

1. Call to order
2. Approval of Minutes
3. Officers' Reports
 - Chairperson's Report
 - i. Expenditures
 - ii. OTW App Report – Brad Veach, Mobile Marketing
 - Vice Chairperson's Report
 - i. OTDB Committees
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
 - July 3 Rockin' Independence Eve Performance Report
 - Updates
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.**



MOBILE APP SUMMARY

SEPTEMBER 3, 2015

PREPARED BY

mobile

Marketing & Entertainment Solutions, Inc.



OLD TOWN WINCHESTER

MOBILE APP FOR IPHONE • IPAD • ANDROID DEVICES

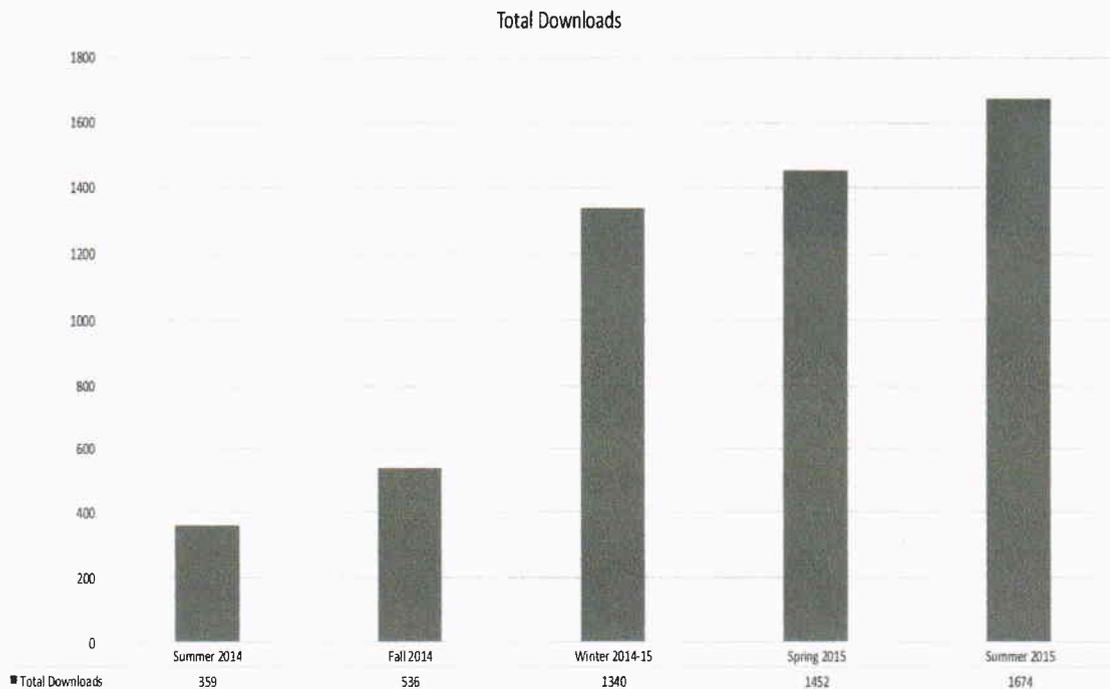


BACKGROUND

- App Launch Date: August 22, 2014
- App development and design donated to OTDB by Mobile Marketing & Entertainment Solutions, Inc.
- \$50/month hosting ▪ \$50/month content management support including push notifications.
- Updates to app content are on-going and as needed based upon information provided by the OTDB office.
- Outreach efforts were conducted on several occasions to engage targeted Old Town businesses including letters, door-to-door visits and most recently a stakeholder's meeting on May 27, 2015.
- A representative from Mobile Marketing & Entertainment Solutions, Inc. also served on the Marketing Committee organized by Mr. Scott Spriggs.
- App marketing: App and QR code graphics provided for website, posters, business directory and window stickers.



DOWNLOAD HISTORY





ANALYTICS

- On average, 86% of all traffic is returning app users. 14% is new.
- 77.6% of all downloads opt-in to receive push notifications.
- In the month of July 2015, 4,246 total visits were registered through the app analytics.
- Who is downloading and viewing the Old Town Winchester app? From July 1-7, 2015 locations include: Honolulu and Koloa HI (2), San Francisco, CA (7), Los Angeles, CA (1), Scottsdale/Phoenix, AZ (3), Omaha, NE (4), Houston/Dallas/Frisco, TX (22), Atlanta/Tucker/Sandy Springs, GA (14), Nashville, TN (2), Louisville, KY (3), Chicago, IL (13), Detroit/Pontiac, MI (7), Richmond, VA (78), Staunton/Harrisonburg, VA (12), Cumberland, MD (4), Washington, DC-Metro area (493), Martinsburg/Shepherdstown, WV (6), Chambersburg, MD (2), Philadelphia, PA (2) and the list continues.



INCREASE USAGE & VALUE

- Build more downloads by investing in social media campaigns targeting app downloads and usage.
- Engage local merchants to consistently post specials and deals on the app. This could be very labor intensive and expensive from the standpoint of manpower.
- Reconsider the types of tabs in the app. Remove tabs that are not being used like tours, car finder and social media.
- Encourage visitors to complete a survey on the app to gain feedback on their experience. Couple that with a weekly or monthly prize/drawing to encourage participation. Encourage merchants to promote app and survey.



MAINTENANCE & FUTURE NEEDS

- Periodic updates for new and old business listings.
- Update app images seasonally.
- Unified effort to engage the merchants to participate in the local deals program. One-on-one meetings and monthly follow-up on new deals. This may be very time consuming and labor intensive.
- Routine training for office staff to handle content management and push notifications.
- On-call support for troubleshooting from Mobile Marketing & Entertainment Solutions, Inc.
- Options to consider when reviewing our contract:
 - 1) Maintain status quo and continue service at the current level. (no price increase with routine updating which equates to approximately one hour per month of content management.)
 - 2) Expand contract to include full content management services along with increased engagement with local merchants to enhance deal offerings and business content (Approximately 20 hours a month.)
 - 3) Self management and administration of content by OTDB or City staff (\$600/year savings)

Performance Review

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

Rockin Independence Eve
July 3rd

Activities and Actions	Outcomes
<p>Intangible Value</p>	<ul style="list-style-type: none"> • Attendance on the Old Town Mall for Rockin Independence Eve (RIE) was over well over 4,000 + persons/consumers despite the drizzle of rain the crowd grew throughout the evening. The event featured The Travelin' Hillbillies, Navy Country Current, The Merge, and Street performers along the Walking Mall, Kidz Zone and 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 2014. These numbers will be reported by Jennifer Bell and we anticipate them to be impressively higher. The restaurants all seemed to be filled few folks waiting to be seated. • Jennifer Bell is also organizing parking authority numbers to show comparisons between 2014 and 2015, early number seem to continue to grow. • Merchants on the walking mall agreed the Rockin Independence Eve was a success, with crowds that filled the mall • We engaged Five (5) different Service Veterans Groups to be on site and highlight the Patriotic theme and cross promote and raise monies for their groups. They were very appreciative of the outreach from the City and OTDB. • Many of the businesses continued to share that Rockin Independence Eve was very strong event. • 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.
<p>Media Campaign:</p>	<p>The Winchester Star - Value:\$5,000 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</p>

- RIE had a featured story and photos one full page spread promoting our July events in Old Town, valued at \$750.00
- 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.
- We also developed a paid advertising schedule leveraging our budget between print and web advertising.
- We also strategically bought web-site advertising reaching over 25,000 impressions and over 112 click's directly to the RIE web-page, valued \$500
- 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: \$23,000

- 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 4th events. The value RIE received was well over \$10,000 promotional package.
- 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 \$3,000
- I Heart Media also attended each of the Rockin Independence Eve providing additional entertainment on the walking mall with their tents, prizes and games
- I Heart Media 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, 1400AM

Value: \$20,000

- 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 4th 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 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 \$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

Value: \$2,500

- Full Circle Marketing provided a :40 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 20,000 full views and over 13,000 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

- 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 2,000 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

- Full Circle Marketing continues to secure new video footage for all of our events for the future. We still have a one minute video from 2013 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 2016 and sponsorship presentations. Valued at \$1,000

EMAIL Blasts

- Developed an Old Town business list with names, companies, phone, and email addresses of over 280 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 1,000 regional businesses and personal contacts.

	<p>Human Resource Directors</p> <ul style="list-style-type: none"> • Sent fliers and information about RIE 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.
<p>Attendance</p>	<p>Walking Mall</p> <ul style="list-style-type: none"> • Attendance on the Old Town Mall for the Rockin Independence Eve was in excess 4,000 persons/consumers, strolling, shopping and eating at the restaurants. • This event was a non-ticketed event, FREE to the public and drew a very diverse crowd.
<p>Music - Kids Activities - Corn Tournament</p>	<p>Kids Activities</p> <ul style="list-style-type: none"> • This event we featured a variety of kid's activities which were free to families. We gathered these near the splash pad. • We also had performers on the Mall included; magicians, acoustical musicians, balloonist, jugglers, face painter, caricature, food vendor on the south side. • These activities have proved to be very well received by the families attending. <p>Music Venues</p> <ul style="list-style-type: none"> • 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. The US Navy Country current was a professional band that was very popular and put on a A+ show. • 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. <p>Corn Hole Tournament</p> <ul style="list-style-type: none"> • We tied in a Shenandoah University Business Fraternity to raise monies to support the community. They help host a Corn Hole Tournament and it was an added value and brought new folks to old town that had not been down traditionally.
<p>Sponsorships</p>	<ul style="list-style-type: none"> • For Rockin Independence Eve we had sponsorship commitments over \$16,000.00 cash dollars and vendors over \$1,000.00 (final number subject to change) • We have received strong media sponsorship/partnerships/trade value totaling over \$25,000 in media towards RIE

<p>Operations</p>	<ul style="list-style-type: none"> • The RIE event had a very sharp look with a patriotic theme 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 • Kids games, Social games, water pong, cornhole, provided a fun atmosphere
<p>Food Vendors</p>	<ul style="list-style-type: none"> • 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. We had one desert vendor placed at the Hable Parking lot that served to be a good fit.
<p>Impact on Downtown Business</p>	<ul style="list-style-type: none"> • The Rockin Independence Eve and Old Town entertainment continues to be a success. • Many businesses who stayed open later did well • We worked with the downtown businesses continuing to encourage them to cross promote the events through personal visits, calls and emailing. • Many of the businesses cross promoted the event, and understand the importance of the cross promoting.
<p>Survey Results</p>	<p style="text-align: center;"><i>Participant Satisfaction Survey - of 92 persons</i></p> <ul style="list-style-type: none"> • Survey reported in additional attachments
<p>Incident report</p>	<p>Chief of Police reported the crowd was in good order, and there were no incidents on record.</p>

Marketing Survey RIE									
Number Surveyed 62									
How did you hear about event?		Word of Mouth	Social Media	Print					
Answer #		18	14	12					
Answer #		6	12	8					
What do you like about the event?		Music Venues	Kids Area	Street Performers					
Answer #		22	8	8					
Answer #		12	16	6					
How long has it been since you have been downtown?		1 Week	4 Weeks	3 Months					
Answer #		24	22	8					
Answer #		12							
Where are you from?		Frederick County	City of Winchester	Clarke/Warren/Page/Shenandoah Counties	West Virginia				
Answer #		24	18	6	9				
Answer #		8	6	2					
Knowledge of 4 parking garages & 4 lots in Old Town Area?		Yes	No						
Answer #		44	18						
Scale of 1-10, Rate this event									
Answer #		6	7	8	9	10			
Answer #		0	4	12	24	22			

		garden; Boys and Girls club beer? Country Current was great; Need more seating & tables; Nothing for older children to do; Did some vendors back out due to weather?; to many children; Stores not open; Cheap booths; More food vendors;				
	Answer					
	#	Extremely	Very	Somewhat	Slightly	Not at all
How organized and clean was the event?		38	48	6	0	0
	Answer					
	#	Extremely	Very	Somewhat	Slightly	Not at all
How friendly was the staff?		65	24	2	0	0
	Answer					
	#	Extremely	Very	Somewhat	Slightly	Not at all
How safe did you feel at the event?		63	28	1	0	0
	Answer	More tables & chairs; Good beer garden to hear band; Great bands; Good beer; Great time with family; Nice to see police and sheriffs, Good party for Winchester, Respectful, Safe; Came back because last years was great; Keep them coming; Have more of them;				
Anything else to share?	Keep up events, Need an interpreter; Very broad diverse group of folks; Very Diverse crowd; It was great!; Great event covering the whole mall; I'll be returning next year; Better than last year; It was great; it was great; Awesome!; Thank you; Fun; Good time; Way to go Winchester; Tasteful; Great cornhole tournament					



Rockin' Independence Eve
July 2015
Media Summary



Official Poster

Old Town WINCHESTER

ROCKIN' Independence EVE
Edward Jones
MAKING SENSE OF INVESTING

JULY 3RD
5PM-11PM

FIREWORKS AT 9:15PM

FREE COMMUNITY EVENT!

KIDS ZONE **LIVE MUSIC** **SOCIAL GAMES**

BEER & WINE AVAILABLE, BENEFITTING BIG BROTHERS BIG SISTERS
For Details Visit: OldTownWinchesterVA.com

FIREWORKS TITLE SPONSOR



Photos



Brochure

Outside

WHILE YOU'RE HERE...

SHOP, DINE AND EXLPLORE OLD TOWN WINCHESTER!

MAIN STAGE SCHEDULE

5:30 TRAVELIN' HILLBILLIES

7:15 NAVY COUNTRY CURRENT

9:45 THE MERGE

PUBLIC INFORMATION

RESTROOMS:
FELTNER PARKING LOT,
ROUSS AVENUE & SPLASH PAD

SAVE THE DATE!

JULY 11



JULY 17



JULY 19



EVENT INFORMATION

TO VOLUNTEER FOR OR SPONSOR
FUTURE EVENTS CALL:
540-722-8700



Edward Jones
MAKING SENSE OF INVESTING



ENTERTAINMENT

TRAVELIN' HILLBILLIES

NAVY COUNTRY CURRENT

FIREWORKS DISPLAY

THE MERGE



(PRIME VIEWING AREA ON KENT ST.)
(PARKING GARAGE ROOF TOPS CLOSED)

JULY 3, 2015

5 PM - 11 PM

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

Brochure

Inside

Edward Jones **ROCKIN' INDEPENDENCE EVE** MAKING SENSE OF INVESTING

CORK STREET

Military Jeep Display
(Phil Fravel)

Jim Stutzman Chevrolet
(Display)

Yammi Arts
(Hooka Hooper)

Old Town Hospitality Association
(OTW History Tours)



Winchester Storm
(Basketball Activities)

Shenandoah Valley Smashers
(Deep Fried Desserts and Food Trailer)

Liberty Man
(History and Education)



Colonial Reenactor
(Phil Hunter)

Acoustic Performer
(Ryan Gordan)

Posh Pets
(Dakota's Dream Pet Care)



Susie the Clown
(Balloon Artist)



Rita's
(Italian ice)

JaziRock
(Art Activity)

Face Painting/ Photo Booth
(Plan Bee)

The Black Rose
(Boutique Display)

Winchester-Frederick County Historical Society
(History and Education)

Four of Hearts
(Jonathan Ford, Illusionist)

Valley Health & Fitness
(Prize Wheel)

Caricaturist - \$
(Mikey J)

BOSCAWEN STREET

Rockin Independence Eve
Main Stage - FREE!

Live Music:
The Travelin' Hillbillies
Navy Country Current
The Merge

Comhole Tournament
Alpha Kappa Psi 6:00

Musica Viva
Patrioc Sing-a-long 6:15



Yammi Arts
LED Performance 9:45

Info Tent

Woodmen of the World
(USA Flag Activity)

Veterans of Foreign Wars
(History Activity)

Tin Top
(Hand Made Crafts)

Shenandoah Valley Battlefield Foundation
(History Exhibit)

Abija Blue
(Boutique Display)

French and Indian War Foundation
(History Activity)

Polka Dot Pot
(Art Activity)

Incredible Flying Objects
(Juggling)

Big Brothers Big Sisters
(Quarterback Toss)

Navy Federal Credit Union
(Kids Activities & Sponsor)

Navy Recruiter
(Push Up Contest)

Edward Jones
(Activities & Sponsor)

Chess Tournament

Winchester Art Market
(Henna Art, Hand Crafted Wooden Toys, Pottery & Roku Artisans, Crocheted Items)

Acoustic Performer
(Kyle Contento)



BOSCAWEN STREET

PICCADILLY STREET

Fireworks Presented By:



WWW.OLDTOWNWINCHESTERVA.COM | 540.722.8700

Press Release

Third annual Rockin' Independence Eve returns to Old Town

WINCHESTER, VA – Come celebrate America's birthday at the third annual Rockin' Independence Eve event in Old Town Winchester on Friday, July 3rd from 5:00-11:00 pm. Rockin' Independence Eve, sponsored by Edward Jones, is a free, family event featuring live entertainment, including performances by Travelin' Hillbillies, Country Current of the U.S. Navy Band and The Merge before the fireworks display after dark. Additionally, many street entertainers and acoustic performers will be scattered throughout the Loudoun Street Mall.

"We are really excited to be part of an All-American event that is free for the community," said Mike O'Dell, Edward Jones local representative. "Rockin' Independence Eve features entertainment and activities for everyone in the family from kids to adults and we hope that the Loudoun Street Mall and this event become a part of everyone's Independence Day traditions."

In addition to great music, Rockin' Independence Eve will host activities such as a cornhole tournament, a beer garden, a Snow White Grill burger eating contest and various children's activities near the splash pad. And no celebration of our nation's independence would be complete without the booming explosions of a colorful fireworks show (sponsored by NAPA). For best visibility, watch the show on North Kent Street between Piccadilly and Boscawen Streets.

Parking garage rooftops will be closed for parking and viewing, but all other levels of downtown's four garages will be available for parking beginning at 5:00 pm for a flat rate of \$5.00 per vehicle.

Entertainment

Country Current is a premier country bluegrass group of the United States Navy Band in Washington, D.C. and includes a "five-member acoustic ensemble performing traditional, contemporary and original bluegrass compositions."

The Traveling Hillbillies from Harrisonburg, Virginia create a new genre of music by performing styles such as rock and roll, folk and country, all with a bluegrass twang.

The Merge will make an appearance on the main stage to play classic fan favorites. The Merge plays everything across the rock music spectrum, from Puddle of Mudd to Maroon 5 and Kings of Leon, and everything else in between.

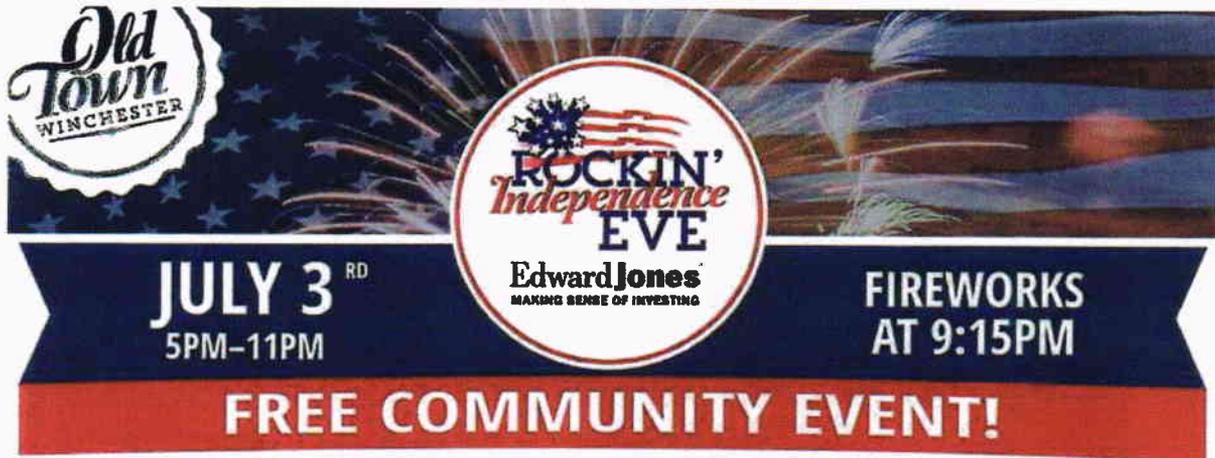
In addition to the main stage musical performances, the rest of the Loudoun Street Mall will feature a variety of street performers, including a caricaturist, balloon artist, magician, juggler, a Kid's Zone near the splash pad and an assortment of acoustic performers for the whole family to enjoy.

Sponsors & Partners

Edward Jones Rockin' Independence Eve is sponsored by: Edward Jones (Title Sponsor), NAPA, Navy Federal Credit Union, Piccadilly Printing, Signet Screen Printing & Embroidery, Palmer Media, BEI Delivery, KEE, Grand Rental Station, Shenandoah University, Ridgerunner Container Service, iHeart Media (Q102, 99.3 The Fox, KISS 98.3), Centennial Broadcasting Radio (92.5 WINC FM, 1400 WINC AM), Sprint, Goose Island, Shock Top, City of Winchester, Old Town Development Board and Winchester Parks and Recreation Department, with event production by Full Circle Marketing.

###

Facebook Cover Photo



Facebook Analytics

Rockin' Independence Eve
Facebook Analytics June 26th - July 3rd

Post	Reach	Organic	Paid	Clicks	Likes	Comments	Shares	Boosted
June 26 - 8:00 am	1,266	1,266	-	68	25	6	15	no
June 29 - 11:00 am	3,001	3,001	-	262	53	8	-	no
June 29 - 12:00 pm	39,881	7,805	32,076	620	211	41	122	yes
July 1 - 8:00 am	4,275	4,275	-	398	56	44	25	no
July 2 - 7:00 pm	1,900	1,900	-	167	35	1	9	no
July 3 - 8:00 am	1,450	1,450	-	111	29	5	8	no
AVG	8,628.83	3,282.83	32,076.00	271.00	68.17	17.50	29.83	-
Total	51,773.00	19,697.00	32,076.00	1,626.00	409.00	105.00	179.00	-

Red = Video

Blue = Event Page Created

Example Facebook Posts



Old Town Winchester, VA

Proposed by Dana Savarese · Fri, July 2 · Edited · 🌐

Where was the best fireworks display that you have seen? Rockin' Independence Eve event is on the Old Town Winchester Walking Mall Friday, July 3rd! The event opens at 5pm and features lots of entertainment for the whole family. Then... BOOM... the fireworks begin around 9:15! Don't miss out on this free event downtown! This is a rain or shine event!

For more info check out

<http://oldtownwinchesterva.com/#rockin-independence-eve>



1,500 people reached

Boost Post

1,900 People Reached

45 Likes, Comments & Shares

35 Likes On Post 32 On Shares

1 Comments On Post 0 On Shares

9 Shares On Post 8 On Shares

167 Post Clicks

44 Photo Views 25 Link Clicks 98 Other Clicks

NEGATIVE FEEDBACK

2 Hide Post 1 Hide All Posts

0 Report or Spam 0 Unfollow



Old Town Winchester, VA

Published by Dana Savarese · Fri, Jun 3 · Edited · 🌐

Put on your red, white, and blue and come down to the Edward Jones Investments Rockin' Independence Eve tonight from 5-11 p.m. There will be a cornhole tournament, most patriotic costume contest, live music, street entertainers and more! Fireworks will begin at 9:15!

More information can be found at:

<http://oldtownwinchesterva.com/#rockin-independence-eve-2>



1,450 People Reached

42 Likes, Comments & Shares

29 Likes On Post 27 On Shares

5 Comments On Post 2 On Shares

8 Shares On Post 7 On Shares

111 Post Clicks

30 Photo Views 23 Link Clicks 58 Other Clicks

NEGATIVE FEEDBACK

3 Hide Post 1 Hide All Posts

0 Report or Spam 0 Unfollow

Video ad on Facebook

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

Audience Retention

Shows how long people watched your video as a percentage of its video.



Average View Duration 0:15

People Reached 39,881

Video Views 13,705

30-Second Views 1,888

Reach

39,881 people

Average View Duration

0:15

Likes

211

Comments

41

Shares

122

Clicks

620

Old Town Winchester, VA

Photo shared on June 28, 2016

Come enjoy the 3rd Annual Rockin' Independence Eve, an All-American event on the Old Town Winchester walking mall Friday, July 31! Rockin' Independence Eve celebrates our nation's independence and is a free, family-friendly event that boasts fun for all ages.



39,881 people reached

View Results

39,881 People Reached

13,705 Video Views

374 Likes

211 Comments

41 Shares

122 Clicks

620 Negative Feedback

189

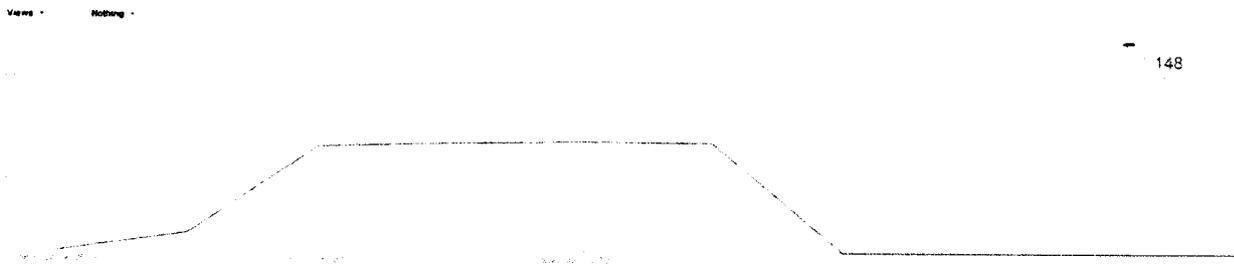
13

0

Video ad on Google Adwords

Video ad ran on youtube and google partner sites

Thumbnail Impressions 414	Views 1,148	AVG CPV \$0.04	AVG CPM \$9.32
Video Impressions 4,936	Unique Views 994	Clicks 11	Video Played to 0:10 - 39%
Total Impressions 5,350	View Rate 21.46%	CTR 0.21%	0:20 - 27%
			0:35 - 22%
			0:40 - 18%



Ad	Video	Status	Impressions		Views	View rate	Avg. CPV	Total cost	Clicks	Video played to:			
			Thumbnail	Video						25%	50%	75%	100%
e Rocan' Independence Eve 2015  Rocan' Independence Eve 2015 29" for IV-traser	Rocan' Independence Eve 2015	Ended Approved	414	4,936	1,148	21.46%	\$0.04	\$49.86	11	39%	27%	22%	18%
Total - all but removed video ads			5,350	1,148	21.46%	\$0.04	\$49.86	11	39%	27%	22%	18%	
Total - all video ads			5,350	1,148	21.46%	\$0.04	\$49.86	11	39%	27%	22%	18%	

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 Rockin' Independence Eve

Friday, July 3rd

Spot 1 Radio Copy: 30 Seconds

"GREAT EVENTS BEGIN HERE IN OLD TOWN AT THE EDWARD JONES ROCKIN' INDEPENDENCE EVE!

JULY 3RD CELEBRATE AMERICA WITH LIVE MUSIC, STREET PERFORMERS, CORN HOLE TOURNAMENT, KIDS ACTIVITIES AND FABULOUS FIREWORKS DISPLAY PRESENTED BY NAPA AUTO PARTS.

IT IS A FREE COMMUNITY EVENT SO VISIT
OLD TOWN WINCHESTER VA DOT COM!

ROCKIN' INDEPENDENCE EVE IS SPONSORED BY NAVY FEDERAL CREDIT UNION, BENEFITING BIG BROTHERS AND BIG SISTERS.

Spot 2 Radio Copy: 15 Seconds

CELEBRATE AMERICA IN OLD TOWN WINCHESTER AT THE EDWARD JONES ROCKIN' INDEPENDENCE EVE, JULY 3RD LIVE MUSIC, CORN HOLE TOURNAMENT, KIDS ACTIVITIES AND FABULOUS FIREWORKS DISPLAY PRESENTED BY NAPA AUTO PARTS.

VISIT;

OLD TOWN WINCHESTER VA DOT COM!

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 Rockin' Independence Eve

Friday, July 3rd

Spot 1 Radio Copy: 30 Seconds

"GREAT EVENTS BEGIN HERE IN OLD TOWN AT THE EDWARD JONES ROCKIN' INDEPENDENCE EVE!

JULY 3RD FROM 5 TO 11 ROCKIN' INDEPENDENCE EVE WILL FEATURE LIVE MUSIC, STREET PERFORMERS, CORN HOLE TOURNAMENT, KIDS ZONE, IN OLD TOWN WINCHESTER!

ENJOY LIVE MUSIC FROM THE TRAVELING HILLBILLIES, NAVY COUNTRY CURRENT, AND THE MERGE. FABULOUS FIREWORKS PRESENTED BY NAPA AUTO PARTS START AT 9:15 P.M.

VISIT OLD TOWN WINCHESTER V A DOT COM!

ROCKIN' INDEPEDENCE EVE IS SPONSORED BY NAVY FEDERAL CREDIT UNION, BENEFITING BIG BROTHERS AND BIG SISTERS.

LINERS:

"WEAR YOUR RED, WHITE, AND BLUE, ENJOY SUMMER IN OLD TOWN WINCHESTER AT THE EDWARD JONES ROCKIN' INDEPENDENCE EVE JULY 3RD. VISIT OLD TOWN WINCHESTER V A DOT COM.

JOIN US ON JULY 3RD AS WE LIGHT UP THE NIGHT SKY WITH NAPA AUTO PARTS FIREWORKS DISPLAY JULY 3RD CELEBRATION IN OLD TOWN

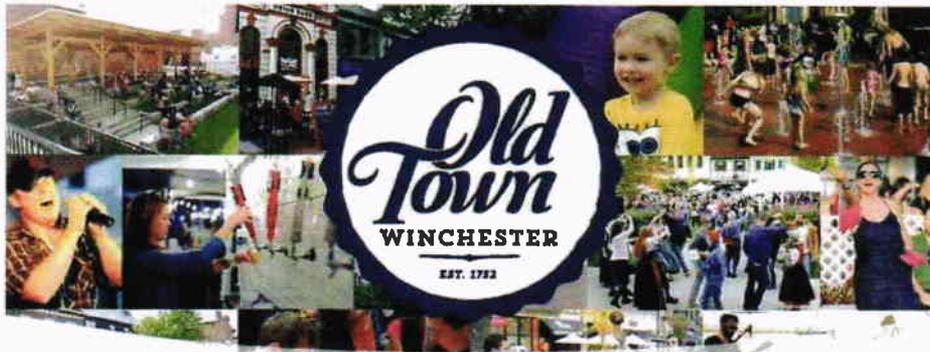
ROCKIN' INDEPEDENCE EVE ANNUAL ALL AMERICAN EVENT FEATURING LIVE MUSIC, NAPA FIREWORKS AND MORE! VISIT OLD TOWN WINCHESTER V A DOT COM.

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

Edward Jones
MAKING SENSE OF INVESTING

ROCKIN' Independence EVE
FRIDAY, JULY 2 - 11

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

NAPA OLD TOWN WINCHESTER
LIVE MUSIC SERIES

MOVIE Night
SATURDAY BEGINNING AT 8PM // FREE EVENT

JUNE 13th
Casablanca

JULY 11th
Elvis Presley: Viva Las Vegas

SUNDAY 1PM-3:30PM
FREE EVENT

JUNE 21st
 tribute to Miles Davis & The Jazz Messia

JULY 19th
Cabin Creek
Bluesgrass Band

AUGUST 16th
Michael Bay
Playing a Variety of American

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

DATES:
JUNE 19
JULY 17
AUG 21

TIMES:
5-11PM

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

VIRGINIA BLOOD Services

Unwind and enjoy all 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 Rockless 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.

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 Swell Dance, a youthful band that blends classic and modern rock.

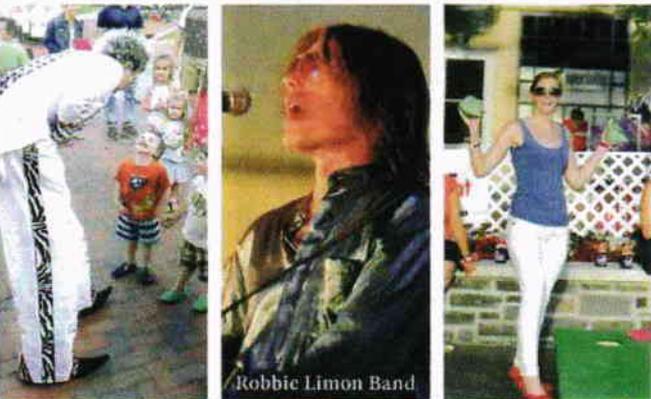
On August 21, country and rock music are rolling in to Old Town! Making his return to the Winchester area is the Thom Shepard Band, a #1 songwriter out of Austin, Texas. Also performing that night is the Alex Hilton Band, a talented country group who performs up-beat country favorites!

In addition to live music, each Friday Night Live will have a kid's zone, acoustic performers and street performers such as jugglers, magicians, mimes, stilt walkers 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 Szwarc on (540) 722-8700 and dario@fallchurch.com.

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



Friday Night Live will continue to have great family entertainment. An social games and of course live music. The summer

Print Media

Edward Jones[®]
MAKING SENSE OF INVESTING



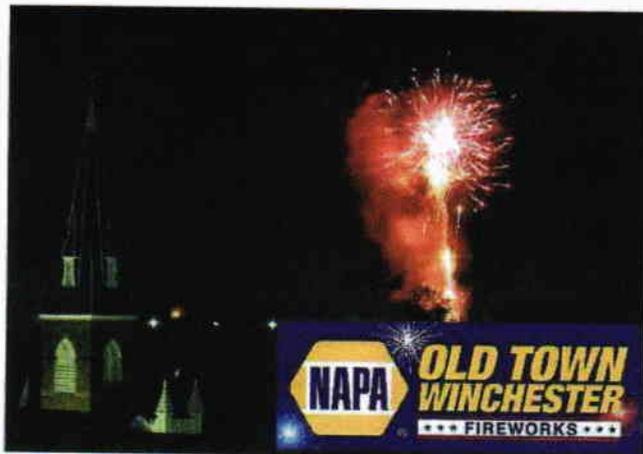
ROCKIN' *Independence* EVE

FRIDAY, JULY 3RD 5 - 11 PM



HIGHLIGHTS:

**FREE COMMUNITY EVENT
FIREWORKS - KIDS ACTIVITIES
LIVE MUSIC - SOCIAL GAMES
STREET PERFORMERS AND MORE !**



The Weekender

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

Page 10 of publication
Part of a bigger ad that
covers 70% of page

Print Media

Winchester Star

Circulation: 16,200

2 column x 5 inch ad

Old Town WINCHESTER

ROCKIN' Independence EVE
Edward Jones
MAKING SENSE OF INVESTING

JULY 3RD
5PM-11PM

FIREWORKS
AT 9:15PM

FREE COMMUNITY EVENT!

KIDS ZONE * LIVE MUSIC * SOCIAL GAMES

BEER & WINE AVAILABLE
BENEFITTING BIG BROTHERS BIG SISTERS
For Details Visit: OldTownWinchesterVA.com

FIREWORKS TITLE SPONSOR

NAPA OLD TOWN WINCHESTER
www.OLDTOWNWINCHESTERVA.COM

KEE
Big Brothers Big Sisters of the South Tri-County Council

ETOS
Event Title Sponsor

P
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SHENANDOAH
WINE & SPIRITS

92.5 WINC FM

RCS
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Winchester
Virginia

GRAND RENTAL STATION

Official Old Town Winchester Event | OldTownWinchesterVA.com | 540.722.8700

Web Media

Leaderboard

Impressions: 22,000

Old Town WINCHESTER

ROCKIN' Independence EVE

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LIVE MUSIC GAMES

NAPA OLD TOWN WINCHESTER
www.OLDTOWNWINCHESTERVA.COM

FRIDAY
JULY 3