



Special Events Ad Hoc Committee Meeting

October 21, 2015

1. **Public Comments**
2. **Review of Revised Draft Recommendations**
3. **Action Items**
4. **Next Steps: Schedule Final Review Meeting**

OTDB Special Event Ad Hoc Committee Recommendations – Draft ver.2 - 10/20/15

OTDB Vision:

To be a vibrant and inclusive Main Street community that combines small-town charm and big-city opportunity and is nationally recognized as a desirable place to work, live, and thrive.

OTDB Mission:

The OTDB inspires community involvement, fosters economic vitality, encourages creativity and entrepreneurship, and attracts residents, visitors, and investors to Old Town Winchester.

Statement of Purpose

The purpose of this OTDB Ad Hoc Committee is to make recommendations to help inform City staff in the creation of a RFP for a Special Events Organizer and Promoter. The intent of this recommendation is to refine and improve upon the existing events program. The goals of Old Town events are to bring people to Old Town, to create a sense of place, to enhance the brand, and to create partnerships with local groups and businesses.

Methodology

Committee members researched publicly funded events programs in ten different communities: Front Royal, VA; Staunton, VA, Harrisonburg, VA; Charlottesville, VA; Waterford, VA; Hampton, VA; Norfolk, VA; Lebanon, NH; St. Augustine, FL; Lititz, PA. The Committee reviewed these findings, along with contract templates, official documents, as well as accounts from verbal conversations. After two meetings discussing the research materials the Committee determined the next step in the process was to draft a document summarizing recommendations for the future RFP.

Summary of Findings

The members of the Committee agree that events are an important part of the success and growth of Old Town. We believe the events programs should continue, and should be periodically adjusted for the greater benefit of Old Town. The initial RFP for Special Events Contractor focused primarily on the creation of events for Old Town Winchester. After a period of three years, the goal of a vibrant and active downtown has been realized. This achievement has been reached not only through city funded programs, but also through events generated by community and private organizations. As such, the new RFP and events contract should restructure the duties of the Contract to focus more on providing support and marketing for both public and privately organized/funded events. All events reflect upon the quality of the Old Town experience, and contribute to the vitality of Old Town. It is imperative that all City approved events support the mission and vision of the OTDB.

The majority of communities that we surveyed operate events with a non-profit business model, which often is not funded by a special tax assessment. None of these examples had an effective method for gauging the overall success of events or their impact on local businesses. As this outcome is difficult to measure, greater importance should be placed on the direct involvement of Old Town stakeholders. There should be events that focus on retail and shopping downtown. There should be events that focus on dining downtown. There should be events that focus on living downtown. The new RFP needs to include events that appeal to multi-cultural residents, as well as the “Creative Class” which figures so prominently in our brand.

The following items should be considered for the future Special Events Contractor RFP:

Procedural Recommendations

1. Written event proposals provided by Contractor for review by the OTDB at least one month prior to approval deadline. Proposals should include: name of event, date(s), concept overview, projected budget, staffing, location, marketing plan, and operation plan.
2. Post-event evaluation to be submitted to OTDB.
 - a. Evaluation template for contractor performance and stakeholder satisfaction to be completed and submitted with event report.
3. Contractor must take an active role in promoting and advising all City-approved events.
 - a. Coordinate with other city event organizers
 - b. Provide complete city schedule of public and private events
 - c. Provide promotional support for all City-approved events
4. City events should not occur in direct competition with community events
5. Contractor has the option to partner with organizers to make events available to sub-contractors
6. Contractor to create an Old Town events manual in cooperation with OTDB and City Staff to uphold consistent quality and branding.
 - a. Formalize preferred procedures for events
 - b. Establish branding and messaging hierarchy for marketing materials
 - c. Identify acceptable locations of portable restrooms and vendors
7. Surplus funds generated by Old Town events should return to the OTDB budget to be utilized to market and promote Old Town.

Events Recommendations

1. Create events or programs during the winter months and early spring.
2. Remove events from the schedule that do not support OTDB mission or are not sustainable.
3. More daytime events on Saturdays
4. Schedule city events around holidays
5. Create a new retail-focused event in partnership with the OTWBA and stakeholders.
6. Partner with the Winchester Main Streets Foundation to promote and support cultural events.

Actions Items

1. Revise scope of events including description of the number, type, and occurrence of events
2. Event proposal template
3. Evaluation template
4. Event manual content requirements, including existing draft of OTDB Events Policy



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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): \$ _____

Friday Night Live Series Operational Game Plan

Date: Friday, July 17th, 2015
 Location: Old Town Walking Mall (Taylor Pavilion)
 Standard Cost: \$5.00/pre-event | \$10.00/at the gate, after 9:30 tickets \$5.00
 Gates Open: 5:00 pm
 Hours: 5:00 pm – 11:00 pm (last drink served at 10:30)

Music and Entertainment

We have secured 2 live bands that will be providing rock music.

Taylor Pavilion

- Swell Daze will perform 5:30 to 7:00pm
- Mario Orseni from 7:10 to 7:35 pm
- Robbie Limon will perform 7:35 to 10:30pm

Security/Access Control Considerations

Providing Group	Number of Volunteers	Location	Hours Scheduled to Work	Notes
FCM	2 officers	Taylor Pavilion	5:00 pm – 11:00 pm	Tickets/Back Gate
FCM	4	Taylor Pavilion	5:00 pm – 11:00 pm	Tickets/ID

- All areas for entrance/egress to be manned by a volunteer with cell phones. All attendees leaving the event will be made aware that no alcohol can be carried outside of the area. See attached map.
- Signage that explains, “No Alcohol beyond This Point” will be displayed at each egress and there will be eight signs that will be posted.
- Security including at least **2 off duty sheriff deputies** that will be located at the entrance and exit or other experienced security personnel will be responsible for verifying that no one in the event area is consuming beer from a non-sanctioned glass or is consuming beer without a designated wristband.
- There will be 1 designated areas where attendees with check-in to the event. At the check-in location, photo IDs will be verified and wristbands that identify the folks as having been verified will be attached.

Event Elements

- Non-alcoholic drinks available
- Water and snacks for volunteers/bands will call tent
- Ticket Entrance & Sales, Wristbands
 - o cash box and credit card equipment
- Distribute passes/wristbands to bands and volunteers

Performers	Phone Number	E-Mail Address	Location on Mall
Acoustical Musicians			
Mike Long	(540)-535-6976	mikejlong60@gmail.com	In front of Hable's Real Estate near splash pad
Tom Sullivan	301-501-2315	Alaskatom1972@gmail.com	In front of Patton's Furniture on the planter
Kyle Contento		kcontent09@su.edu	Dollar General
Street Performers			
Michael Horne (Stilt Walker)	410-276-6143	mch-tap-dancer@excite.com	Roaming
Jonathan Ford (Illusionist)	540-877-8615	fourofheartsillusion@yahoo.com	Judy Bowen Hair Designs
Stephanie (Yamni Arts)	304-433-5444	yamniarts@gmail.com	Harrison and Johnston on the side by The Coop
Mikey J (Caricaturist)	813-995-9258	tampacartoonist@gmail.com	Harrison & Johnston on the side by Patton's Furniture
Plan Bee (Photo Booth) NOT face painting	703-475-1893	syskokid@gmail.com	Godfrey Miller Center
Susie the Clown (balloon animals)		susietheclown@gmail.com	Godfrey Miller Center in a Tri-State Nissan Tent
Activities/ Vendors			
Larry (Old Town Hospitality Guide)		othanonprofit@gmail.com	In front of Art shop to the side of Patton's Furniture
Football Toss/ BBBS	540-662-1043	julianneferrell@bbbswinchester.org	US Post Office
Shenandoah Art Council	845-915-0250	Jaime Anne Jaimianne@shenarts.org	Across from James T. Riley/ in front of First Presbyterian Church
Winchester Art Market		winchesterartmarket@gmail.com	Solenberger Building (side of runner's retreat and Dollar Store)

Q102 & Fox		Linda Fletcher lindaletcher@iheartmedia.com	JV Arthur BB&T
92.5 & B105	540-327-1890	Jaime Karalis <jkaralis@winc.fm>;	Winchester Masonic Temple
Cliff Campbell	818-458-4744	Clifton2050@gmail.com	The Bright Box
Tri-state Nissan car Brian Nieves Wayne Barr (Ticket sales too)	540-667-6800 540-539-1113	bnieces@tristatenissan.com wbarr@tristatenissan.com	Side of building where Bead Company used to be & 2 units on the side of Godfrey Miller Center
Virginia Blood Services/ Kim Walter	804.213.4176	kwalter@vablood.org	Scott and Stringfellow
Mover Dudes/ Lucas Wadsworth	252.455.1559	lwadsworth@moverdudes.com	Feltner Building up against the Planter
Total Image and Working Man Store (tickets)	(540) 662-2263	thetotalimage@comcast.net	
Espresso Bar (tickets)	(540) 686-7209	expressobarandcafe1@gmail.com	
Old Town General Store (tickets)	(540) 667-4449	info@oldtowngeneralstore.biz	
Apple Federal Credit Union (tickets)			

Task	Volunteers	Time
ID Check/Beer Ticket Tent	BBBS	4:30 – 7:30
	BBBS	7:30 – 11:00
Ticket Sales	Cindy, Emily, Brad, Rebecca	4:30 - 7:30
	Cindy, Emily, Brad, Rebecca	7:30 – 10:00
Placing Wristbands	BBBS	4:30 -7:30
	BBBS	7:30 – 9:00
Perimeter Security	Sheriff	4:30 -7:30
	Sheriff	7:30 – 11:00
Will Call	Cecilia	4:30 -7:30
	Emily	7:30 – 9:30
Sanitation Assistance	FCM	4:30 -7:30
	FCM	7:30 – 11:00
Stage Manager/ PA	Doug, Dario	4:30 - 7:30
	Doug, Dario	7:30 – 11:00
Survey	Annie, Arissa, Paul (Kiosk)	5:30 -7:00
	Annie, Arissa, Paul (Kiosk)	7:00 – 8:00
Front Gate	Sheriff	4:30 -7:30
	Sheriff	7:30 – 11:00
Rear Emergency Exit	Sheriff	4:30 -7:30
	Sheriff	7:30 – 11:00
Taylor Smokehouse Entrance	Mel Savarese	4:30-7:30
	Mel Savarese	7:30-11:00
Loading the Stage	Michael Carter	4:30-7:30
	Michael Carter	7:30-11:00
HIGH STRIKER	Ashlyn and Emily	4:45-8:30

**Contact Information
Friday Night Live Series**

Special Event Promoters

Dario Savarese, Full Circle Marketing

Phone Number

540-247-1414

E-mail Address

dario@fullcirclem.com

Event Staff

Doug Palmer

Phone Number

540-664-1173

E-mail Address

dpalmer@palmermedia.net

Cindy Savarese

540-247-7777

Dario@fullcirclem.com

Ardy Wunder

Emily Buhl

Rebecca Jordan

Paul Cassell

Mel Savarese (volunteer)

Sam Savarese (volunteer)

Madison Savarese (Volunteer)

Doug Palmer (volunteer)

Brad Veach

540-

540-

540-

540-664-1173

540-974-3389

dpalmer@palmermedia.net

Brad@MMESinc.com

Winchester City

Jennifer Bell, Downtown Manager

Phone Number

540-535-3661

540-532-5307

540-535-3660

E-mail Address

jennifer.bell@winchesterva.gov

Sarah Chapman

sarah.acuffchapman@winchesterva.gov

Amy Simmons

540-667-1815 ext.
1670

amy.simmons@winchesterva.gov

Jeremy Luttrell, Fire Marshall

540-662-2298

Jeremy.luttrell@winchesterva.gov

Chief Kevin L. Sanzenbacher, WPD

540-545-4700

Kevin.sanzenbacher@winchesterva.gov

Les Taylor, Sheriff

540-667-5770

Les.Taylor@winchesterva.gov

Sgt. Gerald Grounds, Sheriff

540-974-0636

gerald.rounds@winchesterva.gov

Parks and Recreation

540-662-4946

wincparks@winchesterva.gov

Parking Authority

540-722-7575

wincparking@winchesterva.gov

Health Department/ Arlette

540-722-3470

arletta.lancaster@vdh.virginia.gov

Ann Burkholder, Comm. of Rev.

540-667-1815

commrevenue@winchesterva.gov

Michael Neese, Recycling Coordinator

540-667-1815 x1452

Michael.neese@winchesterva.gov

Sgt. Gerald Rounds

540-974-0636

Gerald.rounds@winchesterva.gov

Sgt. Denzil Cooper

O- 540-535-3800

dcooper@fcva.us

C- 540-974-4976

Entertainment

Swell Daze

Phone Number

540-905-2028

E-mail Address

swelldazeband@gmail.com

Mario Orseni

304-270-6600

mario@sinimagic.com

Robbie Limon

301-

Security

Sgt. Gerald Rounds

Phone Number

540-974-0636

E-mail Address

Gerald.rounds@winchesterva.gov

Vendors

Vendor Name

Industry

Application Status

Phone Number

E-mail Address

Jeff

Sunbelt

540-667-7637

Molingo Romulus

Minjingo
LLC

540-394-1515

Jeff

Grand
Rental

540-327-4545

Joel

Grand
Rental

540-303-6179

Suzie

Parking
Authority

877-7599

Tasks:

Place Signage: A Frames, Bathrooms,
Sponsors, banners at Taylor, stage, Street
Performers, ID Check/ Beer and Wine Tix
Set Lights at will call
Set tables and table cloths
Set fencing
Set ops area
Make trash boxes
Cooler at stage and will call
End of the night- swap out signs for FNL
Set up tents for Jonathan Ford

Information Booth:

Newspaper Insert

Downtown Guide
Banner- front table

Taylor Pavilion (enter in off Indian Alley)

- 18 8' Rec Tables
- 8 32" Round Tables (6 Seaters)
- 14 Tall Cocktail Tables (Rounds)
- 60 White Chairs
- 1 10x20 Tent w/ barrels (**STAGE AREA**) – **high peak** – with legs that extend, off the front of the stage, back legs will be 2 feet higher than front legs (4 water barrels needed and hose to fill).
With 12-16 inch blocks to increase height
- 1 10x20 pop up tent (Ticket Sales & BBBS)

HIGH STRIKER – delivered after everything else is set up at Taylor Pavilion to 1st Presbyterian Church on South Side (come in off Cameron Street behind church – into parking lot)

**FULL CIRCLE;
PROVIDING**

- 2 tents from Virginia eagle – BEER TENTS
- PVC pipes for tables
- Corn hole
- Table covers
- Table décor

**Downtown Entertainment –
Event/Department Security and Emergency Plan**

Detailed EVACUATION Procedures

Evacuation and event closing is a worst case scenario and must be handled very carefully. Only on approval of evacuation by one of the following: Event Director: Dario Savarese or by direct order of Public Safety Officials. Event staff will implement the following procedure:

1. If Public Safety Officials take full charge of evacuation, volunteers and staff can assist if requested – otherwise they should evacuate the area with the public. If this is not the case, staff will communicate to volunteers and others to evacuate:
 - a. Volunteers are to make sure:
 - i. Pathways leading to exits are clear of tables, chairs and other potential hazards
 - ii. Paths outside leading from exits to parking and other public area are clear
 - iii. To proceed to safe exits and wait for an announcement
 - b. Staff is to inform entertainment and other special guests that need to evacuate
***Stop entertainment and turn on all available lights before announcement**
2. Staff must remain calm and make an announcement with the following key points**:
 - a. The evacuation is for the safety of the guests
 - b. Give reason for the evacuation (electrical failure, threatening weather, etc)
 - c. Ask the guests to gather those who they are traveling with, collect your belongings while leaving behind drinks
 - d. Help those who need assistance, proceed calmly to the exits and leave the event are quickly but carefully
 - e. Make sure to follow the instructions given by the staff and Public Safety Officials
3. After all guests have left, staff should complete a final check of restrooms and other public accessible areas and when cleared, notify Public Safety Officials and proceed with volunteers to exit
4. Once outside of the event area, volunteers should try to help anyone who is confused, lost or unable to find the party who brought them. Make sure children are accompanied by adults. If anyone is lost, they should be taken to a safe area by event staff or Public Safety Official to wait for further instructions. Volunteers who are helping to get these persons to safety are to maintain contact with officials and staff.
5. Staff should notify the event director that the evacuation has been completed and the event is closed. Event staff and volunteers are not to return to the event area until Public Safety Officials have determined it is safe. The public is not allowed to return to the site until the Event Director has approved the site for safety and security.

****PA Announcement: (READ PARAGRAPH TWICE)**

“A Severe Thunderstorm Warning has been issued by the National Weather Service for Winchester until _____. For safety reasons the event is being suspended until further notice. Please monitor local media for further information on the severe weather. Conditions will be reevaluated and we will release updates at that time.”

Production Schedule
Friday Night Live Series
Friday, July 17th, 2015

Friday, June 19th

- 7:30 am Full Circle Marketing**
- Close Hable parking lot (front 4 spots)
- 8:30 am Full Circle Marketing**
- Picks up CIWF guys (4)
- 9:00 am Grand Rental Station**
- Arrives to the Taylor Pavilion off of Indian Alley
 - Tents, tables, and chairs
- Johnny Blue**
- 1 Johnny Blue going in Indian Alley closest to the Taylor Pavilion, next to the utility pole on the Braddock auto park side of the alley
- 12:00 pm Full Circle Marketing**
- Have stage set up for Doug and sound
- 1:30 pm City of Winchester**
- Safety Inspections, if needed.
- 2:00 pm Full Circle Marketing**
- Set signage
 - Sets up ticket sales booth and will-call
- Sound Check**
- Robbie Limon
- BBBS**
- Beer tent delivery
- 3:00 pm City of Winchester**
- Completes fire inspection.
- VA Eagle**
- Arrive and set tents and coolers and prep beverage
- 4:00 pm Sound Check**
- Swell Daze (openers)
- BBBS**
- Kegs and ice delivered
- 4:30 pm Full Circle Marketing**
- FCM volunteers arrive and assign duties.
- Street Performer**
- Cindy and Emily direct street & acoustical performers to locations
- 5:00 pm Event Begins**
- Volunteers**
- Check ID's
 - Take ticket orders and man will call booth.
 - Distribute wristbands
 - Ensure portable toilets are cleaned and stocked throughout event.
 - Ensure trash receptacles are monitored and emptied throughout the event.
 - Ensure debris is picked up throughout the event.
- 5:30 pm Stage Entertainment – Taylor Pavilion**
- Swell Daze- Taylor Pavilion
- Walking Mall – Street Performers**
- Street performers perform.
- 7:00 pm Stage Entertainment – Taylor Pavilion**

- Equipment/Stage change over
- 7:10 pm Full Circle Marketing**
 - Check on street entertainers and acoustic performers
- 7:30 pm Stage Entertainment**
 - Mario Orseni- Magician
- 7:30 pm Full Circle Marketing & BBBS**
 - Volunteer shift change
- 7:30 pm Stage Entertainment –Taylor Pavilion**
 - Robbie Limon
- 10:00 pm Full Circle Marketing**
 - Begins breakdown, access control is maintained until 10:30 (later if needed).
 - Volunteers sweep crowd for attendees with beers. Remind attendees to empty glasses by 10:45 pm.
- 10:30 pm Stage Entertainment**
 - Conclude performance.
 - 10:30 pm Final beer is served
- 11:00 pm Event ends**
 - Clean-up begins.
 - Access control complete.
 - Remove temporary fencing/ event signage
- Grand Rental Station & City Staff**
 - Breakdown and remove stage and tents.

* Supporting Documentation. Not distributed manually.

July 2015 update

Full Circle Marketing: Dario Savarese 540-722-8700, Dario@fullcirclem.com

meeting & attendees	discussion points or action steps
OTDB meetings	Updated Downtown Manager on activities for the 2015 events to be shared with OTDB.
Downtown Manager, weekly meeting	<p>Provide update to Downtown Manager to share with the OTDB about events and marketing campaign.</p> <p>Review and discussed the FNL event at the Taylor Pavilion and what a huge success the Robbie Limon band was and how the walking mall had a great turnout. Since the FNL was sold out we directed about 50 plus consumers to the Bluemont Concert.</p> <p>As well as discussed success of RIE huge success. Provide update to Downtown Manager about sponsor support and crowd attendance.</p> <p>Provide update and positive trend in Sunday Concerts and Classic Movies. Also, discussed surveys and how else to market the events.</p> <p>Review final details for August FNL, review budget for the, enhancements for Friday Night Live- art exhibits & Kids activities</p> <p>Review budgets, task orders for 2015. To make sure we are staying on track. Discussed upcoming events and how to ensure the entire mall has activities.</p>
Old Town Merchants	Emailed Old Town Merchants and forwarded information to OTWBA regarding upcoming events, personally dropped off information to OT business regarding FNL, RIE and invite businesses to participate. We are including merchants on the event map when they share activities they are having in or in front of their business. Continue to encourage shop owners to use space in front of stores to display wares.
OTDB Promotions committee	Attend monthly meetings and assisted with ideas about promotions/marketing.
Meetings with sponsors	<p>We have verbal agreements and contracts being sent to new and existing sponsors. We have also been meeting with other businesses (over a dozen) and discussing participation.</p> <p>Projections of sponsorship support, currently we anticipated/pledged sponsorship revenue to be over \$101,000.00</p>
Opportunistic PR	Developed multiple stories in various publications about the events Rocking Independence Eve, Friday Night Live, Classic Movies, and Sunday concerts in Frederick County Report, The Journal, Winchester Star and Northern Virginia Daily.
media partners	Interfacing with media partners and sending them content, radio copy, and photos for web slider,

<p>& marketing campaign</p>	<p>Facebook messages, Comcast slide for Ch. 15, coordinate interviews, delivered promotional tickets, posters for the RIE and FNL.</p> <p>FCM is continuing to post Facebook messages for Old Town and 12 other sponsors and partners of the events.</p> <p>Designing and provide ads for the Journal Newspaper 3 page spread, for August, which is valued in cash to over \$3,500.00.</p> <p>FCM managing the video scripts, photos secure footage, content for video and post via Google and Facebook boosting. Actively conduct outreach to all partners and request them to share the videos and cross promote them.</p>
<p>Operational details</p>	<p>Continue to work on operational details.</p>

<p>Friday Night LIVE</p>	<p>The July FNL was a HUGE success in the Taylor Pavilion, anticipated between 3,500 + persons in Old Town through the course of the evening, 5-10:30pm. We had close to 650 persons attended the Taylor music performance. We were very careful to monitor the crowd and let additional persons into the venue as others departed.</p> <p>Performance stage had 2 great bands; Swell Daze and Robbie Limon Band who were both very well received. Sound was well received in the Taylor and we stayed well within the sound limits provided by downtown Manager (we also worked to make sure the sound did not conflict with Bluemont Concert). We had a nice layout providing the attendees a nice atmosphere. Many different exhibitors, kids' activities, street performers, acoustical performers. Executed multiple survey; marketing research, participant satisfaction surveys.</p> <p>Through our great media partner and our FCM team we executed a strong media, marketing campaign with a video that received over 44,000 people reached and over 14,000 views for Facebook and Google Ad's we had 29,213 impressions and 6,131 views of the video, radio, print, Facebook, Twitter, posters, fliers, emails to 33 large employers, city, etc...All media included the new brand either using the logos and mentions 'great events begins here' and family friendly</p>
<p>Rockin Independence Eve</p>	<p>RIE was a huge success and had a very diverse crowd. We had 3 great bands (one being the Nationally recognized U.S. Navy Country Current Band), street performers, kids Activities, Sponsors interactive displays. New this year we had four Veteran Service Organizations the opportunity to set up and promote themselves and provide educational displays. The entire walking mall was packed and shops and restaurants expressed positive feedback.</p>
<p>Sunday Concerts</p>	<p>Second concert on Sunday July 19th, featuring Fleming - Fleming and Peterson were very diverse, with Jazz and R&B music was well received with about 85 persons attending at all times and then another 35 to 40 persons roaming in and out throughout the event.</p> <p>There were many individuals eating at the Taylor Smokehouse patio. Response from attendee was very strong and many plan on attending August Concert.</p>
<p>Classic Movies</p>	<p>The movie Viva Las Vegas on Saturday July 11th was well received with about 100 persons attending at all times and then another 25 to 30 persons roaming in and out throughout the event. Magic Lantern tweaked the sound so the attendees could hear better at all three levels at the Taylor. Responses from attendees were very strong and many plan on attending August's movie. Taylor Smokehouse and second floor resident had full patio's watching the movies and dining.</p>