

Old Town Winchester Community Calendar of Events for 2015

Chocolate Escape.....	February 7 th	Friday Night Live.....	July 17 th
Restaurant Week.....	March 2 nd – 5 th	Taylor Pavilion Concert.....	July 19 th
OTWBA Egg Hunt.....	April 4 th	Family Movie	July 23 rd
Rally in the Alley.....	April 12 th	Family Movie	July 30 th
John Handley Walk.....	April 27 th	National Night Out.....	August 4 th
Apple Blossom Festival.....	April 24 th – May 3 rd	Taylor Pavilion Classic Movie.....	August 8 th
KidzFest.....	May 16 th	Friday Night Live.....	August 21 st
Loudoun Street Mile.....	May 25 th	Taylor Pavilion Concert.....	August 23 rd
Special Olympics Torch Run.....	June 9	WATTS Happening in Old Town.....	September 4
Family Movie	June 11 th	Skyline Film Festival.....	September 10 – 13
(Fire and Rescue Appreciation Day!)		Downtown Tailgate.....	September 11 th & 12 th
Hop Blossom.....	June 13 th	Main Street Ag Day.....	September 19 th
Taylor Pavilion Classic Movie.....	June 13 th	Taylor Pavilion Concert.....	September 20 th
Family Movie	June 18 th	Celebracion.....	September 26 th
Friday Night Live.....	June 19 th	OctoBeer Fest.....	October 16 th & 17 th
Summer Solstice Yoga.....	June 21	Spooktacular.....	October 24 th
Taylor Pavilion Concert.....	June 21 st	Epilepsy Stroll.....	November 14
Family Movie	June 25 th	Old Town Parade.....	November 30 th
Family Movie	July 2 nd	Santa’s Headquarters.....	December 11 th & 12 th
Rockin’ Independence Eve	July 3 rd	Holly Jolly Celebration.....	December 12 th
Family Movie	July 9 th	Jingle Bell Run.....	December 19 th
Taylor Pavilion Classic Movie.....	July 11 th	First Night Winchester.....	December 31 st
Family Movie	July 16 th		

Bluemont Concerts (summer Friday evenings June 26 – August 28)

Taylor Pavilion Farmers’ Market Saturdays 9 – 1 at the Taylor Pavilion mid-May through Halloween.

(Current Survey sent to Downtown Restaurants and Shops after some events by OTW)

Rockin' Independence Eve 2015

A survey for business owners about Old Town Winchester's Rockin' Independence Eve event on July 3, 2015.

- Did your business extend normal hours for this event? If so indicate how many?
 - 1-2 Hours
 - 3-4 Hours
 - More than 4 hours
 - Did not extend hours.
- On a scale from 1 to 5, did you see an increase in foot traffic to your business?
 - 1 - (No Increase)
 - 2
 - 3
 - 4
 - 5 - (Large Increase)
- Did you see an increase in new customers?
 - Yes
 - No
- Did you see an increase in sales from the same weekend last year? If so, please indicate approximate percentage.
 - No increase
 - 1-5%
 - 6-10%
 - 11-15%
 - More than 15%
- On a scale of 1 to 5, what is your overall rating of this event?
 - 1 - Poor
 - 2
 - 3
 - 4
 - 5 - Excellent
- My business is located:
 - On the south end of the mall
 - On the north end of the mall
 - Secondary district
 - Outside district
- Did you see follow up business from this event?
 - 1 - Too early/ no follow up business
 - 2
 - 3
 - 4
 - 5 - Numerous customers that cited event for reason to return
- Would you have interest in setting up a table outside to sell items or promote your business at future events?
 - Yes
 - No
- Comments/Suggestions:

(Current Survey Given to people at downtown events by Full Circle Marketing or volunteers)

Participant Survey

Rate the Event	Ans wer	Excellent	Very Good	Fairly Good	Mildly Good	Not Good At All
	#					

Likely to Recommend Event to a Friend	Ans wer	Extremely Likely	Very Likely	Moderately Likely	Slightly Likely	Not at All Likely
	#					

Did you visit Downtown Shops or Restaurants?	Ans wer	No	Not Yet	Yes	If yes, where
	#				

What did you like about the event?	Ans wer
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What did you dislike about the event?	Ans wer
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How organized and clean was the event?	Ans wer	Extremely	Very	Somewhat	Slightly	Not at all
	#					

How friendly was the staff?	Ans wer	Extremely	Very	Somewhat	Slightly	Not at all
	#					

How safe did you feel at the event?	Ans wer	Extremely	Very	Somewhat	Slightly	Not at all
	#					

Anything else to share?	Ans wer
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(Current Survey Given to people at downtown events by Full Circle Marketing or volunteers)

Marketing Survey

How did you hear about event?

Answer	Word of Mouth	Social Media	Print
	Radio	TV-Promo	Other

What do you like about the event?

Answer	Music Venues	Kids Area	Street Performers
	Just Visiting Old Town	Other	

How long has it been since you have been downtown?

Answer	1 Week	4 Weeks	3 Months
	6 months or more		

Where are you from?

Answer	Frederick County	City of Winchester Loudoun County	Clarke/Warren/Page/Shenandoah Counties	West Virginia
	Maryland		Other	

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

Answer	Yes	No
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Scale of 1-10, Rate this event

Answer	1, 2, 3, 4, 5,	6, 7, 8, 9, 10
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Special Event Contracted Events 2013 & 2014

Event	2013 Expense	2013 Revenue	Revenue Dollars from Sponsorship & Advertising	2014 Expense	2014 Revenue	Revenue Dollars from Sponsorship & Advertising	Media Value and In-kind Contributions	Overall parking revenue increase 2012 - 2014	Attendees 2013	Attendees 2014
KidzFest				\$8,077	\$10,325	\$7,733	19,000	\$782		4,000
Movies on the Mall (\$ only)				\$2,801	\$2,750	\$2,750			1,400	2,000
FNL June	\$23,965	\$7,692	\$5,410	\$14,528	\$14,532	\$10,252	52,000	\$842	2,000	3,000
FNL July	\$19,056	\$7,015	\$4,014	\$12,960	\$14,856	\$10,842	51,000	\$781	1,500	3,000
FNL August	\$20,273	\$7,555	\$4,232	\$13,442	\$14,321	\$12,301	51,000	\$345	2,500	2,500
Rockin Independence Eve	\$8,258	\$5,752	\$5,602	\$12,809	\$13,944	\$12,519	42,225	\$1,185	5,000	4,000
Salute to the Troops	\$7,994	\$5,555	\$5,405					\$247	1,000	
Downtown Tailgate	\$20,990	\$20,991	\$13,583	\$26,730	\$30,329	\$24,436	58,225	\$825	3,000	1,500
OctoBeerfest	\$23,953	\$44,602	\$29,120	\$27,792	\$43,779	\$30,779	50,000	\$815	4,000	3,000
Holly Jolly				\$800	\$1,000	\$1,000		\$304	300	600
Sunday Jazz				\$2,010	\$2,750	\$2,750	8,000			350
TOTALS:	\$124,488	\$99,161	\$67,366	\$121,950	\$148,586	\$115,361	\$331,450	\$6,126	20,700	23,950

Costs do not reflect the contracted retainer costs for event coordination, marketing, promotion and branding.

Retainer Costs	Total Revenue	\$11,616.89 (Event gross revenue before 2015 Season Expenses as of 2/27/15)
FY13		49.80% Total percentage increase of revenue from 2013 to 2014
FY14		
FY15		
FY16		

15.70% Total increase in attendance at event from 2014 to 2014

Additional information was collected to assess the economic impact to downtown businesses looking specifically at spending at downtown restaurants.

Downtown Meals Tax Revenue:

Tax Collected 2012: \$487,458
 Tax Collected 2013: \$589,585
 Tax Collected 2014: \$817,409

INCREASE IN TAX COLLECTED (2014v.2013): \$227,870

(Numbers on this sheet are approximates)

Downtown Meals Spending:

\$ Spent 2012: \$9,749,171
 \$ Spent 2013: \$11,791,709
 \$ Spent 2014: \$14,764,827

INCREASE IN \$ SPENT (2014v.2013): \$2,974,029

	Whitester Book Gallery	Murphy's Beverage Company	Espresso Bar & Cafe	Incredible Flying Objects	Runners Retreat	Post Pets	?	?	Full Frame Photo	Old Town General Stor
Increase in new customers?	no	yes	hard to determine	not sure. Did see a few too many who had had a little too much to drink. Sure they will be back when sober at a later time with money for spending on fun stuff.	yes	no	no	no	n/a	yes
Follow up business from event?	1 - too early/none	1 - too early/none	1 - too early/none	1 - too early/none	1 - too early/none	1 - too early/none	1 - too early/none	1 - too early/none	n/a	1 - too early/none
Interested in setting up a table to sell items or promote business at future events?	no; would like events to encourage customers/visitors to enter retail stores, so not interested in duplicating effort a few feet from current location or competing with add-on vendors.	no; if going offsite with business, not going to go down the block. Events downtown should bring people in my doors. That's why I'm here	no response	not really	yes	did set up a table on Friday night, but not on Saturday b/c south end of mall was dead	no response	no	perhaps	yes
Comments/Suggestions	none	see below	see below	keep up the good work	see below	see below	none	none	see below	see below

<p>Murphy's Beverage Company Comments</p>	<p>Events are overgrown frat parties. Distasteful. What image are we trying to project? Kegger and silly games or family friendly and upscale? Are there going to be any family events? How about a Flower Home & Garden Show? Used to have one and it was one of my top 3 weekends every year. How about working with existing county events to bring them to downtown (Greek Fest, International Children's Fest). How about growing First Friday instead of competing with it? Events are also damaging to the MSV on 2nd Fridays and competing with Bluemont. Too many events happening. Customers saying they have to pick & choose what they are going to do. We are splitting the buck with all of these events and they are not quality events. They are dog and pony shows, nothing more than white noise. We are literally sequestering people behind fences, sending them the signal that they CAN'T cross the fence to go elsewhere. Why are we throwing up physical barriers to keep people away from our businesses? All I heard all weekend was "I don't want to carry anything, I'm just here to party." And please don't tell me that I need to get them to come back. They are here NOW.</p>
<p>Espresso Bar & Café Comments</p>	<p>Increase in foot traffic on Friday but not in sales. We sold over 80 tickets for the event, however of those who purchased tickets for the event, I had maybe only 2 sales from that traffic. We had a very good Saturday but Saturdays are our best business day in general. I am not a fan of a gated event in Old Town. I am a huge fan of more of these celebrations and events in Old Town, but if the purpose of the event is to draw people to old town, to promote what is already here, having a gated event brings people only to the event. They have paid for the event, that is their purpose downtown. I would like to see more events that spread the length of the mall; events that draw people to what is already down here. If the purpose is to promote downtown, then we need to focus on what is here and promote downtown. Some people were under the impression they had to pay to be downtown!</p> <p>I have to say, the traffic has definitely picked up down here and seeing the real estate fill in is very positive!!! I've seen a change, especially since the renovations have been completed! It is a destination!</p>
<p>Runners' Retreat Comments</p>	<p>Keep in mind that last year's weekend weather was a disaster but we were up 100% over the last year on the Sat. after Labor Day. Loved the event, definitely brought a lot of foot traffic to the mall. Thanks for having it!</p>
<p>Posh Pets Comments</p>	<p>Need to promote more family activities, not just drinking. Kids entertainment and activities. Spread event out over all areas of the mall.</p>
<p>Full Frame Photo Comments</p>	<p>Incorporate some family activities, too, and perhaps a non-alcoholic component. Would some folks perhaps want to sample sparkling cider? Non-alcoholic beers? Various juices or smoothies? Just a thought.</p>
<p>Misc. Comments</p>	<p>I did not personally attend last weekend's event but did want to comment on one aspect of it that I noticed. Some of the contest prizes were from Dick's Sporting Goods in Martinsburg. Although these were nice prizes and I'm sure the winners were happy to receive them, is it possible to offer prizes from businesses that are located in our community and specifically in the downtown area? Thanks for the opportunity to offer feedback. ~Jody S. Wall</p>

Tailgate Results

10 total responses (1 not retail or restaurant)

10 completed the survey

9 of 10 were open during event

5 of those extended hours

1-2 hours	4
3-4 hours	1

5 of 9 open saw an increase in foot traffic.

This increase was on Friday Night.

3 saw an increase in new customers.

4 saw no increase in new customers.

3 were unable to determine if they saw new customers

3 had an increase of sales 11% or larger

2 had a decrease in sales one 3% one 7%

Decrease	3%	1
Decrease	7%	1
increase	11-15%	1
increase	> 15%	2

Overall rating of the event 2.7

1 - poor	2
2	3
3	3
4	0
5 - excellent	2

2 of 9 would **not** like to see this event happen again

(1 open business did not answer)

7 of 9 would like to see this event happen again

(1 open business did not answer)

once a year	2
2 times a year	3
4 times a year	2

All indicated it was too early to tell if they saw follow up business

6 of 10 businesses are located on the **north** end of the mall

4 of 10 businesses are located on the **south** end of the mall

	Handworks	Snow White Grill	Village Bistro	Full Frame Photo	Old Town General Store	Web 1	Web 2	Web 3
Follow up business from event?	1 - too early/no follow up	no answer given	1 - too early/no follow up	n/a	1 - too early/no follow up	1 - too early/no follow up	1 - too early/no follow up	n/a
Interested in setting up a table to sell items or promote business at future events?	no	no answer given	no answer given	yes	yes	no	no	n/a
Comments/Suggestions	none	see below	none	see below	see below	none	see below	n/a

Snow White Grill	We love the events and do well. Keep up the good work- we will all benefit in the end. - Jan
Full Frame Photo	Pretty awesome event. Just need to find a way to share the love and get folks up and down the mall into the stores. Suggest voucher with ticket sales next year for participating stores to be used the day of and the day after events. - Lauri
Old Town General Store	Merchants want to have the events along the whole of the mall BUT they have to think of the fact that most of the people at this particular event (Octobeerfest) are drinking. They would have issues of keeping people who are drinking from coming in the store with their drinks. I actually attended the event on Friday & had a lot of fun but it would have been nice to be able to walk around & not be confined. Fine line w/ trying to make everyone happy and let people run loose with booze on the mall & in the stores. Very busy down there so if it was all along the mall there would be problems with drunk people accidentally knocking stuff over or stealing. If they are thinking clearly they won't shop because they would have to carry everything with them but would be more likely to come back down. BUT if they are drinking they are more likely to spend more money without thinking about it. It really is harder than people think to make this work to everyone's advantage. The city is doing an amazing job getting people down here, it is the merchant's job to get them in their business. - Amy
web 2	This survey is looking at the immediate impact; however, results from events pay dividends long after the event is over...provided the event attracts the target group. Exposure is a form of advertising. When a need arises...(hunger pains, material need, etc.) exposure/ positive memories will bring Old Town to the fore front.
web 3	Your question one is written incorrectly. It says, "Did your business extend normal hours for this event? If so indicate how many." I have a law firm and there was no way for me to enter zero. This will skew your results. Every question should have a N/A - Not Applicable so individuals can take them out of any particular sample pool. I went to the event and thought the beer was overpriced for a beerfest and there were too many lines. Line to get in, line to get a 21+ ticket, line to get beer ticket. They should have been consolidated. It took half an hour to get in line.
web 4	we set up tables in front of our store for all events.. we extended hours and had tables out as well as invited rescue groups to display. On Friday night the rescue group did not get a single donation which is a first ever! Friday sales were off too. The events need to be evenly spread out around the mall and include more family activities.
web 5	Tables outside of businesses are unappealing & creates a need for a 2nd employee. Events that corral people in one area do not help my business. Also constant LOUD music makes it hard to create the "selling atmosphere" in my business.

web 6	<p>Thanks, my numbers overall this year have been up over 15% from last year, not just during this weekend or this event. So this was a typical weekend on the high end of sales for me, similar to other weekends this year with or without an event. I don't see either a large increase or a large drop in sales during events. I do believe events like these are a great way to keep people interested in the downtown area. My numbers were very similar to the Hop Blossom event that was open to the entire mall, so corralling people does not seem to effect me. Would like to see more shopping oriented events not just eating and drinking events but I am not opposed to those either. I see all of these events as free advertising and I'm glad they are being held.</p>
web 7	<p>promotions seem to be aimed toward a younger demographic for which there is limited retail available in our retail area. Alcohol by law must be contained in the fenced i areas, so there is not so much strolling looking window shopping retail taking place .</p>
Once Upon A Find	<p>These events have been a huge success!! As for the extended hours, Once Upon A Find already keeps extended business hours, seven days a week!! Just for the Octobeerfest alone, we had hundreds of customers come through our doors. We are seeing a big increase in locals, due in part to these events. Great job, Jennifer Bell and Dario Savarese!! Keep in mind that communication between the merchants and the city, needs to extend beyond the OTWBA. They are only focusing on the affect to a few merchants, not the majority. Lisa Lewis Once Upon A Find 48 S. Loudoun St. Winchester, VA</p>
web 10	<p>This event was great for many reasons but had definite learning areas. It was advertised really well but then some parts failed to meet the advertised info. We had guests complain that within hours there were no glasses and over priced samples. I think people thought without the glass it should have been discounted. But the second day running out of all beers other than Miller It really caused complaints. I have heard many people complain that there should have been a sign towards the end of the line saying the beer was gone because some of them sat in line for 20-30 min only to walk away after being informed. There were mentions of the music being just an odd arrangement. Rap at an Octoberfest? Plus they were extremely loud. So to some that was a huge negative. We feel and got the vibe from people that sticking to a traditional Octoberfest entertainment would have been better. We recognize it was the first year and we have to start somewhere and next year I'm sure will be even better. Thank you for the work and effort since it definately helped us out!!!</p>
web 11	<p>Question 1 won't take a no answer... I did not extend my store hours. I was under-staffed this weekend and so couldn't extend my hours or put out a table if planned for. Always good to have people down on the mall so no complaints from me (at this time!!)</p>

Misc. Comments	<p>I did really enjoy the event, however, and look forward to more downtown events. I know some people prefer that there aren't so many alcohol-focused events, but I don't have a problem either way - I think any event that gets people downtown is a good event. - Kevin Frey from TransEffect Web Development</p>
	<p>I went to the event on Friday night and it appeared to be well organized and well attended. We enjoyed ourselves. We ended up eating dinner at a downtown restaurant and they had a good crowd as well. The only suggestion I would make that I noticed because I'm the event planner for the Chamber is that in the future you might want to create two lines for entry into the event. Early in the evening on Friday the line started getting pretty long. It may be helpful to use both sides of the entrance to eliminated long lines and waiting to get in. All in all a good event! - Jody Wall</p>

	web 4	web 5	web 6	web 7	web 8	Once Upon A Find	web 10	web 11
yes	yes	yes	yes	yes	yes	yes	yes	yes
yes	yes	yes	yes	yes	yes	yes	yes	no
3-4 hours	3-4 hours	1-2 hours	1-2 hours	1-2 hours	1-2 hours	1-2 hours	more than 4 hours	
1 (none)	1 (none)	3	1 (none)	4	5 (large increase)	4	4	4
no	no	yes	no	yes	yes	yes	yes	yes
no increase	no increase	more than 15%	no increase	no increase	more than 15%	more than 15%	11-15%	more than 15%
2	3	3	2	5-excellent	5-excellent	3	5-excellent	5-excellent
not again	once a year	once a year	not again	every month	every month	once a year	once a year	2x a year
south mall	north end	north end	secondary district	north end	south mall	north end	north end	north end

web 4	1 - too early/no follow up	no	see below
web 5	1 - too early/no follow up	no	see below
web 6	1 - too early/no follow up	no	see below
web 7	1 - too early/no follow up	no	see below
web 8	1 - too early/no follow up	yes	none
Once Upon A Find	3	yes	see below
web 10	5 - numerous customers that cited event for reason to return	no	see below
web 11	1 - too early/no follow up	yes	see below

OctoBEER FEST Survey Results

18 total responses (3 provided comments only)

15 completed the survey

14 of 15 were open during event

11 of those extended hours

1-2 hours	7
3-4 hours	3
> 4 hours	1

4 of 14 (28.6%) saw **no** increase in foot traffic.

10 of 14 (71.4%) saw an increase in foot traffic.

3 - moderate	5
4 - semi-large	4
5 - large	1

4 of 14 (28.6%) saw **no** increase in new customers.

9 of 14 (64.3%) saw an increase in new customers.

1 of 14 was unable to determine since most customers are always new

6 of 14 (42.9%) did **not** have an increase in sales as compared to the same weekend last year.

(1 of those 6 specifically attributed no increase to the rainy weather)

8 of 14 (53.3%) did have an increase in sales as compared to the same weekend last year.

increase	1-5%	1
	11-15%	1
	> 15%	6

Overall rating of the event (non-open business replied, 1 open business did not answer)

1 - poor	1
2	2
3	4
4	2
5 - excellent	5

3 of 14 (21.4%) would **not** like to see this event happen again

(non-open business replied, 1 open business did not answer)

11 of 14 (78.6%) would like to see this event happen again

(non-open business replied, 1 open business did not answer)

once a year	6
2 times a year	3
every month	2

11 of 13 (84.6%) did **not** see follow-up business or it was too early to tell (1 open business did not answer)

2 of 13 (15.4%) did see follow up business because of this event

3 - moderate	1
5 - numerous	1

8 of 13 (61.5%) would **not** like to set up a table at future events

(non-open business replied, 2 open businesses did not answer)

5 of 13 (38.5%) would like to set up a table at future events

(non-open business replied, 2 open businesses did not answer)

9 of 15 businesses are located on the **north** end of the mall

4 of 15 businesses are located on the **south** end of the mall

2 of 15 businesses are located in the **secondary district**



Old Town Development Board Event Guidelines

**City of Winchester
April 2014 Edition - Revised**

Introduction

The City of Winchester in partnership with the Old Town Development Board (OTDB) is committed to facilitating a wide range of opportunities that are in alignment with the core values of the City within the downtown. Our purpose is the revitalization of our community within the primary and secondary districts to create attractive places to live, work and visit. Special Events provide opportunities to promote community welfare and quality of life, help build a sense of community, showcase local and regional talent, enrich cultural opportunities, draw residents and first-time visitors to the City of Winchester, contribute to the economy of the community and establish an active Old Town community.

The City of Winchester and the Old Town Development Board recognize the benefits and opportunities made available through special events. Therefore, the OTDB seeks to facilitate, promote, coordinate and /or participate in special events that provide a benefit to the larger community and fit within the capacities of developing a vibrant Old Town.

Partnerships between the Old Town Development Board event sponsors and the community are valuable in creating successful events. This policy is intended to work in concert with all other applicable rules, regulations, laws, and ordinances of the City of Winchester and other applicable governmental entities for those seeking financial assistance and support from OTDB.

Guiding Principles

The City of Winchester and the Old Town Development Board recognize the substantial community benefits that result from special events. These events provide cultural enrichment, promote economic vitality, enhance community identity and pride, and provide opportunities for fundraising for the community's nonprofit agencies.

It is the aspiration of this policy that all events will foster a vibrant engaging environment for our residents, stakeholders, and visitors. Such events should not incur a financial drawback to city taxpayers while offering when possible, reasonable profit opportunities to merchants.

Partnerships between the Old Town Development Board, event sponsors and the community are valuable in ensuring successful events. OTDB recognizes that events require logistical support and commitment from the sponsoring entities and that the City requirements may represent a significant portion of an event's costs. When setting fees and conditions for events, the City and OTDB will consider impacts on the event's costs while balancing the City obligation to protect public health, safety, and provide financial oversight to the citizens of Winchester. In general, special events should provide full cost recovery to the City. In particular, special events in Old Town should aim at (1) multigenerational activities, (2) celebration of Winchester's historical traditions (e.g. Colonial, Civil War, Flour/Weaving Mills, Apples/Apple Blossom), (3) keeping focus on both the north and the south ends of the mall, (4) avoidance of direct conflict and/or competition with OT businesses.

Outside entities receiving financial assistance for special events from the OTDB are required to provide the board with a business plan and/or provide a full disclosure of all expenses and revenues related to the event as well as an evaluation of the event and explanation of the benefits to the downtown community which might be received from this event.

It is our goal to have successful cost-effective special events that enrich and enliven the community and provide opportunities for the use of volunteer services from volunteer agencies and

organizations when deemed feasible and practical, and when cost savings will be achieved that will not negatively impact public health and safety.

Application Process for All Events

The Downtown Manager serves as a resource to advise and guide organizations seeking to host events within Old Town. Any public gathering or special event that requires use of any portion of public property within the City of Winchester must first submit a special event application and complete all necessary documents in order to obtain approval from the Downtown Manager and/or Winchester Police Department. The Downtown Manager has the authority to block off days specifically for city-sponsored events in which private entities **may not** compete.

Classification of Events

Non-Government Funded Events:

Events that are created, planned, and implemented by local businesses, non-profit organizations, and non-governmental agencies. The OTDB does not provide financial support for these events, and fees are associated with the activity including overtime expenses, supplies and materials, and permit fees.

OTDB Funded Events:

Events that utilize funds from the special assessment tax, which are created, planned, and implemented by OTDB, the City, or approved non-profit organizations.

In order to be considered for city funds or services the following criteria should be considered:

How will this event serve the Mission and Goals of the City: The first major criterion shall be the appropriate relationship of a sponsorship to the City of Winchester Mission and Goals. While objective analysis is ideal, the appropriateness of a relationship may sometimes be subjective. This policy addresses this necessity to help assist with decisions involving amounts and benefits for sponsorship.

- Sponsorship that **will NOT** be considered are those which:
 - Promote environmental, labor, or other practices that, taking place in the City, violate City, U.S. or state laws (i.e. dumping of hazardous waste, environmental health, exploitation of child labor, undocumented immigrants).
 - Promote the use of drugs, alcohol, or tobacco in ways that constitutes violations of law.
 - Exploit participants or staff members of the City of Winchester.
 - Offer benefits that may violate other accepted policies or City codes and ordinances.

- Sponsorship Obligations: All sponsoring comes with conditions and obligations. Accordingly, sponsoring organizations may:
 - Wish to be a sole or major sponsor.
 - Request that their logos, slogans or graphic appear on our promotional material.
 - Need to approve press releases and other materials.
 - Give credit on event promotional materials and social media for sponsorship or support to the City of Winchester.

- Criteria for funding may include:

- Private funds are insufficient to produce the event.
- Event meets one or more of the guidelines.
- Public money can leverage additional private money, e.g. for benefit events.
- Event serves an underserved demographic or sector of the population.
- Event is held in a time of year when events are needed.
- Celebration of Winchester's historical traditions (e.g. Colonial, Civil War, Flour/Weaving Mills, Apples/Apple Blossom)
- Events which use the north and the south ends of the mall
- Events which avoid of direct conflict and/or competition with OT businesses.

1. **The Application For Funding:** General Funding requests must follow the timeline and requirements set out by the Finance Department of the City of Winchester. In addition to this application, a written proposal shall be submitted to the Downtown Manager for review indicating the following:

- a. Name and Contact Info for the Host/Organization
- b. Date of the Event
- c. Sponsoring person with contact information
- d. Detailed description about the event
- e. Budget outlining specific requests for funds from OTDB

2. **Review**

- a. The Downtown Manager with advice from the Board as necessary will review all written proposals within 30 days from the date the proposal is submitted and determine if the event can be accommodated.
- b. The organization requesting funds will be notified in writing via email or by direct mail of the decision.
- c. In the case of mid-year requests not already included in the budget process funds may be allocated only if funds have been budgeted and are available for assisting events.

3. **Post-Event Evaluation**

The Downtown Manager in partnership with the host organization shall conduct a post-event evaluation. The evaluation may include information from affected residents/businesses and/or feedback received by the City and a reconciliation of event profits and expenses to determine the success of the event.

At a minimum, evaluate the following:

- a. **Attendance:** Who and how many attended? Estimate this using pedestrian count, parking volume surveys, photo counts, exit surveys, ticket sales, etc.
- b. **Event executions attitudes:** What did volunteers, attendees and businesses think about the event? Collect this information using formal or informal surveys or evaluations distributed to event participants and organizers. Review the event logistics to determine what worked and what didn't work.
- c. **Economic impact:** Ask businesses what economic impact the event had on them. Was there an increase in sales or foot traffic over the same period last year? What was one thing that they really liked about the event and would like to see continued? What would they like changed or added to the event next time? What were their operating hours? Were businesses open during the full hours of the event?
- d. **Sponsor value:** What was the media value of the event to your sponsors? Evaluate the cost and benefit to your sponsors based on attendance and the buying power of the attending audience. Survey attendees to gauge sponsor awareness. Prepare final

- reports for sponsors including attendance numbers, attendee demographics, assessment of media value and photos showing sponsor visibility at the event.
- e. **Event Goals:** What were the event goals? Did the event meet its goals? Is it worth doing again?

BILLINGS FOR SPECIAL EVENTS:

Anyone hosting an event in the City of Winchester may be required to pay fees associated with public health and safety. Fees will be determined by the City and must be agreed upon before final approval is granted.

All requirements stipulated in the City of Winchester Special Event Policy are applicable to events held in Old Town Winchester and must be strictly followed.

Indemnification

The applicant shall indemnify and hold harmless the City of Winchester, its officers, agents, employees and volunteers from any and all claims, causes of action, penalties, losses, expenses (including reasonable attorneys' fees) and any other liability for injuries or damages to persons or property resulting from the special event which were caused by the omissions or authorized acts of the applicant officers, agents or employees.

If the City incurs any costs as a result of the applicant's failure to comply with any provisions, or if City property is destroyed or damaged by reason of a special event, the applicant shall reimburse the City for its actual costs, including the actual replacement or repair cost of the destroyed property. The City may retain any deposit or portion thereof as full or partial reimbursement for any such damage.

Old Town Promotional Benefits

Events receiving a Special Event Permit from the City of Winchester to hold an event in Old Town Winchester may request promotions assistance from Old Town Winchester for the following:

- Poster to be displayed in the Old Town Welcome Center
- Flyers to be distributed at the Old Town Welcome Center
- Event name and date posted in downtown kiosks and city message boards in parking garages
- Event name and date posted on the Old Town Winchester Website Event Page
- Event name and date with a brief description shared on the Old Town Winchester Facebook (which currently has over 6,000 likes)
- Event name and date sent out in email blast to Old Town Winchester e-blast subscribers.
- Posting of event sign approved by the Downtown Manager in City A-frames
- Promotional value for these services estimated at \$_____ .

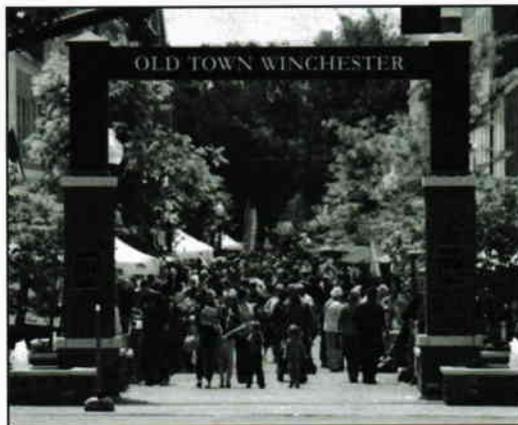
Winchester Virginia



Special Events

Special Events provide opportunities to promote community welfare and quality of life, help build a sense of community, showcase local and regional talent, enrich cultural opportunities, draw residents and first-time visitors to the City of Winchester, contribute to the economy of the community and establish an active community.

The City of Winchester recognizes the benefits and opportunities made available through Special



Events that provide a benefit to the larger community and fit within the capacities of developing a vibrant city.

A permit is required for any "special event" or "public assembly" which occurs upon City property which requires the closure of the City streets, sidewalks or parks or where it is anticipated over 25 people may gather and participate. Article IX Section 14 – 146 - 157 of City Code.



Guiding Principles

It is the aspiration of this policy that all events will foster a vibrant engaging environment for our residents, stakeholders, and visitors. Such events should not incur a financial drawback to city taxpayers while offering, when possible, reasonable profit opportunities to merchants.



Partnerships between the City, event sponsors and the community are valuable in ensuring successful events. We recognize that events require logistical support and commitment from the sponsoring entities and that the City requirements may represent a significant portion of an event's costs. When setting fees and conditions for events, the City has considered impacts on the event's costs while balancing the City obligation to protect public health and safety, and provide financial oversight to the citizens of Winchester. In general, special events will provide full cost recovery to the City. Outside entities receiving financial assistance for special events from the City are required to provide the Council or their designee with a business plan and/or provide a full disclosure of all expenses and revenues related to the event.

It is our goal to have successful cost-effective special events that enrich and enliven the community and provide opportunities for the use of volunteer services from volunteer agencies and organizations when deemed feasible and practical, and when cost savings will be achieved that will not negatively impact public health, welfare and safety.

Application Process for All Events

The Chief of Police or designee serves as a resource to advise and guide organizations seeking to host events within the City of Winchester. Any public gathering or special event that requires use of any portion of public property within the City of Winchester must first submit a special event application at least 60 days prior to the event and complete all necessary documents in order to obtain approval from the Chief of Police or designee. There is no guarantee that an event will be approved solely based upon the submission of an application. The City of Winchester has the authority to block off days specifically for city-sponsored events in which private entities may not compete.



Private events on private property do not require a Special Event Permit but may be subject to permitting such as for amusement devices or vendors.

Approval Process for All Events

All applications must be submitted to the Winchester Police Department. Upon receipt, the application will be forwarded to applicable City Departments and Agencies for review and returned to the Police Department with any comments. The Chief of Police will give final approval or denial of an application and the applicant will be notified. A signed Memorandum of Understanding may be required between all parties involved.

Important Contacts

Commissioner of the Revenue: (540) 667-1815	Health Agent: (540) 722-3480	Zoning and Inspections: (540) 667-1815	Parks and Recreation: (540) 667-4946	Old Town Winchester: (540) 535-3660	Winchester Police Department: (540) 545-4722
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Special Events Application Check List

Before submitting a Special Event Application, be sure to review the items listed below, as applicable to your event. All applications must include the * items.

	Complete the City of Winchester Special Events Application*
	Complete and Sign the Hold Harmless Agreement.*
	A Certificate of Insurance listing the City of Winchester as Additionally Insured.*
	An Endorsement Page issued by insurance company.*
	Obtain VA ABC permit if serving alcohol. Visit http://www.abc.virginia.gov/licensing/banquet.htm for information or call the Regional ABC Office at (540) 332-7800. <i>Fees apply.</i>
	Obtain Health Department permit if serving food. Call (540) 722-3480 for information. <i>Fees apply.</i>
	Contact Winchester Parking Authority if requesting use of any public parking. (540) 722-7575
	Contact Old Court House Civil War Museum if planning to use the area in front of the Court House. (540) 542-1145 (Additional permissions required by neighboring property owners.)
	Obtain permit and schedule inspection for tents greater than 900 sq. ft. Call Zoning and Inspections at (540) 667-1815 for information. <u>Tent Permit Application</u> <i>Fees apply.</i>
	Obtain permit and inspection for inflatables. Call Zoning and Inspections at (540) 667-1815 for information. <u>Amusement Device Permit and Information</u> <i>Fees apply.</i>
	Obtain permit and inspection for stages. Call Zoning and Inspections at (540) 667-1815 for information. <u>Building Permit Application</u> (temporary structure) <i>Fees apply.</i>
	Order portable restrooms; 1 per 100 people expected to attend. Call the Heath Department at (540) 722-3480 for information.
	Contact Commissioner of the Revenue for appropriate reporting and tax collection information, if charging admission. (540) 667-1815
	Contact Commissioner of the Revenue for appropriate reporting and tax collection information, if food or merchandise will be sold. Submit Vendor List to Commissioner of the Revenue and Treasurer. (540) 667-1815
	Obtain Fireworks permit issued by Fire & Rescue Department if requesting to launch fireworks. Call the Fire Marshall's office at (540) 662-2298 for information. <u>Fireworks Permit Application</u> <i>Fees apply.</i>
	If having a parade, submit Event Site Plan, including Parade Route.
	Submit check for application fee made out to the City of Winchester.

Submitting Your Permit Application

To complete the application process, send all required information to the City of Winchester Police Department, 231 E Piccadilly Street, Winchester, VA 22601 at least 60 days prior to the requested event date. If additional information is required you will be notified. Once an event is approved you will receive an official permit and statement of applicable charges. The permit will not be approved until payment is received.

Useful Information when planning an event in the City of Winchester

ALCOHOLIC BEVERAGES:

If alcoholic beverages are to be served at the event, the applicant must comply with all applicable provisions of the State Code and local ordinances pertaining to serving and consumption of alcoholic beverages.

Additionally:

- The applicant will be required to demonstrate that adequate measures have or otherwise will be taken to ensure the safety of persons who may become impaired or intoxicated at the event.
- The applicant will be required to demonstrate that adequate measures have or otherwise will be taken to ensure that underage persons are not served or permitted to consume alcoholic beverages at the event.
- The possession of open containers and consumption of alcoholic beverages is strictly prohibited upon any public school grounds or public park within the City. No permit shall be issued to any applicant where alcohol is to be served upon public school grounds or in a public park.
- A copy of the ABC License must be submitted to the City of Winchester prior to the event. The event must serve in a restricted area to meet ABC guidelines and restrict any alcoholic beverages from being taken outside the restricted area. Additional security details are required and the number will be set by the Chief of Police or a designee. Key staff will be required to attend mandatory ABC training and have one trained supervisor at each location serving alcohol. Volunteers serving alcoholic beverages are expected to receive basic training and not drink during the event. Organizers must develop a means of identifying those of age and those not of age that is approved by the ABC. No alcohol should be served after 11 p.m. The City of Winchester reserves the right to deny, restrict, or cause to cease the serving of alcohol either prior to the event or during the event.

COSTS FOR SPECIAL EVENTS:

Anyone hosting an event in the City of Winchester must pay a permit fee. The fee costs vary depending on the type of event being held. Event organizers are expected to cover all costs associated with required security, safety, electricity use, water use, and trash removal in order to protect the health, welfare and safety of citizens and should submit a plan with their application including names of private providers who will provide these services.

SPECIAL EVENT PERMIT FEES:

A permit fee must be submitted with the Special Event Permit Application. Fees will not be refunded if the event is cancelled only if the permit is denied. The fees are administrative fees based on the complexity of the event. If the event meets any of the criteria of the higher permit fee designation they must pay the higher fee.

- General Special Event Permit Fee \$50
Applies to: Events with less than 100 participants which do not involve blocked streets, do not require inspections and will not serve alcohol.
- Intermediate Special Event Permit Fee \$150
Applies to: Events with vendors or ones utilizing city electricity
- Advanced Special Event Permit Fee \$250
Applies to Parades/ Walks or Runs which request blocked streets, events with Alcohol, events anticipating more than 1000 participants, events with fireworks.

Other considerations impacting event costs:

- **Additional fees may be required depending upon the services requested directly from the City of Winchester e.g. Police, Fire Rescue, Trash Removal etc.**
- Anticipated attendance at the special event of 2000 or more people (including clean-up fees);

- A street closure anticipated to have a major effect on the flow of traffic in the area, e.g. closure of two or more intersections and rerouting of transit services or other public transportation.
- Vendors shall meet indemnification requirements.
- If a sponsoring organization fails to adequately provide clean-up in accordance with the plan submitted, the City may conduct the necessary clean-up and bill the sponsoring organization for such costs. The sponsoring organization must make payment to the City upon receipt of the City's invoice for such costs.

REVOCAION OF PERMIT:

The Chief of Police, or his designee, shall have the authority to revoke any permit issued pursuant to this article if any information supplied by the applicant is discovered to be false or intentionally misleading or if any term, condition, restriction or limitation of the permit has been substantially violated or if there is any continued violation of the terms, conditions, restrictions or limitations of the permit after the applicant or anyone acting in concert with him is notified of a violation of the permit by an appropriate law enforcement official. A decision by the Police Chief or designee to revoke a permit is final and the City of Winchester and employees shall bear no financial burden for expenses incurred due to a cancellation of a permit.

DENIAL OF PERMIT:

The Chief of Police, or his designee, may reject an application if it has been determined by the Chief of Police that the proposed parade, public assembly or special event will endanger the public health, welfare or safety. A permit can be denied if the time, duration, route and size of the event will unreasonably interrupt the safe and orderly movement of vehicular or pedestrian traffic or the normal use of public property in a place open to the general public. If the event will require diversion of so great a number of police and fire personnel to negatively impact the normal protection of the remainder of the city. If the applicant has not, where appropriate, assigned enough people to ensure the event will be controlled properly. If the conduct of the event will unduly interfere with the proper fire and police protection of, or ambulance service to, the remainder of the city, or unreasonably disrupt other public services and protection normally provided to the city. If the event will interfere with another event for which a permit has been granted. If the event proposed will violate, and will not conform with all applicable state regulations and laws governing the proposed event. If alcoholic beverages are to be served at the event, the applicant is not compliant with all applicable provisions of the State Code and local ordinances pertaining to serving and consumption of alcoholic beverages. If two or more applications are submitted requesting a permit under this article for an event to be held at the same time and place, annual events shall be granted first if it meets the requirements. Otherwise the first filed application if it meets the requirements shall be granted the permit.

APPEAL:

Any person which has received a letter of denial or revocation for a Special Event Permit from the Chief of Police, or his designee, may appeal the denial to the City Manager, or his designee, by filing with the City Manager's office a written notice of appeal within five (5) working days after the date of denial or revocation.

INDEMNIFICATION:

The applicant shall indemnify and hold harmless the City of Winchester, its officers, agents, employees and volunteers from any and all claims, causes of action, penalties, losses, expenses (including reasonable attorneys' fees) and any other liability for injuries or damages to persons or property resulting from the special event which were caused by the omissions or authorized acts of the applicant officers, agents or employees.

If the City incurs any costs as a result of the applicant's failure to comply with any provisions, or if City property is destroyed or damaged by reason of a special event, the applicant shall reimburse the City for its actual costs, including the actual replacement or repair cost of the destroyed property. Tents used for events must be appropriately weighted so as not to cause damage or injury. The City may retain a deposit or portion thereof as full or partial reimbursement for any damage.

OLD TOWN EVENTS:

Events held in the primary or secondary district have the potential to receive additional benefits of downtown promotion and support. They are governed by the Old Town Special Event Policy Guidelines and Special Event Permit Requirements. Refer to these guidelines for additional information.

INSURANCE REQUIREMENTS:

All Special Events permitted by the City of Winchester require general liability in the amount of one million dollars for the duration of the event, which names the City of Winchester, its officers, agents and employees or volunteers as additionally insured.

- A certificate of insurance and an endorsement naming the City of Winchester as an additional insured shall be provided to the City no later than thirty (30) days prior to the event, and must be approved as to form and sufficiency by the City.
- The applicant may apply for insurance under Tenant User Liability Insurance Program (TULIP).

LOGISTICS:

In order to have the best possible events and increase communications between the event organizer and city staff additional information may be required depending on the scope of the event. If event details change from the initial permitted application organizers must contact the City of Winchester in writing to notify them of the change. Significant changes to the event may require the filing of a new permit application. Events setting up in more than one location must provide a map or drawing illustrating the locations to be used. Events using tents must follow the recommended tent guidelines and properly weight their tents.

First Aid and Medical: Events may require provision of first-aid and medical personnel.

Food vendors: Event Coordinators are expected to comply with all local Health Department regulations for food vendors including submitting the coordinator application to the Health Department and ensuring food vendors submit to the health department the Temporary Event Food Permit Application as well as paying any yearly fees. Contact information: Frederick County/Winchester Environmental Health, 107 N Kent Street #201, Winchester, VA 22601 (540) 722-3480.

Hours: Events activities are limited to 7 a.m. – 11 p.m. Events must comply with City of Winchester noise ordinance which can be found on the City's website www.winchesterva.gov.

Tents: Tents having an area 900 square feet or larger require an inspection and permit by the Fire Marshal and Building Inspector. All tents must have proper weights suited to the size of the tent for each leg.

Security: As an event organizer, you are required to provide a safe and secure environment for your event. This is accomplished through pre-planning by anticipating potential problems and concerns related to the event activities and surrounding environment. (The City of Winchester Police Chief will have sole discretion on all security companies used for events, as they will have the final decisions in all matters involving safety and security at events.)

Evaluation: An evaluation by the event organizer is requested for all City of Winchester events at the conclusion of the event. A sample evaluation form is available requesting the number of actual attendees, impact to Winchester businesses etc.

COMPLIANCE WITH DIRECTIONS AND CONDITIONS:

Every person to whom a permit is issued under this article shall substantially comply with all permit terms and conditions and with all applicable laws and ordinances. The parade or assembly chairman or other person heading or leading the event shall carry the permit upon his person during the conduct of the event, and show the permit when requested to do so. Any violation of this ordinance shall be punishable by a fine of up to \$500.00. Any willful and intentional disregard for the procedures established in this ordinance may be punishable as a Class 2 Misdemeanor.



Date Application was received:

Special Events Application

The City of Winchester has enacted an ordinance for assemblies, demonstrations, special events and parades in Section 14-146 through 157. All requests must be submitted to the office of the Chief of Police for review. The information required on this form is consistent to the enacted City ordinance. The information requested by the application form will be used to determine your eligibility for the special event permit request. Please type or print clearly. **The event will not be considered for approval until the entire application and all of its parts are received.** Applications are due to the Winchester Police Department (231 East Piccadilly Street or 540-542-1314), no later than 60 days prior to the proposed parade or special event and 5 days prior to an assembly.

Choose One: Parade/Special Event Assembly (Refer to Code Section 14-147)

Event:		Date of Application:	
Requested Date:	1 st Choice	2 nd Choice	
Sponsored By:			
ORGANIZERS' CONTACT INFORMATION			
Primary:	Name	Cell Phone	
	Address	Work Phone	
	Email	Home Phone	
Secondary:	Name	Cell Phone	
	Address	Work Phone	
	Email	Home Phone	
Requested Area(s):	<i>Check all that apply</i> <input type="checkbox"/> Old Town District <input type="checkbox"/> City Streets <input type="checkbox"/> Parking Lots <input type="checkbox"/> Parks <input type="checkbox"/> Other		
Exact Location for the Event:			
Event Hours:	Exact event times: _____ to _____	Set up time	Clean up time
Anticipated Attendance Per Day:	Participants (volunteers, staff...)		Spectators
FOR OFFICE USE			
Host Department:	<input type="checkbox"/> Approved <input type="checkbox"/> Denied	Chief of Police:	<input type="checkbox"/> Approved <input type="checkbox"/> Denied
Primary:	<input type="checkbox"/> Approved <input type="checkbox"/> Denied	Insurance Provided?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Comments/Special Considerations: See last page		Copy To: <input type="checkbox"/> City Manager <input type="checkbox"/> Chief of Police <input type="checkbox"/> Fire Chief <input type="checkbox"/> OTW <input type="checkbox"/> Frederick County Parks & Rec <input type="checkbox"/> File <input type="checkbox"/> Public Works <input type="checkbox"/> WPA <input type="checkbox"/> Parks & Recreation <input type="checkbox"/> Zoning <input type="checkbox"/> Civil War Museum <input type="checkbox"/> Health Dept. <input type="checkbox"/> Commissioner of the Rev. <input type="checkbox"/> BB&T Bank <input type="checkbox"/> Risk Manager <input type="checkbox"/> Feltner <input type="checkbox"/> Other:	
Chief of Police Signature:	Date:		
Special Events Permit #:			

HOLD HARMLESS AGREEMENT

If your event application is approved, a signed copy of the below Hold Harmless Agreement must be submitted prior to the start of the event.

All permits and/or applications are conditional upon proper insurance, or other City and state agency requirements. Approved permits will be revoked prior to the event if conditions are not met

I have read the above statements and the below agreement and understand my responsibilities and rights.

_____ (Initial)

_____ (Legal name of business/organizer, exactly as it appears on Certificate of Insurance.), shall defend and hold harmless the City of Winchester, its officers, employees, agents, and representatives thereof, harmless from all suits, actions, claims of any kind, including attorney's fees, brought on account of any personal injuries, damages, or violation of rights sustained by any person or property in consequence of any neglect on behalf of _____ (Legal name of business/organizer), while their personal property is situated on City property.

_____ (Legal name of business/organizer) shall further hold the City of Winchester harmless from any claims or amounts arising from violation of any law, bylaw, ordinance, regulation or decree.

Legal name of business/organizer (as it appears above): _____

By (Signature): _____

Name (Printed): _____

Title: _____

Address: _____

Signature: _____ Date: _____

Comments/Special Considerations:

GENERAL EVENT INFORMATION

Complete the following questions. Please provide additional information as needed.

1. Event Name						
2. Name of insurance company providing Certificate of Insurance for the event:						
<i>Note: The City shall receive a certificate and endorsement page of a GL policy in the amount of one million dollars listing the City of Winchester as additionally insured. The endorsement must be issued by the insurance company. A notation on the certificate of insurance is not sufficient.</i>						
3. Will the activity require the blocking of any surrounding streets? <i>IF YES, 60 day notice required.</i>	Yes	No	Which streets?			
4. Has your organization held this event in the past?	Yes	No	If yes, where and when?			
5. Will you be requiring assistance from Winchester Fire and Rescue? <i>IF YES, 60 day notice required. A fee may apply.</i>	Yes	No	What kind of assistance?			
6. Will you be requesting assistance from the Police Department? <i>IF YES, 60 day notice required. A fee may apply.</i>	Yes	No	What kind of assistance?			
7. Will you have private security on site?	Yes	No	If yes, who?			
8. Will you need electricity?	Yes	No	If yes, why and where?			
9. Will amplification equipment be used? <i>NOTE: All events must comply with the City of Winchester's noise ordinance (Chapter 17).</i>	Yes	No	If yes, what length of time?			
10. Will you need space for primitive or RV camping? <i>IF YES, 60 day notice required.</i>	Yes	No	Notify the Health Department with plan and submit with this application.			
11. Will you need water hook ups? <i>IF YES, 60 day notice required.</i>	Yes	No	If yes, for what purpose and where?			
12. Will items be left overnight?	Yes	No	If yes, what and where?			
13. Will you request/bring the following? <i>IF YES, 60 day notice required.</i>	Yes	No	Choose all that apply.			
<table style="width: 100%; border: none;"> <tr> <td style="width: 33%; vertical-align: top;"> Requesting: <i>(specify quantity)</i> <i>Not available at most locations.</i> Tables: _____ Chairs: _____ </td> <td style="width: 33%; vertical-align: top;"> Bringing: <i>(specify quantity)</i> Tents: _____ Size(s): _____ Location: _____ <i>900+ sq.ft. must be inspected and have an Occupancy Permit issued. NO EXCEPTIONS.</i> </td> <td style="width: 33%; vertical-align: top;"> Tables: _____ Chairs: _____ Stage (size): _____ Radio Remote Signs/Banners Size(s): _____ Location: _____ </td> </tr> </table>				Requesting: <i>(specify quantity)</i> <i>Not available at most locations.</i> Tables: _____ Chairs: _____	Bringing: <i>(specify quantity)</i> Tents: _____ Size(s): _____ Location: _____ <i>900+ sq.ft. must be inspected and have an Occupancy Permit issued. NO EXCEPTIONS.</i>	Tables: _____ Chairs: _____ Stage (size): _____ Radio Remote Signs/Banners Size(s): _____ Location: _____
Requesting: <i>(specify quantity)</i> <i>Not available at most locations.</i> Tables: _____ Chairs: _____	Bringing: <i>(specify quantity)</i> Tents: _____ Size(s): _____ Location: _____ <i>900+ sq.ft. must be inspected and have an Occupancy Permit issued. NO EXCEPTIONS.</i>	Tables: _____ Chairs: _____ Stage (size): _____ Radio Remote Signs/Banners Size(s): _____ Location: _____				
14. Will there be any other large structures used in conjunction with your event? (Examples: Stage, bleachers, inflatables*, etc.)	Yes	No	List type, size, and quantity. <i>*If inflatables will be used, insurance and inspection are required. Contact the Zoning and Inspections office. (540) 667-1815</i>			
15. Portable restroom requirements. The estimated # of people expected to attend the event will determine the # of portable restrooms needed. <i>If using portable restrooms, 60 day notice required.</i>	_____ ÷ 100 = _____ # of people	_____ ÷ 100 = _____ # of restrooms	NOTE: The Health Department requires one portable restroom and one hand washing station per 100 people (include at least one handicap accessible restroom in total).			

16. Will there be balloon or helicopter rides? <i>IF YES, 60 day notice required.</i>	Yes	No	
17. Will there be any mechanical rides? <i>IF YES, 60 day notice required.</i>	Yes	No	If yes, an amusement device permit is needed from the Zoning and Inspections office. (540) 667-1815
18. Will the event require use of any parking lots as staging areas? <i>Contact the Winchester Parking Authority to request city parking.</i>	Yes	No	If yes, list lots.
19. Will the event require additional spectator parking than regularly available? <i>Contact the Winchester Parking Authority to request city parking.</i>	Yes	No	Hours: Areas:
20. Will alcohol be served? <i>IF YES, 60 day notice required. All state and local ordinances must be followed. NOTE: Alcohol is NOT permitted on park grounds. Additional security requirements and fees may apply.</i>	Yes	No	Event must obtain a VA ABC permit; comply with state code and 16-32; and 14-150 of the City Ordinance.
21. Will food be served? <i>IF YES, 60 day notice required.</i>	Yes	No	You must have a permit from the local Health Department (540) 722-3480 at least 30 days prior to the event.
22. Will food, merchandise or services be sold? <i>IF YES, 60 day notice required. All vendors except those selling unprocessed food products must have a current business license. Contact the Winchester Commissioner of the Revenue. The collection and filing of any applicable taxes will be the responsibility of the individual vendor.</i>	Yes	No	Event Organizer must submit vendor list to Winchester's Commissioner of the Revenue and Treasurer.
23. Will admission fees, entry fees or other fees be charged as part, or in association with the event? <i>IF YES, you must contact Winchester's Commissioner of the Revenue (540) 667-1815 at least 30 days prior to the event.</i>	Yes	No	If yes, fee amounts?
24. Is this event a fundraiser for your organization?	Yes	No	
25. Will there be animals? <i>IF YES, 60 day notice required.</i>	Yes	No	How many and what kind?
26. Will there be fireworks? <i>IF YES, 60 day notice required. Contact Winchester Fire and Rescue for application and permit process.</i>	Yes	No	
27. Will there be a parade? <i>IF YES, 60 day notice required. A diagram must be submitted along with this application. IF NO, skip to #30.</i>	Yes	No	If yes, where and what route?
28. List the streets that will be partially or entirely occupied during the parade.	Entire streets occupied:		Street portions occupied:
29. Will there be vehicles in the parade?	Yes	No	If yes, how many and what type?
30. Will the event need barricades to control or redirect traffic? <i>IF YES, 60 day notice required.</i>	Yes	No	If yes, what intersections?
31. Please attach a site plan of your event to this application.			

32. Describe your event and the planned activities.

33. What items or tasks will your organization be providing or performing for the event? (Please list all)

34. The following information will form the basis of a memo of understanding between the organization hosting the event and the City of Winchester.

Are you requesting any items/tasks that the City of Winchester will need to provide or perform?
(Please list all pertaining to your event.)

COMPLETE A & B IF EVENT IS IN JIM BARNETT PARK

A. If your request is in Jim Barnett Park, does your event require shutting down any of the following? <i>Check all that apply.</i>	Athletic Fields	Any Park Road
	War Memorial Building	City Roads
	Shelters	Other
B. I understand that my organization will be charged a fee by Winchester Parks & Recreation for the use of the above facilities and for event maintenance and services. _____ <i>(initial)</i>		

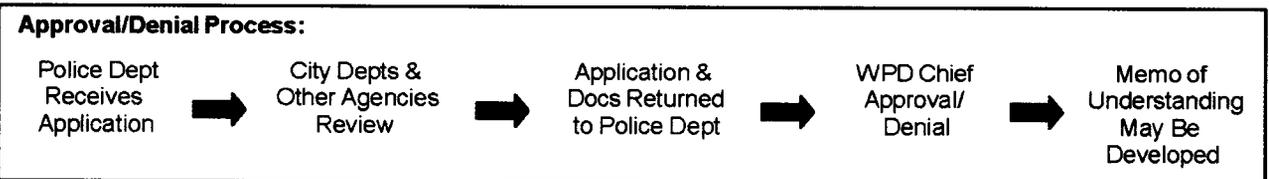
COMPLETE C-E IF EVENT IS IN OLD TOWN WINCHESTER

Special conditions apply when using the Old Town Mall as a venue. Contact the Downtown Manager at (540) 535-3660 or OTW@winchesterva.gov to discuss your plans. Conditions, regulations are subject to change at the discretion of the Downtown Manager and/or as revisions and amendments occur with regard to city zoning, codes and regulations. Event Organizers are responsible for ensuring that all participating vendors comply with the conditions.

C. Will the event require the blocking of any surrounding streets? <i>If yes, indicate which streets.</i>	Yes	No	Boscawen Street	Cork Street
			Braddock Street	Piccadilly St.
			Cameron Street	Indian Alley
D. Will the event require use of any parking lot(s). <i>If yes, contact the Winchester Parking Authority at (540) 722-7575 or wincparking@winchesterva.gov to initiate the request process.</i>			Yes	No
E. Will the event require use of the steps or lawn of the 1840 Frederick County Courthouse? <i>If yes, contact the Frederick County Parks & Recreation Department at (540) 665-5600 to obtain their request form.</i>			Yes	No

SUBMIT TO: Winchester Police Department, 231 E. Piccadilly Street, Winchester, VA 22601 or FAX: (540) 542-1314

NOTE: Your application will be reviewed by several City of Winchester departments. Additional information may be required before granting permission for the event. An event coordinator will be required to sign a memorandum of understanding and Hold Harmless Agreement prior to the event.

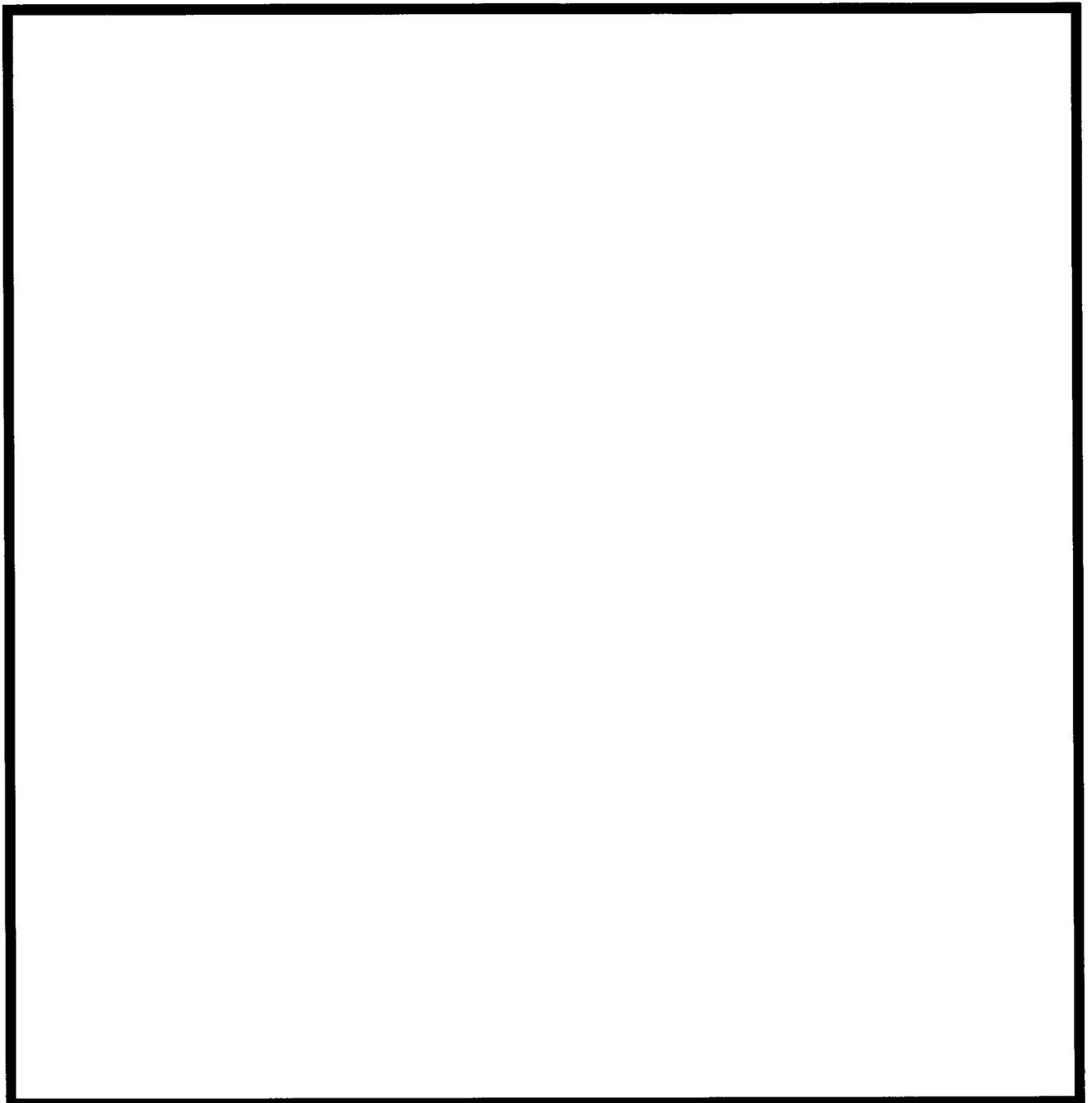


Event Location

Event maps are required for all events. A detailed event map may be attached to the application or drawn below. Site maps should include a description of activities in the event locations, such as stage set up location, event entry and exits, water stations, start/finish sites, tent locations, blocked streets, inflatables, and vendor locations. Please write this description in the space provided below or attach the details as a Word document. If large tents are used additional plans will be required to illustrate the tent set up and safe egress points. Locations of portable restrooms must be highlighted as well.

Race, run, walk and parade routes need to be approved by the City and should be clearly drawn to show all streets being blocked. If holding an event in Old Town and requesting a limited area instead of the full walking mall make a note on the map.

Note that you must submit a copy of your site plan with your completed application.



Winchester Event Evaluation Form

Name of Event: _____ Date of Event: _____

How many people attended the event? _____ How many tickets were sold? _____

What did participants like about the event? _____

What did participants want to change about the event? _____

Which Winchester businesses were involved in this event? _____

Did restaurants indicate if the event favorably or unfavorably impacted their business? _____

Did retail shops indicate if the event favorably or unfavorably impacted their business? _____

What were the event goals? _____

Were event goals met? _____

Do you anticipate holding this event again in Winchester? _____

What could the City of Winchester have done to make your event more successful? _____

Please return this survey within 30 days after the event is completed to: City of Winchester, 15 N. Cameron Street, Winchester, VA 22601



Rouss City Hall
15 North Cameron Street
Winchester, VA 22601

Telephone: (540) 722-7576
FAX: (540) 722-7570
Website: www.winchesterva.gov

SPECIAL EVENT TASK ORDER

The Downtown Manager, the City's authorized Contract Administrator, and Dario Savarese, USA Marketing, shall utilize this template to begin the specific task order discussions for all aspects of each event. Each task order shall be fully incorporated and made a part of Contract No. 200806 and in the event of conflict, the order of precedence shall be: 1) Contract No. 200806 and 2) City Task Order.

EVENT NAME: _____

EVENT LOCATION: _____

A.	LABOR HOURS:	QTY:	LABOR RATE:	TOTAL COST:
	Principal:	_____ x	_____ =	Part of Retainer
	Laborer:	_____ x	_____ =	Part of Retainer
	Event Coordinator:	_____ x	_____ =	Part of Retainer
	Work Release:	_____ x	N/A =	_____
	Volunteers:	_____ x	N/A =	_____

B. ADVERTISING CAMPAIGN(media, marketing, sales):

Advertising Expenses: \$ _____

List out media campaign and plan:

C. OPERATIONAL EXPENDITURES (talent, stage, lights, fencing, portable toilets, permits, tents, excl. advertising)

Firms Operating Expenses: \$ _____

List out equipment needed:

D. OPERATIONAL REVENUE (sponsorship, ticket sales, endorsements, advertising, etc.):

Firm's Revenue: \$ _____

List our Revenue Sources:

E. PROJECTED TOTAL EVENT COST (A+B+C-D): \$ _____

SPECIAL EVENT CONSIDERATIONS FOR DISCUSSION:

- Special Event Purpose
- Deposits for Tents, Talent, Fencing and more.
- Time Table
- Competing Events or Combining Events
- Event Layout / Map / Access
- Revenue Generation
- Incentives / Disincentives
- Payment Schedule
- Contingency Planning
- Special Risks

CONTRACTOR:

BY: _____

TITLE: _____

DATE: _____

CITY OF WINCHESTER:

BY: _____

TITLE: _____

DATE: _____



= OLD TOWN =
FRIDAY **FIVE**
NIGHT **TE**
= MUSIC • FOOD • DRINK =

Friday Night Live
July 2015
Media Summary



Performance Review

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

Friday Night Live
July 18th

Activities and Actions	Outcomes
<p>Intangible Value</p>	<ul style="list-style-type: none"> Attendance along the Old Town Mall for the Second Friday Night Live was 3,500 plus persons/consumers. One tool to measure success is the meals tax from the businesses (restaurants) over the three Friday Night Live event months compared to 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 11:00. 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 about 540 of tickets and had 100 number of promotional and sponsor tickets redeemed.
<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.

The Journal

- Old Town Winchester has had a full page spread on Wednesday, each month valued at \$2,000 cash. We also have a two page spread in the Thursday Weekender (entertainment page) once a month valued at \$1,500. Value of the Journal package each month \$3,500 (total value over \$24,500). The tear sheets of these pages are included in media reports and shared with Jennifer.

I Heart Media (Q102, FOX 99.3, KISS 98.3, MIX 97)- VALUE \$23,000

- 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, Big Country 105, 1400 AM)- VALUE\$20,000

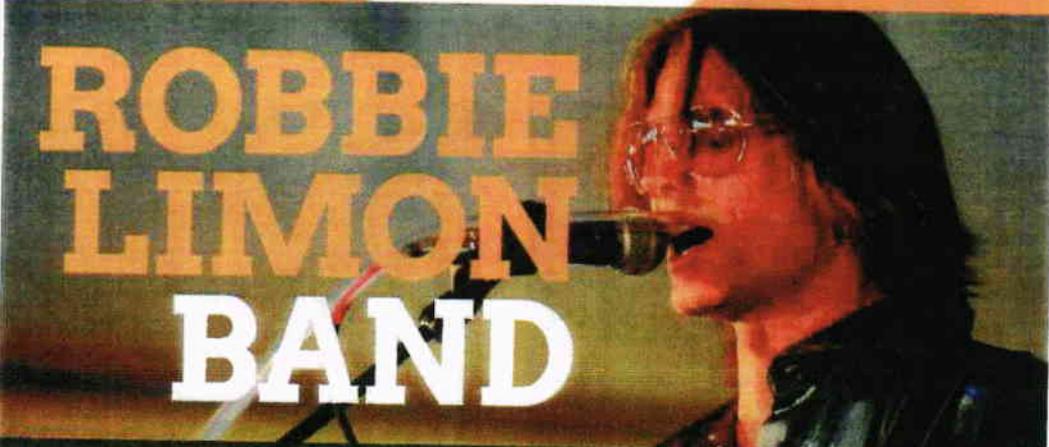
- The three stations ran a 10 day campaign for the event. The value combined three stations between produced promotional announcements and ticket promotions, FNL received a media campaign valued at over \$11,500
- Also developed was a paid advertising schedule of \$1,000 where they provided additional liners and web-site ads- on the home page. Package was valued at over \$5,500
- Centennial Media also attended the event providing additional entertainment on the walking mall. They also provided radio personalities to assist with onsite MC.
- 92.5 WINC FM – Barry's Community Corner provided separate interviews. One and half minutes long at 7:50 am, prime time radio. The combined value is over \$1,000.
- Centennial Media group reaches over a 75 mile radius and reaches 30% of the radio listing audience in the 7 counties surrounding Winchester. 92.5 WINC FM has a strong listening focus audience in Loudoun County

	<p>Video/Google Ads/Facebook Boost- VALUE \$5,000</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 • Numbers reached 72,000 plus persons, 21,020 views, 461 likes and comments. • Google Ad reaches over a 40 mile radius and targeted users with specific meta-tag 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 6 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 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"> • We continue to send information to the HR directors at 33 large employers throughout the Frederick/City area.
<p>Attendance</p>	<p>Ticketed areas - Music venues</p> <ul style="list-style-type: none"> • The second Friday Night LIVE saw promising ticket sales for advanced tickets and day of tickets. • July 17th, Advance ticket sales 309, Day of ticket sales 230, Total tickets sold 539, Total ticket income \$3,684.75, sponsor/media promotional tickets distributed approximately 100, total tickets collected 639

	<p>approximate.</p> <p>Walking Mall</p> <p>Attendance on the Old Town Mall for the second Friday Night Live was in excess 3,000-4,000 persons/consumers, strolling, shopping and eating at the restaurants.</p>
<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 4 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; magicians, acoustical musicians, stilt walker, 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 was filled to capacity quickly due to high ticket sales. • Consumers liked having multiple bands performing following the rock n roll 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 (final 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 rock n roll atmosphere. It provided completely new VIBE to Old Town. • Signage on the mall looked great and directed consumers to the right areas and had consumers from the North end to the South end

Impact on Downtown Business	<ul style="list-style-type: none"> • Friday Night Live events continue to be well received. • Downtown manager conducts surveys 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 media campaign. • Personally visited almost every business owner sharing the goal of the events, encouraged them to stay open later, use the events to cross promote old town/their business, and field questions.
Survey Results	Participant Marketing <ul style="list-style-type: none"> • Survey reported in additional attachment
Incident Report	<ul style="list-style-type: none"> • Chief of Police reported the crowd was in good order, and there were no incidents on record.

Official Poster



ROBBIE LIMON BAND

LIVE ROCK & ROLL AT THE TAYLOR PAVILION



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

For Details Visit: OldTownWinchesterVA.com

TICKETS AVAILABLE AT: TRI-STATE NISSAN | ESPRESSO BAR & CAFE | OLD TOWN GENERAL STORE | ONLINE | ID REQUIRED!

PRESENTED BY
VIRGINIA BLOOD Services



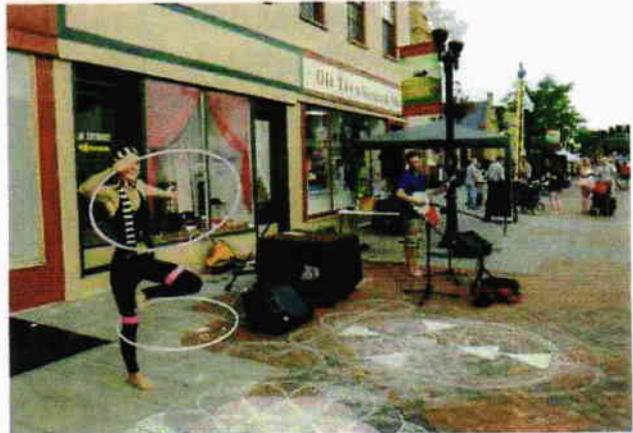
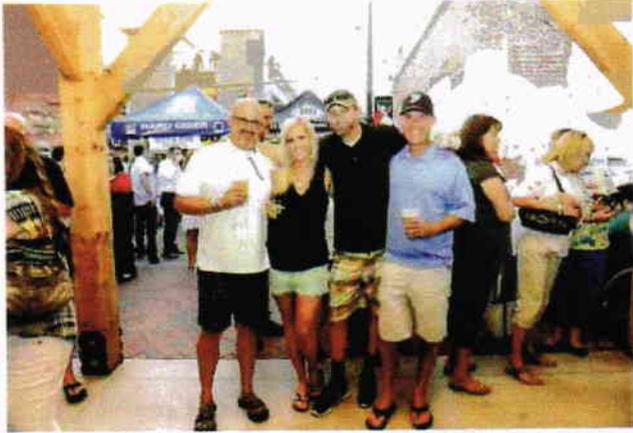
Big Brothers Big Sisters of Winchester, Frederick & Clarke Counties



www.993thefox.com



Photos



Brochure

Outside

WHILE YOU'RE HERE...

SHOP, DINE AND EXPLORE
OLD TOWN WINCHESTER!

STAGE SCHEDULE

5:30 SWELL DAZE
7:00 MARIO ORSINI (Illusionist)
7:30 ROBBIE LIMON BAND

PUBLIC RESTROOMS

BRADDOCK STREET AUTO PARK
& SPLASH PAD PARKING LOT

SAVE THE DATE



Fleming, Fleming
& Peterson
JULY 19



Singin' in the Rain
AUGUST 8



AUGUST 21



SEPTEMBER
11 & 12



EVENT INFORMATION

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



LIVE MUSIC BY:



Swell Daze

5:30

7:30

**Robbie
Limon
Band**

Presented by:



JULY 17, 2015
5PM - 11PM

FOR MORE INFORMATION:
WWW.OLDTOWNWINCHESTERVERA.COM



DOWNLOAD OUR APP!



Brochure

Inside

FRIDAY NIGHT LIVE

CORK STREET

Shenandoah Arts Council
(Art Market)



Once Upon a Find
(Boutique Display)

Photo Booth
(Plan Bee)

Tri-State Nissan
(Prize Wheel & Display)

Susie The Clown
(Balloon Artist)



Posh Pets
(Pet Care Display)



Four of Hearts
(Jonathan Ford, Illusionist)



Mike Long
(Acoustic Performer)

Paper & Scissors Rock
(Art Activity)

JaziRock
(Art Activity)

Old Town Hospitality Association
(OTW History Tours)

Tom Sullivan
(Acoustic Performer)

Caricaturist- \$
(Mikey J)

Yamni Arts

(Hula Hooper)

The Coop
(Art Display)

The Black Rose
(Boutique Display)



BOSCAWEN STREET



Mover Dudes
(Interactive Activity)

Bluemont Concert Series



John McCutcheon

Virginia Blood Services
(Interactive Activity)

Q 102 & KISS 98.3
(Social Games)

Abija Blue
(Boutique Display)

Tin Top
(Hand Made Crafts)

92.5 WINC FM
(Prize Wheel)

Big Brothers Big Sisters
(Football Toss)



Polka Dot Pot
(Art Activities)



Tri-State Nissan
(Prizes & Display)



Taylor Pavilion



Robbie Limon Band

Live Music Venue

Winchester Art Market
(Henna Art)

Hand Crafted Wooden Toys,
Signal Knob Potter,
Mallory Frogale- Artist,
Hand Knitted Goods)

Kyle Contento
(Acoustic Performer)



BOSCAWEN STREET

PICCADILLY STREET

Presented by:



WWW.OLDTOWNWINCHESTERVA.COM | 540.722.8700

Press Release

NEWS RELEASE

July 8, 2015

July's Friday Night LIVE to include plenty of entertainment

WINCHESTER, VA – Old Town Winchester will host the second of three Friday Night LIVE events on Friday, July 17th from 5-11 pm. The Friday Night LIVE events, held on the Loudoun Street pedestrian mall, attract approximately 2,000 to 3,000 people to Old Town each month. Located at the beautiful Taylor Pavilion, between the Taylor Smokehouse restaurant and the Braddock Autopark, this new venue provides amphitheater-style seating and plenty of room for dancing.

"New aspects of the Friday Night LIVE series are added each time to provide an element of the unexpected," states Jennifer Bell, Downtown Manager. "But as always, Friday Night LIVE provides great music in a charming and lively atmosphere that offers a little something for everyone."

The live music at the Taylor Pavilion will start at 5:30 pm with the award-winning Swell Daze Band. Based out of Harrisonburg, Virginia, this group features a set list comprised of a variety of hits including Led Zeppelin, The Beatles and Red Hot Chili Peppers.

The headlining act is a Winchester favorite. Robbie Limon is also an award-winning entertainer who is known for being able to match the mannerisms of iconic performers such as Hank Williams Sr. and Buddy Holly.

A wide variety of acoustic musicians and street performers provide free, family-friendly entertainment and the Shenandoah Arts Council and Winchester Art Market will also offer locally made art and crafts for sale all along the Loudoun Street Mall.

This event will continue to offer a variety of wine and beer for those 21 and over at the Taylor Pavilion for the benefit of Big Brothers Big Sisters. Tickets for the main stage area are \$5 in advance and \$10 at the door. Buy tickets in advance online at OldTownWinchesterVA.com or purchase tickets in person at the Espresso Bar and Café, Old Town General Store and Total Image & Workingman's Store.

The July Friday Night LIVE event is hosted by the City of Winchester, Old Town Winchester Development Board and Full Circle Marketing. Sponsors and community partners include: Tri-State Nissan (title sponsor), Virginia Blood Services (presenting sponsor), 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 and 1400 WINC.

Facebook Cover Photo



Facebook Analytics

Friday Night Live - July								
Facebook Analytics July 7th - July 17th								
Post	Reach	Organic	Paid	Clicks	Likes	Comments	Shares	Boosted
July 7th - 7:00 pm	1,088	1,088	-	89	37	5	12	no
July 9 - 8:00 am	1,438	1,438	-	86	43	1	14	no
July 9 - 1:42 pm	1,351	1,351	-	44	11	4	-	no
July 10 - 4:20 pm	44,676	4,278	40,398	718	172	38	94	yes
July 13 - 7:00 pm	577	577	-	20	4	-	-	no
July 14 - 12:08 pm	400	400	-	33	17	-	5	no
July 15 - 11:38 am	9,812	9,812	-	542	105	17	32	no
July 16 - 12:00 pm	649.00	649.00	-	23	8	1	1	no
July 17 - 8:00 am	1,489	1,489	-	137	15	-	4	no
AVG	6,831	2,342	40,398	188	46	7	18	-
Total	61,480	21,082	40,398	1,692	412	66	162	-

Red = Video

Blue = Event Page Created

Example Facebook Posts



Old Town Winchester, VA

Have you saved a life today? Donate blood at Virginia Blood Services, located at 333 W. Cork St. Winchester and mention this post to receive a FREE ticket to Friday Night LIVE on July 17th!
 For more information visit: <http://oldtownwinchester.va.com/event/friday-night-live-4>



1,438 likes · 86 comments · 7 photos

1.4K

86

View Insights

Boost Post

1,438 likes

58

43

13

30

1

0

1

14

14

0

86

45

1

40

NEGATIVE FEEDBACK

1 Dislike

0 Report

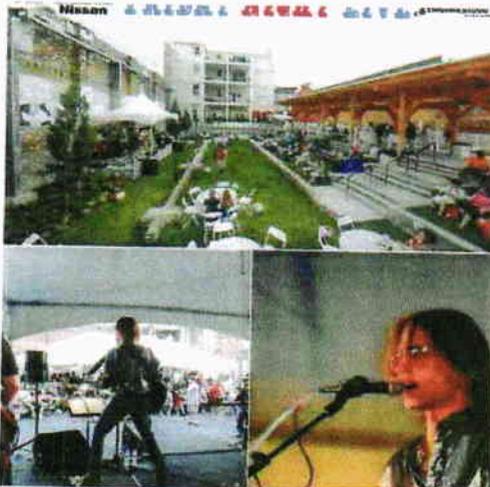
0 Spam

0 Report



Old Town Winchester, VA

If you want to be a hero, donate a pint of blood. A pint of blood can save up to 3 lives! Donate blood at Virginia Blood Services, located at 333 W. Cork Street Suite 220 Winchester. Mention this post to receive a FREE ticket to The State Session Friday Night Live on July 17th featuring Ruben Jarama and Sarah Cage. Presented by Virginia Blood Services.
 For more information please visit: <http://oldtownwinchester.va.com/event/friday-night-live-4>



9,812 likes · 154 comments · 2 photos

9,812 likes

154

105

86

19

17

3

14

32

31

1

542

274

48

219

NEGATIVE FEEDBACK

4 Dislike

0 Report

0 Spam

0 Report

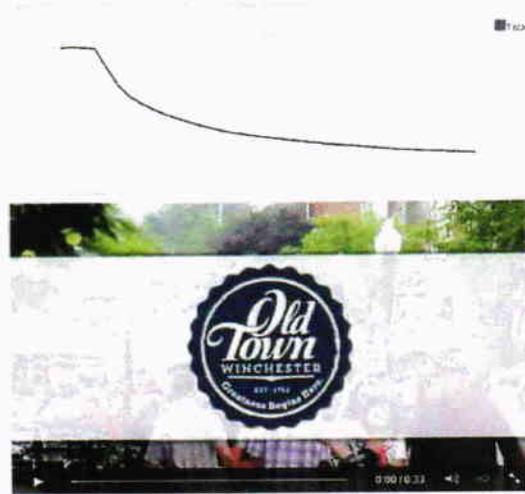
Video ad on Facebook

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

Post Details

Video Ads

Audience Retention



Average View Duration **0:14**

People Reached **44,676**

Organic Part

Video Views **15,020**

1,738 (11%)
13,282 (89%)

30-Second Views **1,624**

370 (23%)
1,254 (77%)

Reach
44,676 people

Average View Duration
0:14

Likes
172

Comments
38

Shares
94

Clicks
718

Old Town Winchester, VA

On July 17th, the next Friday Night Live will feature the highly energetic and local favorite, Robbie Limon, 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. In addition to live music, each Friday Night Live will have kids activities, 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. 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, Espresso Bar & Cafe, Total Image & Workingman's Store, Tri-State Nissan and Apple Federal Credit Union.



44,676 Views

4.3K Organic Reach

40.4K Paid Reach

718 Post Clicks

[View in Insights](#) [View Results](#)

44,676 People Reached

15,020 Video Views

304 Likes

172 Likes

83 Comments

83 Shares

38 Comments

15 Likes

23 Shares

94 Shares

86 Likes

8 Shares

718 Post Clicks

177 Likes

29 Comments

512 Shares

NEGATIVE FEEDBACK

0 Hidden

0 Unseen

0 Reported

0 Unseen

Video ad on Google Adwords

Video ad ran on youtube and google partner sites

Thumbnail Impressions 954	Views 5,934	AVG CPV \$0.04	AVG CPM \$8.00
Video Impressions 27,098	Unique Views 5,532	Clicks 161	Video Played to 0:10 - 46%
Total Impressions 28,052	View Rate 21.15%	CTR 0.58%	0:20 - 31%
			0:35 - 24%
			0:40 - 21%

News History

6:13

Video Ad

Ad

Friday Night Live July 17th

Friday Night Live

Total - all but removed video ads

Total - all video ads

Video	Status	Impressions		Views	View rate	Avg. CPV	Total cost	Clicks	Video played to:			
		Thumbnail	Video						25%	50%	75%	100%
Friday Night Live July 17 201	Ended Approved	954	27,098	5,934	21.88%	\$0.04	\$232.32	161	46%	31%	24%	21%
		28,213		5,934	21.00%	\$0.04	\$232.32	161	46%	31%	24%	21%
		28,213		5,934	21.00%	\$0.04	\$232.32	161	46%	31%	24%	21%

Television

OTW TV SPOT/RADIO

FRIDAY NIGHT LIVE JULY 17 2015

SCRIPT

"GREAT EVENTS BEGIN HERE IN OLD TOWN AT TRI-STATE NISSAN FRIDAY NIGHT LIVE FEATURING THE ROBBIE LIMO BAND AT THE TAYLOR PAVILION!

JULY 17TH FRIDAY NIGHT LIVE WILL FEATURE LIVE MUSIC, STREET PERFORMERS, AND THE KIDS ACTIVITIES, IN OLD TOWN WINCHESTER!

LISTEN TO GREAT CLASSIC AND CONTEMPORARY HITS FROM SWELL DAZE BAND AND THE ROBBIE LIMON BAND PRESENTED BY VIRGINIA BLOOD SERVICES.

TICKETS ARE ONLY FIVE DOLLARS IN ADVANCE!

VISIT OLD TOWN WINCHESTER VA DOT COM!

FRIDAY NIGHT LIVE IS BENEFITTING BIG BROTHERS AND BIG SISTERS.

LIKE US ON FACEBOOK.
FOLLOW US ON TWITTER.
DOWNLOAD OUR APP.

GRAPHICS

Old Town Logo (3 - 4 seconds)
Tri State Nissan Logo
Friday Night Live Logo
VA Blood Services Logo
July 17th 5-11 pm
Live Music
Old Town Winchester Logo
Street Performers
Artisans

Kid Zone
Swell Daze Band
Robbie Limon Band
Tickets \$5 in Advance
Oldtownwincheserva.com
Big Brothers Big Sisters
Old Town Logo
Facebook and Twitter
Old Town Winchest, VA APP Logo

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, July 17th

Spot 1 Radio Copy: 30 Seconds

"GREAT EVENTS BEGIN IN OLD TOWN AT THE TRI STATE NISSAN FRIDAY NIGHT LIVE FEATURING THE ROBBIE LIMON BAND!

JULY 17TH FROM 5 TO 11 FRIDAY NIGHT LIVE WILL FEATURE LIVE MUSIC, STREET PERFORMERS, ARTISTIANS, KIDS ACTIVITIES, IN OLD TOWN WINCHESTER!

LISTEN TO SWELL DAZE AND THE ROBBIE LIMON BAND PERFORM THE SOUNDS OF THE 60'S, 70'S, AND 80'S... PRESENTED BY VIRGINIA BLOOD SERVICES!

TICKETS ARE ONLY FIVE DOLLARS IN ADVANCE!

VISIT OLD TOWN WINCHESTER V A DOT COM AND LIKE US ON FACEBOOK!

FRIDAY NIGHT LIVE IS SPONSORED BY KEE CONSTRUCTION, BENEFITING BIG BROTHERS AND BIG SISTERS.

Spot 2 Radio Copy: 30 Seconds

"GREAT EVENTS BEGIN IN OLD TOWN AT THE TRI STATE NISSAN FRIDAY NIGHT LIVE FEATURING THE ROBBIE LIMON BAND!

JULY 17TH FROM 5 TO 11 FRIDAY NIGHT LIVE WILL FEATURE LIVE MUSIC, STREET PERFORMERS, ARTISTIANS, KIDS ZONE, IN OLD TOWN WINCHESTER!

LISTEN TO THE SWELL DAZE BAND AND ROBBIE LIMON BAND PERFORM THE SOUNDS OF THE 60'S, 70'S, AND 80'S! PRESENTED BY VIRGINIA BLOOD SERVICES

TICKETS ARE ONLY FIVE DOLLARS IN ADVANCE!

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

LINERS:

"ENJOY SUMMER IN OLD TOWN WINCHESTER AT THE TRI STATE NISSAN FRIDAY NIGHT LIVE JULY 17TH FEATURING THE ROBBIE LIMON BAND AND STREET PERFORMERS. FOR MORE INFO VISIT OLD TOWN WINCHESTER V A DOT COM AND LIKE US ON FACEBOOK.

VISIT OLD TOWN WINCHESTER V A DOT COM AND LEARN MORE ABOUT FRIDAY NIGHT LIVE PRESENTED BY VIRGINIA BLOOD SERVICES FEATURING THE ROBBIE LIMON BAND, STREET PERFORMERS, ART AND MORE!

GET A FREE TICKET TO FRIDAY NIGHT LIVE IN OLD TOWN WINCHESTER BY DONATING AT VIRGINIA BLOOD SERVICES ON 333 WEST CORK STREET

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

MOVIE NIGHT
RESTAURANT BREWINGS AT DUCK FREE EVENTS

AUG 8th 11th Star Studios, LLC

THE GREAT ESCAPE
AUGUST 8th 7:00 PM - 9:00 PM
DUCK RESTAURANT & BREWERY

SUNDAY CONCERT
WINCHESTER HARBOUR

SUNDAY 1PM - 3:30PM
FREE EVENT

JULY 19th
Fleming, Fleming & Peterson
Bluesgrass Band

AUGUST 19th
11th Star Studios, LLC

RAIN LOCATION: THE PLUM AT THE TAYLOR MEADOWS

Old Town WINCHESTER

FARMERS MARKET
At The Taylor Meadows

Saturdays 9am - 1pm

May 16 - October 31

14 Vendors!

= OLD TOWN =

FRIDAY NIGHT LIVE

= MUSIC • FOOD • DRINK =

Tri-State Nissan

DATES:
JULY 17
AUG. 21

TIMES:
5 - 11

HIGHLIGHTS:

- LIVE MUSIC
- FAMILY FUN
- ART MARKET
- CRAFT BEER & WINE
- STREET PERFORMERS
- 35 RESTAURANTS
- 60 BOUTIQUES

PRESENTED BY:

VIRGINIA BLOOD SERVICES

Last month Winchester was whisked away to the cool, sandy shores of Jazz's beach-themed Friday Night Live, presented by Tri-State Nissan. The event was a huge success, bringing in almost 2,000 people downtown to enjoy beach and reggae tunes by Caribbean Street Beach and The Rockless Island.

Taking place at the recently renovated Taylor Pavilion, Friday Night Live will once again sweep visitors off their feet to a new time and place, a classic rock & roll show!

July 17th 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 Small Daze, a youthful band that blends classic and modern rock.

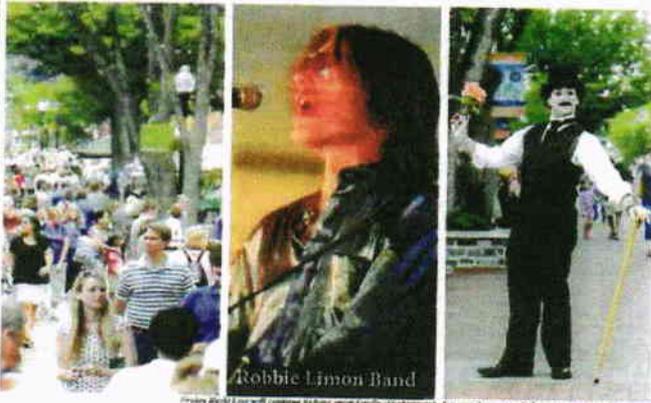
On August 21, country and rock music are rolling in to Old Town! Making his return to the Winchester area is the Thom Shepherd Band, the #1 songwriter out of Austin, Texas. Also performing that night is the Alex Hilton Band, a talented country group who performs top-best country favorites!

In addition to live music, each Friday Night Live will have kids activities, acoustic performers and street entertainers. 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 Café.

For more information on how to participate as a sponsor, vendor, vendor provider, performer, volunteer, or VIP corporate partner, contact Darro Severson at (540) 722-8700 and dseverson@oldtownwinchester.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 bring great family entertainment, fun social games and of course live music. This summer...

Print Media

The Weekender

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

Page 10 of publication
Covers 70% of page

Rock & Roll Takes Over Friday Night Live

Last month Winchester was whisked away to the cool, sandy shores of June's beach themed Friday Night Live presented by Tri-State Nissan. The event was a huge success, bringing in almost 2,000 people downtown to enjoy beach and reggae tunes by Caribbean Sunset Beach and The Reckless Island.

Taking place at the recently renovated Taylor Pavilion, Friday Night Live will once again sweep visitors off their feet to a new time and place, a classic rock & roll show!

On July 17th, the next 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, the #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 kids activities, 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.

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, the Espresso Bar and Café, Total Image and Working Man's, Nissan and Apple Federal Credit Union.



DATES:

JULY 17

AUG. 21

TIMES:

5 - 11

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

NEXT EVENT
FEATURING

ROBBIE LIMON BAND
SWELL DAZE

Tri-State
Nissan



HIGHLIGHTS:

LIVE MUSIC
FAMILY FUN
ART MARKET
CRAFT BEER & WINE
STREET PERFORMERS
35 RESTAURANTS
60 BOUTIQUES
PRESENTED BY:



Web Media

Comcast Slide

The poster is a collage of images and text. At the top left is the 'Old Town WINCHESTER' logo in a white scalloped circle. To its right is the event title 'OLD TOWN FRIDAY NIGHT LIVE' in large, stylized blue and red letters, with 'MUSIC • FOOD • DRINK' below it. Further right is a photo of a man and a woman talking. Below these elements are three orange boxes: 'JULY 17TH', the 'Tri-State Nissan' logo, and '5PM-11PM'. The bottom section features the band name 'ROBBIE LIMON BAND' in large orange and white letters, with the 'VIRGINIA BLOOD Services' logo below it. On the right side of the bottom section is a photo of a man with long hair singing into a microphone.

Official Old Town Winchester Event | OldTownWinchesterVA.com | 540.722.8700

Print Media

Winchester Star
Circulation: 16,200

2 column x 5 inch ad

Old Town WINCHESTER

**= OLD TOWN =
FRIDAY
NIGHT LIVE**

= MUSIC • FOOD • DRINK =

JULY 17TH 5PM-11PM

ROBBIE LIMON BAND

LIVE ROCK & ROLL AT THE TAYLOR PAVILION

KIDS ACTIVITIES SOCIAL GAMES | ART MARKETS STREET PERFORMERS | CRAFT BEER & WINE LIVE BANDS

For Details Visit: OldTownWinchesterVA.com

PRESENTED BY

- VIRGINIA BLOOD Services
- Big Brothers Big Sisters
- ValleyHealth Wellness & Fitness Center
- 99.3 FOX
- ALL YOU NEED IS KISS NO. 3
- Signal
- BEN DELIVERY
- Q102
- OLD TOWN WINCHESTER
- GOLD
- BBQ

Official Old Town Winchester Event | OldTownWinchesterVA.com | 540.722.8700

Web Media

Leaderboard
Impressions: 22,000

Old Town WINCHESTER

ROBBIE LIMON BAND

AT THE TAYLOR PAVILION

**= OLD TOWN =
FRIDAY
NIGHT LIVE**

5PM-11PM

JULY 17TH

= MUSIC • FOOD • DRINK =

Old Town WINCHESTER

ROBBIE LIMON BAND

- AT THE -

TAYLOR PAVILION

5PM-11PM

JULY 17TH

**= OLD TOWN =
FRIDAY
NIGHT LIVE**

= MUSIC • FOOD • DRINK =



Friday Night Live July 17th, 2015		
Expenses	Total Cost	
City Admission Taxes	\$168.94	
Grand Rental Station (tent, chair, tables)	\$919.43	
Photographer	\$100.00	
Johnny Blue	\$329.33	
Security	\$325.00	
Insurance	\$165.90	
Ice -BBBS & VA Eagle \$175 + 38.23	\$213.23	
Fencing (Lowe's)	\$50.00	
Piccadilly Printing (tickets, program, poster)	\$500.00	
Signet Screen Printing (6 signs, banners)	\$350.00	
Parking Authority	\$27.00	
Sunbelt	\$0.00	
Palmer Media (Audio/Sound)	\$1,500.00	
Media Campaign		
Clear Channel/IHeartMedia (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	\$2,250.00	
Street Performers and Musicians; Caricature, Photo Booth, Stilt Walker, Magician, Colonial Tour	\$1,830.00	
ShowClix (Ticketing)	\$50.00	
Hotels	\$0.00	
MISC (i.e table covers, prizes, survey cards, cups)	\$250.00	
Sub Total Expenses (some expenses subject to minor changes)	\$11,328.83	
Revenue (some revenue subject to change based on pledged sponsorships)	Total	
Tickets	\$3,209.81	
Exhibitors/Vendors	\$200.00	
Sponsorship & Advertising Revenue	\$11,000.00	
Total Revenue	\$14,409.81	
Net Revenue	\$3,080.98	
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	

Participant Survey July FNL Number Surveyed 138						
Rate the Event	Answer #	Excellent	Very Good	Fairly Good	Mildly Good	Not Good At All
		82	50	6	0	
Likely to Recommend Event to a Friend	Answer #	Extremely Likely	Very Likely	Moderately Likely	Slightly Likely	Not at All Likely
		120	16	2	1	
Visit Downtown Shops or Restaurants	Answer #	No	Not Yet	Yes	If yes, where 2 Little, 4 Village Square, 4 Once Upon a Time, 10 Roma's, 8 Brewbakers; 2 Winchester Thai; 8 Scarpa; 7 Eugene Smith; 13 Union Jack; 5 Italian Touch; 2 EM's; 5 COOP; 2 Winchester Book Store; 5 Bright Box; 6 Tin Top; 3 Cork Str Tavern; 10 El Centro; 9 Village Bistro; 1 art store; 10 Gelato; 2 Scarpa Alta; 10 Snow White Grill; 9 Joe's Steak House; 3 Murphy Beverage; 2 Make a Nest; 3 Tin Top	
		18	15	105		
How do you rate the music venue	Answer #	Extremely	Very	Somewhat	Slightly	Not at all
		90	40	6	2	
How do you rate the street performers	Answer #					
		67	58	13	0	
How do you rate the bands	Answer #					
		96	52	0	0	
What did you dislike about the event?	Answer	Stores were not opened; Braddock Parking was sold out; Robbie Limon is to good and brought to big of a crowd; Had to bring chair; Not enough seating; Space was tight, but a large crowd; Cover price; I want to bring my dog; More wine selection; parking should be free.				
How organized and clean was the event?	Answer #	Extremely	Very	Somewhat	Slightly	Not at all
		92	45	3	0	
How friendly was the staff?	Answer #	Extremely	Very	Somewhat	Slightly	Not at all
		110	27	3		
How safe did you feel at the event?	Answer #	Extremely	Very	Somewhat	Slightly	Not at all
		73	34	4		
Anything else to share?	Answer	Store need to be open; More chairs; Twice a month; Sell cocktails; Love wine!; More local beer; Liked the magician; Consider an online survey; Saw old friends, met new; Great for winchester; Robbie Limon is awesome; Taylor is a great venue				