

Special Event Ad Hoc Committee Working Group

Summation of November 1 Meeting

Event Recommendations

- Support and promote the Brand of Old Town Winchester
- Create events that support the OTDB mission and branding focusing on:
 - Families
 - Young professionals
 - Creative class
 - Socioeconomic diversity
 - Health minded population
- Focus reach on audiences in the quad-state area and beyond
- Produce Signature events that are spread throughout the year
 - Child friendly event - i.e. Kidzfest
 - Holiday themed event - i.e. Rockin Independence Eve
 - Large scale fall event - i.e. Octobeer Fest
 - Large scale holiday event - i.e. Holly Jolly
 - Produce 4 monthly music themed events i.e. Friday Night Live - i.e.
 - John Kirby festival features Jazz/Soul/Blues
 - Patsy Cline festival focusing on vocalists
 - 2 Creative class events - i.e. Public art, folk, literary, projection mapping)
 - 2 Health/wellness events - i.e. fun run, health fair
 - Create a new retail-focused event in partnership with stakeholders
- Provide exposure and advertising to events that already occur in OTW
- Create year round event programming
- Inclusion of secondary district businesses in event planning
- Partner with organizations to coordinate, promote and support events outside the city contracted events
- Increase attendance at Saturday and Sunday events
- Engage the business community through sponsorships
- Engage the non-profit community through partnerships

Performance evaluation recommendation

- Review of the current event summary contains the details needed to assess event
- Evaluation of performance and review of event summary will be required at next promotions committee meeting
- Produce content around social/online outlets and increase audience by 15%
- City provides the following monthly
 - Parking numbers/revenue
 - Current Meals tax increase
 - Current Retails sales
 - Tourism metrics visitors, hotel occupancy, etc.
- PR metrics for story placement
- Attendance reaches event specific goals