships</p>	<ul style="list-style-type: none"> • We have sponsorship commitments for the three Friday Night Live events • For June 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 (number subject to change) • Contracts and invoices have been sent to businesses and monies are still being collected
<p>Operations</p>	<ul style="list-style-type: none"> • The event had a very sharp look and created a fun beach atmosphere. It provided a great VIBE to Old Town, as summer kicks off. • Signage on the mall looked great and directed consumers to the right areas and had consumers from the North end to the South end
<p>Impact on Downtown Business</p>	<ul style="list-style-type: none"> • The new continues Friday Night Live hosted in Old Town is well received.

	<ul style="list-style-type: none"> • Downtown manager conducts a survey of the downtown businesses, and will report on that separately. • Many businesses who stayed open later did well • We also requested businesses to cross promote the events via their own social media campaign. • Personally visited most business owners 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.
Marketing Survey Results	<p>Participant Survey</p> <ul style="list-style-type: none"> • Survey reported in additional attachment.
Enhancements for the event	<p>The event is very strong and well balanced. The only enhancement is to continue and find new and different street performers and acoustical musician to keep the event fresh, which we have been doing.</p>
Incident report	<p>Chief of Police reported the crowd was in good order, and there were no incidents on record.</p>

**Marketing Survey June FNU
Number Surveyed 44**

How did you hear about event?

Answer #

Word of Mouth 13

Social Media 18

Print 9

Radio 7

Video 5

Other 2

What do you like about the event?

Answer #

Music Venues 22

Street Performers 16

Resturantes 26

Shops 20

How long has it been since you have been downtown?

Answer #

1 Week 4

4 Weeks 20

3 Months 20

6 months or more 4

Where are you from?

Answer #

Frederick County 12

City of Winchester 18

Clarke/Warren/Page/Shenandoah Counties 3

West Virginia 3

Maryland 3

Loudoun County 2

Knowledge of 4 parking garages & 4 lots in Old Town Area?

Answer #

Yes 26

No 5

Scale of 1-10, Rate this event

Answer #

7

8

9

10

16

18

Friday Night Live - June 19, 2015		
Expenses	Total Cost	
City Admission Taxes	\$126.55	
Grand Rental Station (tent, chair, tables)	\$782.29	
Photographer	\$100.00	
Johnny Blue	\$163.45	
Security	\$275.00	
Insurance	\$162.52	
Ice/WalMart	\$150.00	
Fencing (Lowes)	\$50.00	
Piccadilly Printing (tickets, program, poster)	\$400.00	
Signet Screen Printing (signs, banners)	\$350.00	
Parking Authority	\$27.00	
Sunbelt	\$0.00	
Palmer Media (Audio/Sound)	\$1,500.00	
Media Campaign		
I Heart Radio (Q102, 98.3, 99.3 FM)	\$500.00	
Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM)	\$500.00	
Video Production	\$300.00	
The Winchester Star	\$300.00	
Media (Digital, Print, misc)	\$700.00	
Entertainment		
Bands	\$3,500.00	
Street Performers and Musicians; Caricature, Photo Booth, Stilt Walker, Magician, Mime	\$1,780.00	
ShowClix (Ticketing)	\$50.00	
MISC (i.e table covers, prizes, survey cards, cups)	\$250.00	
Sub Total Expenses (some expenses subject to minor changes)	\$11,966.81	
Revenue (some revenue subject to change based on pledged sponsorships)	Total	
Tickets	\$2,404.49	
Exhibitors/Vendors		
Sponsorship & Advertising Revenue	\$10,350.00	
Total Revenue	\$12,754.49	
Net Revenue	\$787.68	
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	\$25,000.00	



= OLD TOWN =
FRIDAY FIVE
NIGHTS
= MUSIC • FOOD • DRINK =

Friday Night Live
June 2015
Media Summary



Official Poster



LIVE BEACH MUSIC AT THE TAYLOR PAVILION
The Reckless Island - Caribbean Sunset Beach Band



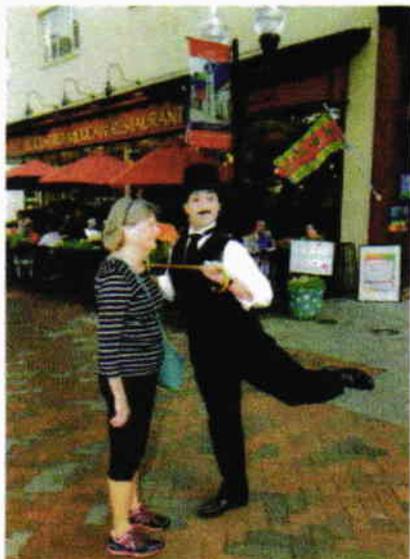
**KIDS ZONE
SOCIAL GAMES** **ART MARKETS
STREET PERFORMERS** **CRAFT BEER & WINE
LIVE BANDS**

For Details Visit: OldTownWinchesterVA.com
TICKETS AVAILABLE AT: ESPRESSO BAR & CAFE | OLD TOWN GENERAL STORE | ONLINE | ID REQUIRED!

PRESENTED BY



Photos



Brochure

Outside

WHAT IS FRIDAY NIGHT LIVE?

Friday Night Live is the perfect opportunity to come explore Old Town Winchester. Enjoy a bite to eat at any of the over 30 different dining options, or visit our boutiques and galleries for unique, stylish finds. Wear your best beach shirt and buy a ticket to the Taylor Pavilion Concert while catching upbeat reggae, beach tunes and enjoy a craft beer or wine, all drink proceeds benefit Big Brothers Big Sisters. Enjoy FREE entertainment up and down the walking mall with acoustic musicians, a stilt walker, mime, and interactive exhibits. Lastly, you'll get a chance to support local artisans by checking out two different art markets, the Shenandoah Arts Council and Winchester Art Market, all on the walking mall. The City of Winchester is proud to bring you Friday Night Live.

Friday Night Live is Winchester's BLOCK PARTY! Join us again for FNL on July 17th & August 21st

STAGE SCHEDULE

- 5:00 TAYLOR PAVILION OPENS
- 5:30 THE RECKLESS ISLAND
- 7:30 CARIBBEAN SUNSET BEACH
- 11:00 TAYLOR PAVILION CLOSES

PUBLIC RESTROOMS

BRADDOCK STREET AUTO PARK
& SPLASH PAD PARKING LOT

SAVE THE DATE



June 21



JULY 3



EVENT INFORMATION

TO VOLUNTEER FOR OR SPONSOR
FUTURE EVENTS, CALL
FULL CIRCLE MARKETING
540.722.8700



LIVE MUSIC BY:



5:30



7:30

Presented by:



JUNE 19, 2015

5PM - 11PM



FOR MORE INFORMATION:
WWW.OLDTOWNWINCHESTERVA.COM
DOWNLOAD OUR APP!



Brochure

Inside



FRIDAY NIGHT LIVE

CORK STREET

Shenandoah Arts Council
(Art Market)

Paper and Scissors Rock
(Art Activity)



Yamni Arts
(Juggling and Music)

Big Brothers Big Sisters
(Football Toss)



Caricaturist
(Doug Garden)



Kyle Contento
(Acoustic Performer)



Shawn Hatfield
(Acoustic Performer)



Mike Long
(Acoustic Performer)

JazRock
(Art Activity)

Habitat for Humanity
(Blues House Concert)

Valley Health and Wellness Center
(Prize Wheel)

The Coop
(Art Display)

Tom Sullivan
(Acoustic Performer)



Jonathan Ford
(Magician)

BOSCAWEN STREET



Wayne Snow
(Acoustic Performer)

Chess Club



Old Town Hospitality Association
(OTW History Tours)

Tri-State Nissan
(Photo Booth and Display)

Mover Dudes
(Games)

Q102 & KISS 98.3
(Social Games)

Winchester Art Market
(Multiple Local Artists)

92.5 WINC FM
(Prize Wheel)

Polka Dot Pot
(Art Activities)

Brightbox Theater
(The Fieftasters w/
Daycare Swindlers. \$\$\$)



Jake and the Burtones
(Acoustic Performers)

Virginia Blood Services
(Games and Sponsor)



Taylor Pavilion



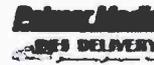
Live Music Venue



BOSCAWEN STREET

PICCADILLY STREET

Presented by:



WWW.OLDTOWNWINCHESTERVA.COM | 540.722.8700

Press Release

Press Release: 'First' Friday Night LIVE – June 19th, 2015

Friday Night Live Kicks Off Summer with Beach Music at the Taylor Pavilion

Old Town Winchester is excited to announce the kick off to the first Friday Night LIVE event, the event starts June 19h from 5-11 pm presented by Virginia Blood Services. The series is being moved to the brand new Taylor Pavilion which will be the perfect place to host this jammin', reggae themed event on the eve of the first day of summer. At 5:00 pm, we'll kick off the start to the beautiful weather with live music, dancing, and more!

Starting off will be Reckless Island, an upbeat, reggae, soul band from Richmond, Virginia. They have been together for five years now and their music crosses reggae with the Beach Boys and Phil Spector for a unique sound that you have to hear to believe. Caribbean Sunset Beach Band, the headlining act, will hit the stage at 7:30 p.m. to deliver their extraordinary performance. The group is a lively, fun, true to its kind Jimmy Buffet tribute band and beach music from Sparta, New Jersey, and a favorite of locals. The five group members have been playing together for 10 years and will have you "singing, laughing, and dancing on the beach."

The Shenandoah Arts Council and Winchester Art Market are returning this year. They will be setting up locally crafted art and crafts for sale on both the north and south end. "We are happy to be able to showcase local artists at Friday Night Live," states Jennifer Bell, Downtown Manager. "We had a great response from the community last year for Friday Night Live and we wanted to make this year more exciting than ever," Bell adds. Thrilling street performers such as: acoustical artists, a magician, juggler, mime, still walker and more will provide free family-friendly entertainment suitable for all ages. Break out that Hawaiian shirt in your closet that you never get to wear and your best flip-flops for a relaxed beach atmosphere.

"Last year was amazing. There was a great crowd on the walking mall and the bands sounded great! We are really excited to continue the tradition of Friday Night LIVE," said Dario Savarese, President of Full Circle Marketing. Tickets are \$5 in advance or \$10 at the door. Buy tickets in advance online at OldTownWinchesterVA.com or stop by the Espresso Bar and Café, Old Town General Store in Old Town, and Total Image & Workingman's Store. A great variety of wine and beer will be offered for those 21 and over including Goose Island and Shock Top benefitting Big Brothers Big Sisters. Save the date: July 17th and August 21st for the second and third Friday Night LIVE of the summer season.

People interested in participating, sponsoring, or volunteering should contact Dario Savarese at (540) 722-8700 and dario@fullcirclem.com. For questions about Old Town Winchester and other upcoming events, contact Jennifer Bell, Downtown Manager at (540) 535-3660 and Jennifer.Bell@winchesterva.gov. For more information, visit the website, www.OldTownWinchesterVA.com, like us on Facebook. Visit Old Town Winchester's channel on YouTube and watch the video's profiling our events.

This event is hosted by the Old Town Winchester Development Board and Full Circle Marketing. Sponsors and community partners include: Presenting Sponsor Virginia Blood Services, Big Brothers Big Sisters, KEE Construction Services Inc., Goose Island, Shock Top, Signet Screen Printing & Embroidery, Piccadilly Printing & Marketing, Grand Rental Station, Shenandoah University, The Winchester Star, 92.5 WINC FM, New Country B105, 1400 WINC AM, KISS 98.3, Q102, The Fox 99.3, J Scott Entertainment, Palmer Media, Ridgerunner Container Service.

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Facebook Cover Photo



Facebook Analytics

Friday Night Live June
Facebook Analytics June 3rd - June 19th

Post	Reach	Organic	Paid	Clicks	Likes	Comments	Shares	Boosted
June 3 - 8:00 am	3,224	3,224	-	167	83	4	29	no
June 3 - 6:31 pm	15,536	3,952	11,584	517	144	14	71	yes
June 3 - 7:00 pm	3,174	3,174	-	257	69	5	9	no
June 4 - 12:00 am	1,931	1,931	-	76	46	4	22	no
June 4 - 12:00 pm	948	948	-	38	16	-	5	no
June 5 - 8:00 am	592	592	-	11	8	-	1	no
June 6 - 10:13 am	694	694	-	35	8	-	-	no
June 7 - 11:00 pm	1,840	1,840	-	59	53	1	8	no
June 8 - 6:22 pm	344	344	-	9	5	-	-	no
June 9 - 8:00 am	726	726	-	81	20	1	3	no
June 10 - 7:00 pm	477	477	-	13	9	-	3	no
June 12 - 7:00 pm	401	401	-	16	5	-	1	no
June 15 - 5:00 pm	342	342	-	21	3	-	1	no
June 16 - 12:10 pm	771	771	-	51	14	-	7	no
June 18 - 11:40 am	354	354	-	1	2	-	-	no
June 18 - 6:30 pm	857	857	-	50	19	1	11	no
June 19 - 8:00 am	1,161	1,161	-	94	28	-	13	no
AVG	1,963.06	1,281.65	11,584.00	88.00	31.29	1.76	10.82	

Red = Video

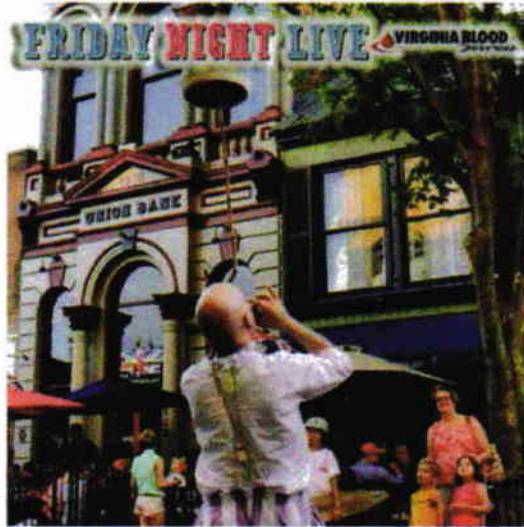
Example Facebook Posts



Old Town Winchester, VA

Published by Diane Szarynski on June 4, 2014

Looking for a way to kick off the summer? Bring your family to the first Friday Night LIVE on June 19th! There will be thrilling street entertainment including caricaturist, balloon animal creations, a special guided historical tour of Old Town Winchester and more!



1,931 People Reached

72 Likes, Comments & Shares

46 Likes **37** On Post **5** On Shares

4 Comments **0** On Post **4** On Shares

22 Shares **22** On Post **0** On Shares

76 Post Clips

40 Photo Views **0** Like Video **36** Other Clips

NEGATIVE FEEDBACK

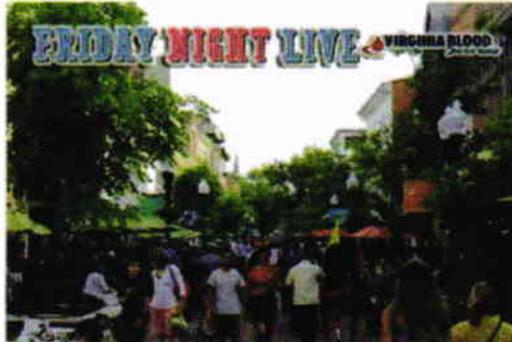
0 Hide Post **2** Hide All Posts
0 Report as Spam **0** Unlink Page



Old Town Winchester, VA

Published by Diane Szarynski on June 9, 2014

You won't want to miss this- Friday Night LIVE with live music, food drinks, and fun on the Old Town walking mall in downtown Winchester! <http://oldtownwinchesterva.com/major-e/friday-night-live>



3,174 People Reached

83 Likes, Comments & Shares

60 Likes **66** On Post **3** On Shares

5 Comments **5** On Post **0** On Shares

9 Shares **4** On Post **5** On Shares

257 Post Clips

40 Photo Views **96** Like Video **112** Other Clips

NEGATIVE FEEDBACK

2 Hide Post **1** Hide All Posts
0 Report as Spam **0** Unlink Page

3,174 people reached

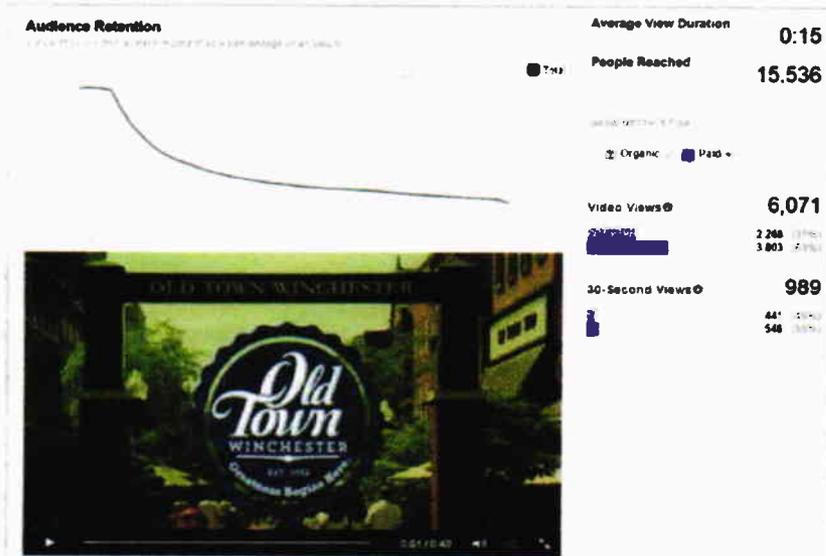
Report Post

60 Likes · 5 Comments · 4 Shares

Like Comment Share

Video ad on Facebook

Video has been shared across Facebook through the Old Town Winchester page, as well as 12 different sponsor pages.



Reach
15,536 people

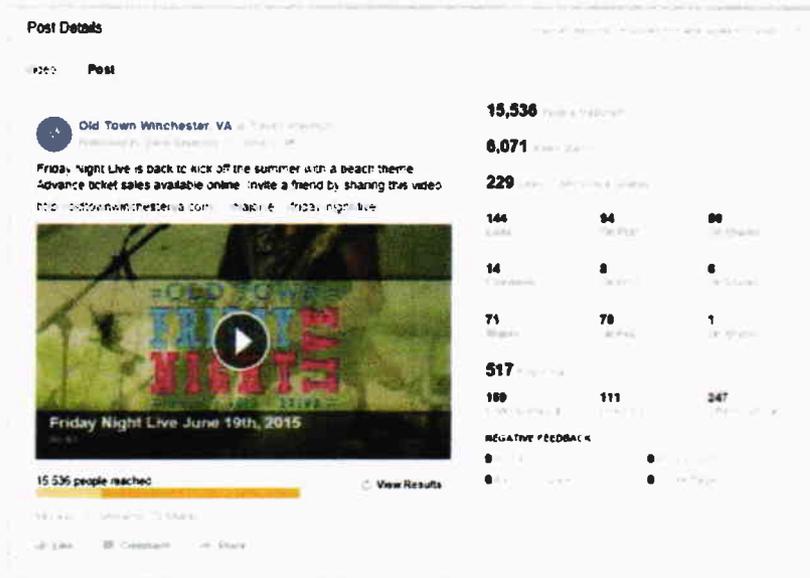
Average View Duration
0:15

Likes
144

Comments
14

Shares
71

Clicks
517



Video ad on Google Adwords

Video ad ran on youtube and google partner sites

Thumbnail Impressions 34,692	Views 11,152	AVG CPV \$0.07	AVG CPM \$8.74
Video Impressions 56,858	Unique Views 8,649	Clicks 222	Video Played to 0:10 - 36% 0:20 - 24% 0:35 - 19% 0:40 - 16%
Total Impressions 91,487	View Rate 12.19%	CTR 0.24%	

All video campaigns >

Custom: Jun 4, 2015 - Jun 13, 2015

Campaign: Friday Night Live June 19th

Enabled Budget: \$10.00 Est. Targeting: English Est. 22801, Virginia, United States; 30.0 mi around Winchester, VA 22801, US Edit

Ads Videos Targets Settings

All but removed video ads Columns Bulk upload

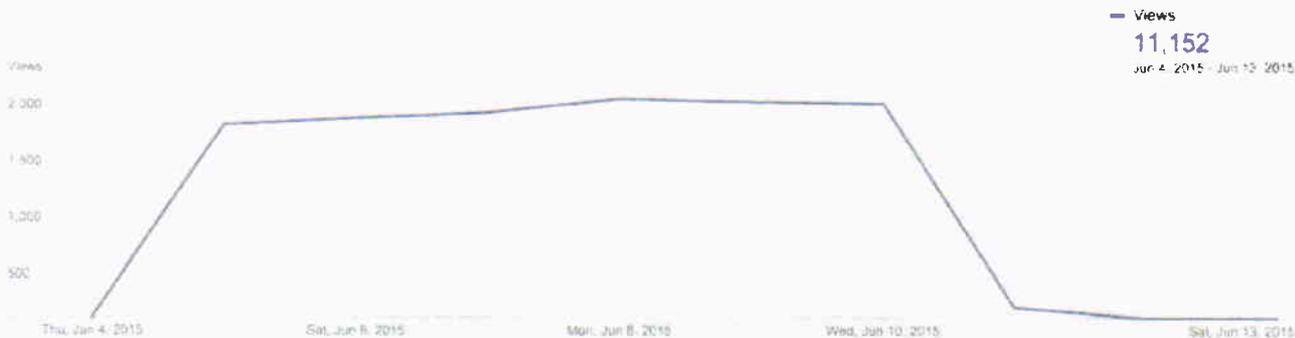
No segmentation

Segment by format

Segment by network

Other segmentations

Video vs Nothing



VIDEO AD

Ad	Video	Status	Impressions		Views	View rate	Avg. CPV	Total cost	Clicks	Video played to:			
			Thumbnail	Video						20%	50%	75%	100%
Friday Night Live June 19th	Friday Night: Live June 19m 2015	Ended Approved	34,629	56,858	11,152	12.19%	\$0.07	\$789.36	222	36%	24%	16%	16%
Total - all but removed video ads			34,629	56,858	11,152	12.19%	\$0.07	\$789.36	222	36%	24%	16%	16%
Total - all video ads			34,629	56,858	11,152	12.19%	\$0.07	\$789.36	222	36%	24%	16%	16%

Show rows 30 1 - 1 of 1

Radio Copy

Aired on six (6) Stations:

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

PSA for Friday Night Live

Friday, June 19th

Spot 1 Radio Copy: 30 Seconds

"GREAT EVENTS BEGIN HERE IN OLD TOWN WINCHESTER!
JUNE 19TH FROM 5 TO 11 FRIDAY NIGHT LIVE WILL FEATURE LIVE MUSIC, STREET PERFORMERS, ARTISANS AND MORE IN OLD TOWN WINCHESTER!
LISTEN TO UPBEAT REGGAE, AND BEACH MUSIC FROM THE RECKLESS ISLAND AND CARIBBEAN SUNSET BEACH BAND.... PRESENTED BY VIRGINIA BLOOD SERVICES
TICKETS ARE ONLY FIVE DOLLARS IN ADVANCE!
VISIT OLD TOWN WINCHESTER V A DOT COM TO LEARN ABOUT GETTING A FREE TICKETS !
FRIDAY NIGHT LIVE IS SPONSORED BY KEE CONSTRUCTION AND SIGNET SCREEN PRINTING BENEFITING BIG BROTHERS AND BIG SISTERS.

Spot 2 Radio Copy: 30 Seconds

"GREAT EVENTS BEGIN HERE IN OLD TOWN WINCHESTER!
JUNE 19TH FROM 5 TO 11 FRIDAY NIGHT LIVE WILL FEATURE LIVE MUSIC, STREET PERFORMERS, ARTISANS AND MORE IN OLD TOWN WINCHESTER!
LISTEN TO UPBEAT REGGAE, AND BEACH MUSIC FROM THE RECKLESS ISLAND AND CARIBBEAN SUNSET BEACH BAND.... PRESENTED BY VIRGINIA BLOOD SERVICES
TICKETS ARE ONLY FIVE DOLLARS IN ADVANCE!
VISIT OLD TOWN WINCHESTER V A DOT COM TO LEARN ABOUT GETTING A FREE TICKETS !
FRIDAY NIGHT LIVE IS SPONSORED BY PICCADILLY PRINTING AND GRAND RENTAL STATION, BENEFITING BIG BROTHERS AND BIG SISTERS.

LINERS:

"ENJOY SUMMER IN OLD TOWN WINCHESTER AT FRIDAY NIGHT LIVE, JUNE 19TH. VISIT OLD TOWN WINCHESTER V A DOT COM.

VISIT OLD TOWN WINCHESTER V A DOT COM AND LEARN MORE ABOUT THE FRIDAY NIGHT LIVE FEATURING LIVE MUSIC, ART AND MORE!

Radio Copy

Aired on six (6) Stations:

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

PSA for Friday Night Live
Friday, June 19th

Spot 1 Radio Copy: 15 Seconds

FRIDAY NIGHT LIVE JUNE 19TH WILL FEATURE LIVE MUSIC, STREET PERFORMERS, ARTISANS AND MORE IN OLD TOWN WINCHESTER!

LISTEN TO UPBEAT REGGAE, AND BEACH MUSIC FROM RECKLESS ISLAND AND CARIBBEAN SUNSET BAND.

FRIDAY NIGHT LIVE IS PRESENTED BY VIRGINIA BLOOD

LINERS:

"ENJOY SUMMER IN OLD TOWN WINCHESTER AT FRIDAY NIGHT LIVE PRESENTED VIRGINIA BLOOD SERVICES, JUNE 19TH. VISIT OLD TOWN WINCHESTER V A DOT COM.

VISIT OLD TOWN WINCHESTER V A DOT COM AND LEARN MORE ABOUT THE VIRGINIA BLOOD SERVICES FRIDAY NIGHT LIVE FEATURING LIVE MUSIC, ART AND MORE!

JUNE 19TH IS THE FIRST VIRGINIA BLOOD SERVICES FRIDAY NIGHT LIVE FEATURING LIVE MUSIC, ART AND MORE! VISIT OLD TOWN WINCHESTER V A DOT COM.

Print Media

The Journal

Circulation: 12,500
Savings of: \$2,000.00

Front of page of publication
Covers 80% of page



Great Events Begin Here.

For more information go to OldTownWinchesterVA.com

ROCKIN' Independence EVE

FRIDAY, JULY 10th 2014

HIGHLIGHTS:
FREE COMMUNITY EVENT
FIREWORKS - SIDE ACTIVITIES
LIVE MUSIC - SOCIAL GAMES
STREET PERFORMERS AND MORE!

OLD TOWN WINCHESTER

FRIDAY NIGHT LIVE

= OLD TOWN =

FRIDAY NIGHT LIVE

= MUSIC • FOOD • DRINKS =

HIGHLIGHTS:
LIVE MUSIC
FAMILY FUN
ENTERTAINMENT
ART MARKET
BLOCK PARTY
CRAFT BEER & WINE
STREET PERFORMERS
SOCIAL GAMES
AND MORE!

Unwind and enjoy all Old Town Winchester has to offer at Friday Night Live presented by Virginia Blood Services! Hoppping on the third Friday of June, July and August, Friday Night Live is the perfect opportunity to meet up with family and friends and shop, dine and enjoy some great live music! The newly renovated Taylor Pavilion will takeover as the music venue for this popular event.

Start your summer early at the first Friday Night Live, June 19th. Opening that evening is The Rockton Island, a reggae, rock, and island music band. Headlining is Caribbean Sunset Beach Band, a lively, fun band that is sure to bring a Caribbean party into Old Town.

The second Friday Night Live, July 17th, features the highly energetic and local favorite, Robbie Limon Band, an award winning band that is sure to play all your favorites! Opening for Robbie Limon is Sweet Daze, a youthful band that blends classic and modern rock.

On August 21, country and rock music are rolling in to Old Town! Making his return to the Winchester area is the Thom Shepard Band, a #1 songwriter out of Austin, Texas. Also performing that night is the Alex Hilton Band, a talented country group who performs up-tempo country favorites!

In addition to live music, each Friday Night Live will have a kid's zone, acoustic performers and street performers such as jugglers, magicians, artists, acrobats, and more! Coming back to the event this year is the Shenandoah Arts Council and Winchester Art Market. They will be setting up an art display with some art pieces available for sale. Some artists will even be performing "live" art for attendees to watch and enjoy.

Craft beer and wine will be available for purchase at the Taylor Pavilion. Beverage proceeds benefit Big Brothers Big Sisters of Winchester, Frederick and Clarke County. Tickets are \$5 in advance or \$10 at the gate. They can be ordered in advance online at OldTownWinchesterVA.com or purchased at the Old Town General Store and the Espresso Bar and Cafe.

For more information on how to participate as a sponsor, vendor, venue provider, performer, volunteer, or VIP corporate partner, contact Dario Savarato at (540) 722-8700 and dario@fullcircle.com.

For the latest news on this and other events visit OldTownWinchesterVA.com or download the new Old Town Winchester App!

Print Media

The Weekender

Circulation: 13,800
Savings of: \$1,500.00

Page 10 of publication
Covers 70% of page

Friday Night Live Brings the Beach to Winchester

Unwind and enjoy all that Old Town Winchester has to offer at Friday Night Live presented by Virginia Blood Services! Happening on the third Friday of June, July and August, Friday Night Live is the perfect opportunity to meet up with family and friends and shop, dine and enjoy some great live music! The newly renovated Taylor Pavilion will takeover as the music venue for this popular event.

Start your summer early at the first Friday Night Live, June 19th. Opening that evening is The Reckless Island, a reggae, soul, and island music band. Headlining is Caribbean Sunset Beach Band, a lively, fun, band that is sure to bring a Caribbean party into Old Town.

On July 17th, the second Friday Night Live, will feature the highly energetic and local favorite, Robbie Limon Band, an award winning band that is sure to play all your favorites! Opening for Robbie Limon is Swell Daze; a youthful band that blends classic and modern rock.

On August 21, country and rock music are rolling in to Old Town! Making his return to the Winchester area is the Thom Shepard Band, a #1 songwriter out of Austin, Texas. Also performing that night is the Alex Hilton Band, a talented country group who performs up-beat country favorites!

In addition to live music, each Friday Night Live will have a kid's zone, acoustic performers and street entertainers.

For the latest news on this and other events visit OldTownWinchesterVA.com or download the new Old Town Winchester App!

DATES:
JUNE 19
JULY 17
AUG 21

TIMES:
5-11PM



**= OLD TOWN =
FRIDAY NIGHT LIVE
= MUSIC • FOOD • DRINK =**

**JUNE 19TH
5PM-11PM**




HIGHLIGHTS:
LIVE MUSIC
FAMILY FUN

ART MARKET
BLOCK PARTY
CRAFT BEER & WINE
STREET PERFORMERS
SOCIAL GAMES
AND MORE!

Tickets are \$5 in advance or \$10 at the gate. They can be ordered in advance online at OldTownWinchesterVA.com or purchased at the Old Town General Store and the Espresso Bar and Café.

Winchester Star

Circulation: 16,200

Header



**= OLD TOWN =
FRIDAY NIGHT LIVE
= MUSIC • FOOD • DRINK =**



JUNE 19TH 5PM-11PM



**FOR DETAILS VISIT
OldTownWinchesterVA.com**

Print Media

2 column x 5 inch ad

Old Town WINCHESTER

=OLD TOWN=
FRIDAY NIGHT LIVE
= MUSIC • FOOD • DRINKS =

JUNE 19TH **5PM-11PM**

LIVE BEACH MUSIC AT THE TAYLOR PAVILION
The Reckless Island - Caribbean Sunset Beach Band

KIDS ZONE SOCIAL GAMES **ART MARKETS STREET PERFORMERS** **CRAFT BEER & WINE LIVE BANDS**

For Details Visit: OldTownWinchesterVA.com
TICKETS AT: ESPRESSO BAR & CAFE | OLD TOWN GENERAL STORE | ONLINE | ID REQUIRED!

PRESENTED BY

VIRGINIA BLOOD SERVICE **ValleyHealth Wellness & Fitness Center** **BEI DELIVERY REDELIVERY.COM WHEN YOU NEED IT NOW!** **Signet**

Q102 **ALL YOUR FAVORITE KISS** **99.3 FOX** **BOLA**

Official Old Town Winchester Event | OldTownWinchesterVA.com | 540.722.8700

Web Media

Leaderboard

Impressions: 22,000

LIVE BEACH MUSIC AT THE TAYLOR PAVILION **JUNE 19TH** **=OLD TOWN=**
The Reckless Island - Caribbean Sunset Beach Band

KIDS ZONE SOCIAL GAMES **ART MARKETS STREET PERFORMERS** **CRAFT BEER & WINE LIVE BANDS** **5PM-11PM** **FRIDAY NIGHT LIVE**
= MUSIC • FOOD • DRINKS =