

1. Call to order
2. Approval of Minutes
3. Officers' Reports
  - Chairperson's Report
    - i. January Expenditures
  - Vice Chairperson's Report
4. Standing Committee Reports
5. Downtown Manager Updates
  - Events
    - i. Remaining 2015 Performance Reports
    - ii. Chocolate Escape – February 6
    - iii. St. Paddy's Celtic Fest – March 12
    - iv. Other
  - Main Street
6. Old Business
7. New Business
  - Virginia Commission for the Arts Local Challenge Grant Application Review
8. Public Comments
9. Adjournment Next meeting – The next OTDB meeting will take place **March 3<sup>rd</sup>, 2016 at 5:30 p.m. in City Hall in the 4<sup>th</sup> Floor Exhibit Hall.**

**Attendees:** Scott Dawson (Chair), Cory Garman (Vice Chair), David Cavallaro, Beau Correll, Kathlene Courtney, Mark Lore, Steve Maclin, and Scott Spriggs. Downtown Manager Jennifer Bell.

**Absent:** Susan Drew, Andrea Smith

(Notes taken by Sarah Acuff Chapman)

➤ **Call to Order**

➤ **Approval of Minutes**

- Approval of previous meeting minutes – *Unanimously approved.*

➤ **Officers' Reports**

- Chairperson's Report – Scott Dawson
  - Expenditures Report – no comments.
  - First Night Winchester Chairman, Shannon Ganoe

[Beau Correll arrived]

- Provided overview of the First Night Winchester organization, 2015 event summary and request for increase in arts grants funds. Sold out 3,000 buttons for second time in 29 year history. 100 individual performers distributed 5,000 programs and estimate 8,000 attendance.
- Vice-Chairperson's Report – Cory Garman
  - OTWBA Request for funding to print local event posters (Spooktacular, Old Town Easter Egg Hunt, Winchester Days, Back to School, Plaid Friday, Small Business Saturday). Handout provided. Requesting \$150 for each event. OTW logo on posters along with OTWBA logo. Discussion regarding allocation in budget. FY16 and FY17. Follow up discussion at next Business Session on 1/13. *Cory Garman introduced a motion to approve the Old Town Winchester Business Association's request to provide \$150.00 for the cost of print advertising for the Easter Egg Hunt on March 26. Seconded. Discussion regarding availability of funds. Motion passed 7/1.*

➤ **Standing Committee Reports**

- Economic Vitality – David Cavallaro
  - Greatness Program – Handout provided. Overview of program. Left over funds available. Discussing options to stretch until July 1. 36 initial members. Hope to grow by 25% next year.
- Promotions – Mark Lore
  - Parking Elf review. 160 meters over 8 days and 8 volunteers. \$39.25 spent on meters. Good weather.

➤ **Downtown Manager's Updates** – Jennifer Bell

- Several Handouts. 2016 City of Winchester calendars, City/County EDA lifestyle piece, OTW Shopping & Dining Guide, Chocolate Escape information. Volunteers wanted for assistance with distribution of OTW guides.
- Planning new event. Saturday during the off season ending by 6pm. St. Paddy's Celtic Fest. Primarily indoor venues like Brewbaker's, 50/50 Taphouse. Non-profit partner. OTWBA will be partnering to engage downtown businesses. Window decorating contest idea, encourage sales, promotions. Saturday before St. Patrick's Day so as to not compete with other business events.
- Holly Jolly successful. 2 carriages providing rides. Americorp volunteers assisted. Santa's HQ well attended. Good weather day.
- 2015 Achievements handout.
- January 20-22 Jennifer will be at the Virginia Main Street Main Street Manager's Retreat in Abingdon.
- Scott Spriggs thanked Jennifer and Sarah for all their hard work.

➤ **Old Business**

- Chair Election. Scott Dawson read through the election process from the OTDB bylaws. Scott Dawson nominated at December 3 meeting. Opened the floor for additional nominations for board chair. Closed the floor for nominations for board chair. Roll Call vote needed. *Beau Correll moved that Scott be elected by acclamation. A Roll Call Vote was taken and Scott Dawson was elected, the votes being recorded as shown below:*

<u>Member</u>	<u>Vote</u>
David Cavallaro	Yes
Beau Correll	No
Kathlene Courtney	Yes
Scott Dawson	Yes
Cory Garman	Yes
Mark Lore	Yes
Steve Maclin	Yes
Scott Spriggs	Yes

- Vice Chair Election. Cory Garman nominated at December 3 meeting. Opened the floor for additional nominations for board vice chair. Closed the floor for nominations for board vice chair. *A Roll Call Vote was taken and Cory Garman was elected, the votes being recorded as shown below:*

<u>Member</u>	<u>Vote</u>
David Cavallaro	Yes
Beau Correll	Yes
Kathlene Courtney	Yes
Scott Dawson	Yes
Cory Garman	Yes
Mark Lore	Yes
Steve Maclin	Yes
Scott Spriggs	Yes

➤ **New Business**

- OTDB Business Session will be held in the Exhibit Hall 4-5 p.m. on January 13, 2016.

➤ **Public Comments**

- Christine Patrick – Winchester Book Gallery
  - First Night Winchester. Winchester Book Gallery was a host and sold buttons for 10 days. Packed all night and all day. Filled the store for all 3 sets by the musician. Musician thrilled that there were more people at the Book Gallery than at the church the previous year. Face painter had a line of 45 people all ages. Delighted to host. Heard same report from Lanita at Espresso Bar. She had a line out to her fence all night. Timing the line and no one was in line for more than 5 minutes. Businesses love First Night Winchester and hope to do it again next year. Christine Germeyer added Lanita had said that she broke a record on First Night with the largest sales in 5 years.
- Ryan Hall – OTWBA
  - Mixer scheduled for January 29 at 5:30 p.m. at the Discovery Museum. Opportunity to network with business owners and play at the museum. All OTDB members invited. Unfortunately, same night at the Chamber's Greater Good Awards. Working on a better relationship with the Top of Virginia Regional Chamber so issues like that don't happen again and can coordinate on other things as well.
  - David Cavallaro asked about membership rates and numbers. \$85 per year, \$150 for two years. 2015 had 20 members. Minimum goal of 40 members in 2016 and think will easily surpass that. Christine Patrick said they talked at length about it last year and think a lot had to do with there was no major crisis so there wasn't instruction and business were just in their own businesses instead of coming to meetings. Didn't feel a need to attend. Still participated in Easter Egg Hunt, Trick or Treating and other events, but just weren't seeing the value in being part of the business association.

**Motion to adjourn. Seconded. Unanimously approved. Adjournment 6:17 p.m.**

**Next meeting – Thursday, February 4, 2016 at 5:30 p.m. in City Hall on the 4<sup>th</sup> Floor Exhibit Hall.**

January 2016 Expenditures

<b>Professional Services/Special Events (31-66)</b>	<b>Budgeted</b>	<b>Expenditures</b>	<b>Current Balance</b>
Monthly Retainer -(January Expenditure)	\$74,532.00	\$6,249.00	\$32,974.17
Fireworks - (July 2015 Expenditure)		\$4,000.00	
<b>FYTD Account Total</b>	<b>\$199,536.00</b>	<b>\$10,249.00</b>	<b>\$68,433.30</b>

<b>Professional Services/Other (31-70)</b>	<b>Budgeted</b>	<b>January Expenditures</b>	<b>Current Balance</b>
Web Content Management for December		\$375.00	
SESAC Music License Service		\$755.00	
<b>FYTD Account Total</b>	<b>\$8,135.00</b>	<b>\$1,130.00</b>	<b>\$2,320.00</b>

<b>Printing (35-01)</b>	<b>Budgeted</b>	<b>January Expenditures</b>	<b>Current Balance</b>
Promotions - Check Cards		\$161.81	
<b>FYTD Account Total</b>	<b>\$8,175.00</b>	<b>\$161.81</b>	<b>\$4,675.33</b>

<b>Local Media (36-01)</b>	<b>Budgeted</b>	<b>January Expenditures</b>	<b>Current Balance</b>
Promotions - Facebook Online Ads		-\$11.13	
Promotions - Facebook Online Ads		\$150.05	
Promotions - Google Online Ads		\$50.00	
Promotions - WINC Radio Ads - Dec.		\$1,000.00	
Promotions - iHeart Radio Ads - Dec.		\$506.00	
Promotions - iHeart Radio Banners - Dec.		\$144.00	
Holiday Ads		\$113.00	
	<b>\$22,682.00</b>	<b>\$1,951.92</b>	<b>\$6,852.05</b>

<b>Telecommunications (52-30)</b>	<b>Budgeted</b>	<b>January Expenditures</b>	<b>Current Balance</b>
Work Cell Phone for December		\$49.81	
<b>FYTD Account Total</b>	<b>\$600.00</b>	<b>\$49.81</b>	<b>\$159.24</b>

<b>Travel/Mileage &amp; Transportation (55-10)</b>	<b>Budgeted</b>	<b>January Expenditures</b>	<b>Current Balance</b>
VMS Abingdon Mileage		\$343.85	
<b>FYTD Account Total</b>	<b>\$450.00</b>	<b>\$343.85</b>	<b>-\$221.83</b>

<b>Travel/Meals, Lodging, Registration Fees (55-40)</b>	<b>Budgeted</b>	<b>January Expenditures</b>	<b>Current Balance</b>
VMS Abingdon Meals		\$32.00	
<b>FYTD Account Total</b>	<b>\$950.00</b>	<b>\$32.00</b>	<b>\$604.90</b>

<b>Office Supplies (60-01)</b>	<b>Budgeted</b>	<b>January Expenditures</b>	<b>Current Balance</b>
Office Supplies		\$45.96	
<b>FYTD Account Total</b>	<b>\$405.00</b>	<b>\$45.96</b>	<b>\$359.04</b>

<b>Other Operating Supplies (60-14)</b>	<b>Budgeted</b>	<b>January Expenditures</b>	<b>Current Balance</b>
Santa Parade Supplies Return		-\$24.00	
<b>FYTD Account Total</b>	<b>\$2,214.00</b>	<b>-\$24.00</b>	<b>\$1,695.74</b>

<b>Computer Hardware/Software (60-26)</b>	<b>Budgeted</b>	<b>January Expenditures</b>	<b>Current Balance</b>
Adobe Acrobat		\$207.06	
<b>FYTD Account Total</b>	<b>\$190.00</b>	<b>\$207.06</b>	<b>-\$17.06</b>

# Performance Review

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

Friday Night Live  
 August 21<sup>st</sup>

**Activities and Actions**

**Outcomes**

**Intangible Value**

- Attendance on the Old Town Mall for the third and final Friday Night Live was in excess 3,000-3,500 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 also organizing parking authority numbers to show comparisons between 2014 and 2015
- 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.

**Media Campaign:**

- The Winchester Star – VALUE\$ 5,000**
- 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 \$1,750.00
  - 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 25,000 impressions and over 138 click's directly to the FNL web-page

- The Winchester Star reaches over 20,000 households and over 7,500 persons reading online.

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

- Each station ran a 10 day campaign for each event. The value is \$4,500 per station between produced promotional announcements and ticket promotions FNL received a campaign value of over \$18,000.
- 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 reaches over a 40 mile radius and reaches 40% of the radio listing audience in the 7 counties surrounding Winchester.

**Centennial Media Radio** 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

**Video/Google Ads/Facebook Boost- VALUE \$5,000**

- 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 4,718 full views and over 7,900 partial views
- Google Ad reaches over a 40 mile radius and targeted users with specific meta-tag words.

**Frederick Report – Free print publication, circulation 15,000, Frederick County, Warren County, Winchester- VALUE \$750.00**

- 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

**Facebook campaign – 10,000 plus likes on OTW Official Page**

- 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 16% since April.
- Boosted a Facebook post for the event to reach a larger audience

**Twitter campaign – Twitter fans over 1,300 followers**

- We have tweeted and kept constant campaign going to promote FNL.

**EMAIL Blasts- VALUE \$1,000**

- 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.

**Human Resource Directors**

	<ul style="list-style-type: none"> <li>Developed a list of the 30 largest employers throughout the Frederick/City area. After contacting them and sharing information, they share our events internally with their employees.</li> </ul>
<p><b>Attendance</b></p>	<p><b>Ticketed areas - Music venues</b></p> <ul style="list-style-type: none"> <li>The third Friday Night LIVE saw promising ticket sales for advanced tickets and day of tickets.</li> <li>August 21<sup>st</sup>, Advance ticket sales 202, Day of ticket sales 85, Total tickets sold 287, Total ticket income \$1,855.00, sponsor/media promotional tickets distributed approximately 200, total tickets collected 500 approximate</li> </ul> <p><b>Walking Mall</b></p> <ul style="list-style-type: none"> <li>Attendance on the Old Town Mall for the third Friday Night Live was in excess 3,000-3,500 persons/consumers, strolling, shopping and eating at the restaurants.</li> </ul>
<p><b>Art Markets, Music &amp; Street Performers</b></p>	<p><b>Art Markets</b></p> <ul style="list-style-type: none"> <li>FCM has coordinated to have two separate art markets on the North and South side of the walking mall during the events.</li> <li>Shenandoah Arts Council set up a display with 4-6 artisans on the south side of the Splash Pad and</li> <li>Winchester Art Market set up on the north side with 3-5 artisans. These markets have been very well received by consumers and artisans.</li> </ul> <p><b>Street Performers</b></p> <ul style="list-style-type: none"> <li>Performers on the Mall included; mime, magicians, acoustical musicians, balloonist, jugglers, caricature, kid's activities, and other entertainers.</li> </ul> <p><b>Music Venues</b></p> <ul style="list-style-type: none"> <li>The Taylor Pavilion turned out to be a nice venue and worked well space wise.</li> <li>Consumers liked having multiple bands performing the Country theme.</li> <li>Having one music venue was well received and welcomed.</li> </ul>
<p><b>Sponsorships</b></p>	<ul style="list-style-type: none"> <li>We have sponsorship commitments for the three Friday Night Live events</li> <li>For August FNL we had sponsorship commitments of</li> </ul>

	<p>over \$11,000.00 cash and vendors of over \$250.00 cash total of over \$11,250.00 (final number subject to change)</p> <ul style="list-style-type: none"> <li>• Contracts and invoices have been sent to businesses and monies are still being collected</li> </ul>
<b>Operations</b>	<ul style="list-style-type: none"> <li>• The event had a very sharp look and created a fun rock n roll atmosphere. It provided completely new VIBE to Old Town.</li> <li>• Signage on the mall looked great and directed consumers to the right areas and had consumers from the North end to the South end</li> </ul>
<b>Impact on Downtown Business</b>	<ul style="list-style-type: none"> <li>• The new VIBE and Old Town entertainment continues to be well received.</li> <li>• Downtown manager conducts a survey of the downtown businesses, and will report on that separately.</li> <li>• Many businesses who stayed open later did well</li> <li>• We also requested businesses to cross promote the events via their own media campaign.</li> <li>• 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.</li> </ul>
<b>Survey Results</b>	<p><b>Participant survey</b></p> <ul style="list-style-type: none"> <li>• Survey reported in additional attachment.</li> </ul>
<b>Winchester Police Department</b>	<p>Chief of Police reported the crowd was in good order, and there were no incidents on record.</p>

<b>Friday Night Live August 21st, 2015</b>		
City Admission Taxes	\$	200.00
Grand Rental Station (tent, chair, tables)	\$	1,000.00
Photographer	\$	100.00
Johnny Blues	\$	400.00
Security	\$	200.00
Insurance	\$	162.52
Ice/WalMart	\$	150.00
Fencing (Lowes)	\$	27.74
Parking Authority	\$	-
Palmer Media (Audio/Sound)	\$	1,500.00
Media Campaign		
Clear Channel/IHeartMedia (Q102, 98.3, 99.3 FM)	\$	1,000.00
Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM)	\$	1,000.00
Video Production	\$	285.71
The Winchester Star	\$	508.22
The Journal	\$	160.00
NV Dailey	\$	99.88
Frederick Report	\$	111.11
Wein & Stien	\$	66.67
Google ad's	\$	200.00
Facebook Boosting	\$	98.79
<b>Entertainment</b>		
Bands	\$	4,000.00
MISC (i.e Piccadilly Printing-tickets posters, Signet Screen-signs, rack card, zip ties, bathroom attendant, table covers, prizes, survey cards, cups, fliers, volunteer food, poster ad design)	\$	1,828.70
Show Click's (Ticketing)		
Hotels	\$	-
<b>Total Expenses for August 21st</b>	<b>\$</b>	<b>13,099.34</b>
<b>Revenue</b>	<b>Total</b>	
Tickets	\$	2,500.00
Exhibitors/Vendors	\$	1,000.00
Sponsorship & Advertising Revenue	\$	13,185.70
<b>Total Revenue</b>	<b>\$</b>	<b>16,685.70</b>
<b>Net Revenue</b>	<b>\$</b>	<b>3,586.36</b>



- DTT had a featured story and photos one full page spread promoting our events in Old Town, story valued at \$300.00
- DTT 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 strategically bought web-site advertising reaching over 28,000 impressions and over 285 click's directly to the DDT web-page
- The Winchester Star reaches over 20,000 households and over 7,500 persons reading online.

**Clear Channel:**Q102, FOX 99.3, KISS 98.3, MIX 97.3

**COST \$1,000**

**VALUE \$17,000**

- Each of the four stations ran a 10 day campaign for DTT. The stations ran a combination of produced:30 second promotional spots and liners. Beyond the disc jockeys talking about what was going on in Old Town prior to September event. The value DTT received was well over \$12,000.
- We also developed a whole separate promotion with Q102, where they gave away family four packs of tickets for the tailgate/VIP reserved seating. This separate promotion on the station received a \$2,500 promotional campaign alone.
- Also developed was a paid advertising schedule of \$500 in which they bounced us additional liners and web-site ad's. This included a dynamic lead on the web home page. The package was valued at over \$2,500
- Clear Channel also attended each of the DTT providing additional entertainment on the walking mall with their tents, prizes and games
- Clear Channel Radio group reaches over a 40 mile radius and reaches 40% of the radio listing audience in the 7 counties surrounding Winchester.

**Video/Google Ads/Facebook Boost**

**COST \$500**

**VALUE \$5,000**

- Full Circle Marketing provided a :30 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 3,095 full views and over 7,500 partial views
- Google Ad reaches over a 40 mile radius and the surrounding counties and targeted users with specific meta-tag words.

**Centennial Media Radio** 3 stations 92.5 WINC, Big Country 105, 1400 AM

**COST \$1,000**

**VALUE \$15,125**

- Each of the four stations ran a 10 day campaign for DTT. The stations ran a combination of produced :30 second promotional spots and liners. Beyond the disc jockeys talking about what was going on in Old Town

prior to DTT event. The value DTT received was well over \$12,000.

- We also developed a whole separate promotion with 92.5 WINC FM, where they gave away a tailgate/VIP reserved seating for the concert. This separate promotion on the station received a \$2,000 promotional campaign alone.
- Also developed was a paid advertising schedule of \$500 where they provided additional liners and web-site ad's- on the home page, Comcast slide. Package was valued at over \$3,000
- Centennial Media also attended each of the events providing additional entertainment on the walking mall. They also provided radio personalities to assist with onsite MC.
- 92.5 WINC FM – Barry's Community Corner, provided an interview the Friday prior to the event. A one and half minutes long at 7:50 am, prime time radio. The combined value is over \$500
- 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

**Frederick Report** – Free print publication, circulation 15,000, Frederick County, Warren County, Winchester

**COST \$200.00**

**VALUE \$1,000**

- ¾ page, color ad and featured story valued at \$1,000

**Facebook campaign** – OTW likes over 7,500

- We have updated and posted on OTW Facebook kept a live constant campaign to promote DTT and increase the likes by over 30% since November.
- Boosted a Facebook post to reach a larger audience
- Valued at \$XXXX

**Twitter campaign** – Twitter fans over 802 followers

- We have tweeted and kept constant campaign going to promote DTT and increase the followers by over 15% increase. Valued \$XXXX

**Video's for Old Town Winchester**

**COST \$00.00**

**VALUE \$1,500**

- We currently have last year's one minute videos still on YouTube and getting views that help market the event. They visually illustrate to the community what Downtown Tailgate has to offer. These videos were shared via social media and provided a tremendous amount of exposure. Also we have had over 200 Facebook fans share the video. Businesses have also shared the video on their social media pages.



<p><b>Operations</b></p>	<ul style="list-style-type: none"> <li>• The DDT had a new look and layout compared to the other events.</li> <li>• It was the first event of its kind featuring wide screen TV's displayed on the back of new Trucks.</li> <li>• Signage on the mall looked great and directed consumers to the right areas and had consumers from the North end to the South end</li> <li>• The event featured 20 craft beers and 15 unique wines</li> <li>• The DTT also had youth activities spread around the Splash pad. As well as Social games, Ultimate Pong, cornhole, couches to watch the games, provided a fun atmosphere</li> </ul>
<p><b>Food Vendors</b></p>	<ul style="list-style-type: none"> <li>• With this event we invited local restaurants to serve food with in the event area (we had three downtown restaurants participate)</li> <li>• Big Brothers &amp; Big Sisters worked with local restaurants to sell food inside the music venue along with nonalcoholic beverages.</li> </ul>
<p><b>Impact on Downtown Business</b></p>	<ul style="list-style-type: none"> <li>• The DTT and Old Town entertainment was a success.</li> <li>• We worked with the downtown businesses continuing to encourage them to cross promote the events through personal visits, calls and emailing.</li> <li>• Many of the businesses cross promoted the event, and understand the importance of the cross promoting.</li> <li>• We also requested businesses to cross promote the events via their own media campaign.</li> </ul>
<p><b>Survey Results</b></p>	<p>See attached survey results</p>
<p><b>Incident report</b></p>	<p>Chief of Police reported the crowd was in good order, and there were no incidents on record.</p>

Downtown Tailgate Sept 11h & 12th, 2015	
Expenses	Total Cost
City Admission Tax	\$ 131.88
Grand Rental Station (tent, tables, chair, etc)	\$ 3,465.08
Johnny Blue	\$ 1,031.94
Security	\$ 1,000.00
Security Haines - Overnight	\$ 330.00
Photography	\$ 150.00
Insurance	\$ 162.52
Insurance for Shenandoah Univ	\$ 431.25
Ice/WalMart	\$ 567.79
Stonewall Cooler	\$ 263.25
Fencing (Lowe's)	\$ 27.74
Sunbelt Rental	\$ 620.49
Signet Screen Printing (glasses 4oz)	\$ 2,640.05
Signet Screen Printing - t-shirts	\$ 1,194.73
Signet Screen Printing - plastic cups	\$ 300.00
Old Court House Civil War Museum	\$ 200.00
Parking Authority (parking passes for SU)	\$ 315.50
Parking Authority (parking passes for Hable)	\$ 27.00
Palmer Audio Sound	\$ 1,500.00
ShowClix (Ticketing)	\$ 50.00
<b>Media</b>	
Clear Channel/IHeartMedia (Q102, 98.3, 99.3 FM)	\$ 1,000.00
Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM)	\$ 1,000.00
Video Production	\$ 285.71
The Winchester Star	\$ 508.22
The Journal	\$ 160.00
NV Dailey	\$ 399.88
Frederick Report	\$ 111.11
Wein & Stien	\$ 266.67
Comcast	\$ 500.00
Google ad's	\$ 219.31
Facebook Boosting	\$ 150.00
<b>Entertainment- \$2800+\$800+\$800= 4400</b>	\$ 4,400.00
DJ Music	\$ 425.00
Street Entertainment & Kids Sports Zone	\$ 1,600.00
MISC (i.e Piccadilly Printing-tickets posters, Signet Screen-signs, rack card, zip ties, bathroom attendant, table covers, prizes, survey cards, cups, fliers, volunteer food, poster ad design)	\$ 1,588.19
<b>Total Expenses</b>	<b>\$ 27,023.31</b>
<b>Revenue</b>	<b>Total</b>
Tickets	\$ 2,496.23
Exhibitors/Vendors	\$ 250.00
Sponsorship & Advertisement Revenue	\$ 22,258.91
<b>Total Revenue</b>	<b>\$ 25,005.14</b>
<b>Net Revenue</b>	<b>\$ (2,018.17)</b>
Media Partner and Trade Value; Heart Media, Centennial Broadcasting, Winchester Star, Comcast, Frederick Report, Valley Home Style, Google Ads, OTW Facebook, partner's Facebook	<b>\$ 30,000.00</b>



- OF 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 strategically bought web-site advertising reaching over 48,000 impressions and over 365 click's directly to the OF web-page
- The Winchester Star reaches over 20,000 households and over 7,500 persons reading online.

**I Heart Media:**Q102, FOX 99.3, KISS 98.3, MIX 97.3

**COST \$1,000**

**VALUE \$17,000**

- Each of the four stations ran a 10 day campaign for OF. The stations ran a combination of produced:30 second promotional spots and liners. Beyond the disc jockeys talking about what was going on in Old Town prior to the event. The value OF received was well over \$12,000.
- Also developed was a paid advertising schedule of \$500 in which they bounced us additional liners and web-site ad's. This included a dynamic lead on the web home page. The package was valued at over \$2,500
- I Heart Media also attended each of the OF providing additional entertainment on the walking mall with their tents, prizes and games
- I Heart Media group reaches over a 40 mile radius and reaches 40% of the radio listing audience in the 7 counties surrounding Winchester.

**Video/Google Ads/Facebook Boost**

**COST \$500**

**VALUE \$5,000**

- Full Circle Marketing provided a :30 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 5,465 full views and over 12,500 partial views
- Google Ad reaches over a 40 mile radius and the surrounding counties and targeted users with specific meta-tag words.

**Centennial Media Radio** 3 stations 92.5 WINC, Big Country 105, 1400 AM

**COST \$1,000**

**VALUE \$15,125**

- Each of the four stations ran a 10 day campaign for OF. The stations ran a combination of produced :30 second promotional spots and liners. Beyond the disc jockeys talking about what was going on in Old Town prior to OF event. The value OF received was well over \$12,000.
- We also developed a whole separate promotion with 92.5 WINC FM, where they gave away a tailgate/VIP reserved seating for the concert. This separate promotion on the station received a \$2,000 promotional campaign alone.
- Also developed was a paid advertising schedule of \$500 where they provided additional liners and web-site ad's- on the home page, Comcast

slide. Package was valued at over \$3,000

- Centennial Media also attended each of the events providing additional entertainment on the walking mall. They also provided radio personalities to assist with onsite MC.
- 92.5 WINC FM – Barry’s Community Corner provided an interview the Friday prior to the event. A one and half minutes long at 7:50 am, prime time radio. The combined value is over \$500
- 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

**Frederick Report** – Free print publication, circulation 15,000, Frederick County, Warren County, Winchester

**COST \$200.00**

**VALUE \$1,000**

- ¾ page, color ad and featured story valued at \$1,000

**Facebook campaign** – OTW likes over 7,500

- We have updated and posted on OTW Facebook kept a live constant campaign to promote OF and increase the likes by over 30% since November.
- Boosted a Facebook post to reach a larger audience
- Valued at \$XXXX

**Twitter campaign** – Twitter fans over 802 followers

- We have tweeted and kept constant campaign going to promote DTT and increase the followers by over 15% increase. Valued \$XXXX

**EMAIL Blasts**

**COST \$00.00**

**VALUE \$1,000.00**

- Developed an Old Town business list with names, companies, phone, and email addresses of over 300 businesses which were used to send emails to the downtown businesses about the upcoming events and encouraged them to participate and cross promote events.
- Also used Full Circle Marketing’s in house business list to cross promote the events reaching out to over 1,000 regional businesses and personal contacts.

**Human Resource Directors**

- Sent fliers and information about OF to a list of the 32 largest employers throughout the Frederick/City area. After contacting them and sharing information, they share our events internally with their employees.

<p><b>Attendance</b></p>	<p><b>Walking Mall</b></p> <ul style="list-style-type: none"> <li>• Attendance on the Old Town Mall for the OF was 4,500 persons/consumers, strolling, shopping and eating at the restaurants.</li> </ul> <p><b>Ticketed Area</b></p> <ul style="list-style-type: none"> <li>• The OF saw promising ticket sales for advanced tickets and day of tickets.</li> <li>• OF, Total tickets sold 2,500, Total ticket income \$14,000.00, sponsor/media promotional tickets distributed ~285</li> </ul>
<p><b>Families Welcomed</b></p>	<ul style="list-style-type: none"> <li>• This event was adult oriented event but we also provided an open family atmosphere with games and provided dancers, accordion players, German themed games</li> <li>• We had dozens of families attend and participate through both days and enjoyed the atmosphere.</li> <li>• The OF activities were very well received.</li> <li>• The OF also had youth activities spread around the Splash pad.</li> </ul>
<p><b>Sponsorships</b></p>	<ul style="list-style-type: none"> <li>• For OF we had sponsorship commitments of \$24,000.00 cash dollars and vendors with over \$500.00 (final number subject to change)</li> <li>• We have received strong media sponsorship/partnerships/trade value totaling \$54,225 in media towards OF</li> </ul>
<p><b>Operations</b></p>	<ul style="list-style-type: none"> <li>• The OF had a new look and layout compared to the other events.</li> <li>• Signage on the mall looked great and directed consumers to the right areas and had consumers from the North end to the South end</li> <li>• The event featured 24 craft beers and 15 unique wines</li> </ul>
<p><b>Food Vendors</b></p>	<ul style="list-style-type: none"> <li>• With this event we invited local restaurants to serve food with in the event area (we had two downtown restaurants participate)</li> <li>• Big Brothers &amp; Big Sisters worked with local restaurants to sell food inside the music venue along with nonalcoholic beverages.</li> </ul>
<p><b>Impact on Downtown</b></p>	<ul style="list-style-type: none"> <li>• The OF and Old Town entertainment was a success.</li> <li>• We worked with the downtown businesses continuing to encourage them to cross promote the events through personal visits, calls and emailing.</li> </ul>

<b>Business</b>	<ul style="list-style-type: none"><li>• Many of the businesses cross promoted the event, and understand the importance of the cross promoting.</li><li>• We also requested businesses to cross promote the events via their own media campaign.</li></ul>
<b>Survey Results</b>	See attached survey results
<b>Incident report</b>	Chief of Police reported the crowd was in good order, and there were no incidents on record.

OctoBEER Festival October 16th & 17th, 2015		
Approximate Expenses	Total Cost	
City Admission Tax	\$904.69	
Grand Rental Station (tent, tables, chair, etc)	\$2,707.35	
Johnny Blue	\$1,031.94	
Security Haines day time	\$1,120.00	
Security Haines Overnight	\$418.00	
Photography	\$150.00	
Insurance	\$418.00	
Insurance for Shenandoah Univ	\$431.25	
Ice/WalMart \$79.61 + Reddie \$307.50	\$387.11	
Stonewall Cooler	\$263.25	
Fencing (Lowe's)	\$27.74	
Sunbelt Rental	\$788.01	
Signet Screen Printing (glasses 4oz)	\$2,785.79	
Signet Screen Printing t-shirt volunteer	\$432.83	
Signet Screen Printing volunteer Aprons	\$160.90	
Signet Screen Printing - plastic cups	\$792.09	
Old Court House Civil War Museum	\$200.00	
Parking Authority (parking passes for SU)	\$315.50	
Parking Authority (parking passes for Hable)	\$27.00	
Palmer Media (Audio/Sound)	\$1,500.00	
ShowClix (Ticketing)		
RAC Rental	\$36.70	
<b>Media</b>		
Clear Channel/iHeartMedia (Q102, 98.3, 99.3 FM)	\$1,000.00	
Centennial Broadcasting (92.5, 105, 104 FM, 1400)	\$1,000.00	
Video Production	\$335.71	
The Winchester Star	\$508.22	
The Journal	\$160.00	
NV Dailey	\$399.88	
Frederick Report	\$111.11	
Wein & Stien	\$266.67	
Comcast	\$500.00	
Google ad's	\$491.71	
Facebook Boosting	\$150.00	
Media (Digital, Print, misc)		
<b>Entertainment Band &amp; Dance troupe</b>	\$4,800.00	
DJ Music	\$425.00	
MISC (i.e Piccadilly Printing-tickets posters, Signet Screen-signs, rack card, zip ties, bathroom attendant, table covers, prizes, survey cards, cups, fliers, volunteer food, poster ad design)	\$ 2,916.43	
Hotel	\$724.57	
<b>Approximate - Total Expenses</b>	<b>\$28,687.45</b>	
<b>Revenue</b>	<b>Total</b>	
Tickets	\$17,189.15	
Exhibitors/Vendors	\$500.00	
Sponsorship & Advertisement Revenue	\$29,488.53	
<b>Total Revenue</b>	<b>\$47,177.68</b>	
<b>Net Revenue</b>	<b>\$18,490.23</b>	

# Performance Review

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

## Sunday Concerts

### Activities and Actions

### Outcomes

#### Intangible Value

- We created three four events for Old Town Winchester by hosting Sunday Concerts (SC) featuring; Jazz, Americana Folk, Bluegrass, Frank Sinatra tunes.
- Attendance for the SC over all was about 500 persons with persons coming in and out of the venue.
- Hosted events on Sunday afternoon another request per the downtown merchants who asked for more day events.
- Jennifer Bell is also organizing parking authority numbers to show comparisons between 2014 and 2015, early number seem to continue to grow.
- Merchants on the walking mall agreed the SC were a nice addition.
- The media impact from our campaign, over \$10,000, promoted Old Town Winchester and SC.

#### Media Campaign:

#### **The Winchester Star – Value:\$1,000**

- SC had a featured story and photos within the four page spread promoting entire series of Old Town Events.
- SC had three different feature stories (with photos) in the paper highlighting each one, each story is valued \$500

#### **The Journal**

- We included multiple ad's promoting the SC as well as other Old Town Winchester events.
- OTW 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.

	<p><b>I heart Media:</b> Q102, FOX 99.3, KISS 98.3, MIX 97  <b>Value: \$500</b></p> <ul style="list-style-type: none"> <li>• Each of the four stations ran mentions kicking off the SC, short 10 second mentions</li> </ul> <p><b>Centennial Media Radio</b> 4 stations 92.5 WINC, Big Country 105, Z104, 1400AM  <b>Value: \$500</b></p> <ul style="list-style-type: none"> <li>• Each of the four stations ran mentions kicking off the SC, short 10 second mentions</li> </ul> <p><b>Frederick Report</b> – Free print publication, circulation 15,000, Frederick County, Warren County, Winchester</p> <ul style="list-style-type: none"> <li>• There were listing on the calendar of events promoting the SC</li> </ul> <p><b>Facebook campaign</b> – OTW likes over 10,500</p> <ul style="list-style-type: none"> <li>• We have updated and posted on OTW Facebook kept a live constant campaign to promote SC</li> <li>• We received 100’s of likes and shares for each of the movies we featured.</li> </ul> <p><b>Twitter campaign</b> – Twitter fans over 2,000 followers</p> <ul style="list-style-type: none"> <li>• We have tweeted and kept constant campaign going to promote SC</li> </ul> <p><b>EMAIL Blasts</b></p> <ul style="list-style-type: none"> <li>• Developed an Old Town business list with names, companies, phone, and email addresses of over 280 businesses. Used to send emails to the downtown businesses about the upcoming events and encouraged them to participate and cross promote events.</li> </ul>
<b>Attendance</b>	<p><b>Walking Mall</b></p> <ul style="list-style-type: none"> <li>• Attendance on the Old Town Mall for the SC was a small increase.</li> <li>• Restaurants appreciated the SC as events always help the business</li> <li>• This event was a non-ticketed event, FREE to the public and drew a very diverse crowd.</li> <li>• The music appealed to a wild demographic.</li> </ul>
<b>Sponsorships</b>	<ul style="list-style-type: none"> <li>• For SC we had sponsorship commitment over \$2,500.00 cash dollars from a downtown business; United Bank</li> </ul>
<b>Operations</b>	<ul style="list-style-type: none"> <li>• We took photos for future promotions</li> <li>• We both made adjustments as we progressed to improve the event.</li> </ul>

<b>Impact on Downtown Business</b>	<ul style="list-style-type: none"> <li>• The SC and Old Town entertainment continues to be a success.</li> <li>• Many businesses liked the addition of a diverse event</li> <li>• We worked with the downtown businesses continuing to encourage them to cross promote the events through personal visits, calls and emailing.</li> <li>• Many of the businesses understand the importance of the cross promoting.</li> </ul>
<b>Survey Results</b>	<ul style="list-style-type: none"> <li>• Emails were secured and Jennifer Bell sent out surveys to attendees</li> <li>• Persons surveyed on site were ALL positive about the addition of the SC.</li> <li>• We said they would share the new events with friends</li> <li>• Attendees said they would attend future SC</li> </ul>
<b>Incident report</b>	<p>Chief of Police reported the crowd was in good order, and there were no incidents on record.</p>

<b>Sunday Concerts June, July, August, September 2015</b>			
<b>Approximate Expenses</b>	<b>Total Cost</b>		
Grand Rental Station			
Johnny Blues			
Insurance			
Palmer Media (Audio/Sound)			
Media Campaign			
Clear Channel/iHeartMedia (Q102, 98.3, 99.3 FM)			
Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM)			
Google ad's	\$ 46.19		
<b>Entertainment</b>			
Bands- (One Stage) 4 Bands/ 4 Dates	\$ 1,750.00		
MISC (i.e Piccadilly Printing- posters, Signet Screen-signs, rack card, bathroom attendant, survey cards, fliers, poster & ad design)	\$ 889.52		
<b>Total Expenses</b>	<b>\$ 2,685.71</b>		
<b>Revenue (some revenue subject to change based on pledged sponsorships)</b>	<b>Total</b>		
non ticketed event -- <b>FREE to public</b>			
Exhibitors-Vendors			
Sponsorship	\$ 2,500.00		
<b>Total Revenue</b>	<b>\$ 2,500.00</b>		
<b>Net Revenue</b>	<b>\$ (185.71)</b>		

# Performance Review

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

## Classic Movies – Saturday Night

### Activities and Actions

### Outcomes

#### Intangible Value

- We created three new events for Old Town Winchester by hosting Classic Movies (CM) featuring; Casablanca, Viva Las Vegas, Singin’ in the Rain
- We created a new partnership with Magic Lantern
- Attendance for the CM over all was about 400 persons with persons coming in and out of the venue.
- Hosted events on Saturday night achieving another request per the downtown merchants who asked for more Saturday evening events.
- Jennifer Bell is also organizing parking authority numbers to show comparisons between 2014 and 2015, early number seem to continue to grow.
- Merchants on the walking mall agreed the CM were a nice addition.
- The media impact from our campaign, over \$10,000, promoted Old Town Winchester and CM.

#### Media Campaign:

#### **The Winchester Star – Value:\$1,000**

- CM had a featured story and photos within the four page spread promoting entire series of Old Town Events.
- CM had three different feature stories (with photos) in the paper highlighting each one, each story is valued \$500

#### **The Journal**

- We included multiple ad’s promoting the CM as well as other Old Town Winchester events.
- OTW 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.

	<p><b>I heart Media:</b> Q102, FOX 99.3, KISS 98.3, MIX 97  <b>Value: \$500</b></p> <ul style="list-style-type: none"> <li>• Each of the four stations ran mentions kicking off the CM, short 10 second mentions</li> </ul> <p><b>Centennial Media Radio</b> 4 stations 92.5 WINC, Big Country 105, Z104, 1400AM  <b>Value: \$500</b></p> <ul style="list-style-type: none"> <li>• Each of the four stations ran mentions kicking off the CM, short 10 second mentions</li> </ul> <p><b>Frederick Report</b> – Free print publication, circulation 15,000, Frederick County, Warren County, Winchester</p> <ul style="list-style-type: none"> <li>• There were listing on the calendar of events promoting the CM</li> </ul> <p><b>Facebook campaign</b> – OTW likes over 10,500</p> <ul style="list-style-type: none"> <li>• We have updated and posted on OTW Facebook kept a live constant campaign to promote CM</li> <li>• We received 100’s of likes and shares for each of the movies we featured.</li> </ul> <p><b>Twitter campaign</b> – Twitter fans over 2,000 followers</p> <ul style="list-style-type: none"> <li>• We have tweeted and kept constant campaign going to promote CM</li> </ul> <p><b>EMAIL Blasts</b></p> <ul style="list-style-type: none"> <li>• Developed an Old Town business list with names, companies, phone, and email addresses of over 280 businesses. Used to send emails to the downtown businesses about the upcoming events and encouraged them to participate and cross promote events.</li> </ul>
<p><b>Attendance</b></p>	<p><b>Walking Mall</b></p> <ul style="list-style-type: none"> <li>• Attendance on the Old Town Mall for the CM was a small increase.</li> <li>• Restaurants appreciated the CM as events always help the business</li> <li>• This event was a non-ticketed event, FREE to the public and drew a very diverse crowd.</li> <li>• The movies appealed to a wild demographic.</li> </ul>
<p><b>Sponsorships</b></p>	<ul style="list-style-type: none"> <li>• For CM we had sponsorship commitment over \$2,500.00 cash dollars from a downtown business; The General Store and Tech Team Solutions</li> </ul>
<p><b>Operations</b></p>	<ul style="list-style-type: none"> <li>• The Magic Lantern hosted the movies and we interfaced and assisted in setup.</li> <li>• We took photos for future promotions</li> <li>• We both made adjustments as we progressed to improve the event.</li> </ul>

<b>Charity &amp; Food Vendor</b>	<ul style="list-style-type: none"> <li>• We tired in a charitable group for our last event, Evan Home for Children and provided an opportunity to sell some snacks to attendees. This was a good idea and needs more pre-planning to become another good fund raiser for another charity.</li> </ul>
<b>Impact on Downtown Business</b>	<ul style="list-style-type: none"> <li>• The CM and Old Town entertainment continues to be a success.</li> <li>• Many businesses liked the addition of a diverse event</li> <li>• We worked with the downtown businesses continuing to encourage them to cross promote the events through personal visits, calls and emailing.</li> <li>• Many of the businesses understand the importance of the cross promoting.</li> </ul>
<b>Survey Results</b>	<ul style="list-style-type: none"> <li>• Emails were secured and Jennifer Bell sent out surveys to attendees</li> <li>• Persons surveyed on site were ALL positive about the addition of the classic movies.</li> <li>• We said they would share the new events with friends</li> <li>• Attendees said they would attend future CM</li> </ul>
<b>Incident report</b>	<p>Chief of Police reported the crowd was in good order, and there were no incidents on record.</p>

<b>Classic Movies on The Mall, 2015</b>		
<b>Approximate Expenses</b>	<b>Total Cost</b>	
Grand Rental Station		
Johnny Blues		
Insurance		
Palmer Media (Audio/Sound)		
Media Campaign		
Clear Channel/iHeartMedia (Q102, 98.3, 99.3 FM)		
Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM)		
Google ad's	\$	31.24
<b>Entertainment 8 movies</b>	\$	1,800.00
MISC (i.e Piccadilly Printing- posters, Signet Screen-signs, rack card, bathroom attendant, survey cards, fliers, poster & ad design)	\$	1,008.02
<b>Total Expenses</b>	<b>\$</b>	<b>2,839.26</b>
<b>Revenue</b>	<b>Total</b>	
non ticketed event -- <b>FREE to public</b>		
Sponsorship	\$	2,500.00
<b>Total Revenue</b>	<b>\$</b>	<b>2,500.00</b>
<b>Net Revenue</b>	\$	(339.26)

## Event Financial Information not previously submitted with Performance Reports

- Rockin' Independence Eve

Rockin Independence Eve July 3rd, 2015		
Expenses	Total Cost	
Grand Rental Station (tent, chair, tables)	\$ 2,126.09	
Photographer	\$ 100.00	
Johnny Blue	\$ 676.50	
Fencing (Lowes)	\$ 27.74	
Security (4 Sheriffs - Per WPD)	\$ 412.50	
Insurance	\$ 162.52	
Insurance for Shenandoah Univ	\$ 431.25	
Valley Ice	\$ 175.00	
Fencing (Lowes)	\$ 50.00	
Sunbelt Rental	\$ 273.26	
Parking Authority (Hable parking)	\$ 27.00	
Palmer Media (Audio/Sound)	\$ 1,500.00	
Media Campaign		
I HeartMedia (Q102, 98.3, 99.3 FM)	\$ 500.00	
Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM)	\$ 500.00	
Video Production	\$ 285.71	
The Winchester Star	\$ 508.22	
The Journal	\$ 160.00	
NV Dailey	\$ 99.88	
Frederick Report	\$ 111.11	
Wein & Stien	\$ 66.67	
Google ad's	\$ 200.00	
Facebook Boosting	\$ 160.00	
<b>Entertainment</b>		
Bands	\$ 1,100.00	
Street Performers	\$ 2,380.00	
DJ Music	\$ 225.00	
MISC (i.e Piccadilly Printing-tickets posters, Signet Screensigns, rack card, zip ties, bathroom attendant, table covers, prizes, survey cards, cups, fliers, volunteer food, poster ad design)	\$ 1,897.19	
Fireworks Display (new expense)	\$ 4,000.00	
<b>Sub Total Expenses (some expenses subject to minor changes)</b>	<b>\$ 18,155.64</b>	
<b>Revenue (some revenue subject to change based on pledged sponsorships)</b>	<b>Total</b>	
non ticketed event -- <b>FREE to public</b>	\$ -	
Exhibitors/Vendors	\$ 575.00	
Sponsorship & Advertisement Revenue	\$ 16,767.37	
<b>Total Revenue</b>	<b>\$ 17,342.37</b>	
<b>Net Revenue</b>	<b>\$ (813.27)</b>	
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	<b>\$ 20,000.00</b>	

## City of Winchester Strategic Plan 2016-2020

### Old Town Winchester Priorities

**Mission:** To provide a safe, vibrant, sustainable community while striving to constantly improve the quality of life for our citizens and economic partners.

**Vision 2028:** To be a beautiful, vibrant city with a historic downtown, growing economy, great neighborhoods with a range of housing options & easy movement.

Goal	Objective	Strategy	Other Departments	Action Items	Target Date
<b>Goal 1:</b> Encourage sustainable economic growth and partnerships through business and workforce development.	<b>B:</b> Increase effectiveness of business retention, attraction and expansion efforts.	Develop comprehensive business development strategy.	Econ Redev Tourism	Identify targeted businesses and industries and implement best marketing strategies to attract them to Winchester.	Ongoing
			ER/Tourism	Develop a Tourism Master Plan to guide future efforts.	Winter 2016
	<b>C:</b> Support local businesses through destination branding and marketing to visitors.	Improve overall Tourism strategy to promote Winchester to a broader audience	Econ Redev Tourism	Professionally rebrand the Winchester/Frederick region to increase visitation and strengthen tourism-related and small businesses.	Spring 2017
			Tourism	Focus on driving visitors and tourist dollars into our community through cross-platform marketing efforts.	Ongoing
			Econ Redev Tourism	Implement an ambassador program to regularly engage local tourism-related business owners in tourism education and training.	Fall 2016
			Econ Redev Tourism	Implement a community engagement initiative to improve regional collaboration between political, business and community stakeholders to increase engagement and regional pride.	Ongoing
Tourism	Create transportation opportunities to connect Shenandoah University students to the downtown (Th-Sa).	Spring 2019			
<b>Goal 2:</b> Promote and accelerate revitalization of catalyst sites and other areas throughout the city.	<b>A:</b> Continue promoting redevelopment/development of previously identified catalyst sites.	Advance the redevelop/develop catalyst sites and targeted areas.	Multiple	<ul style="list-style-type: none"> <li>Winchester Towers redevelopment</li> <li>Community events expansion</li> <li>Encourage private investment</li> <li>Update way-finding signage</li> <li>Continue historic preservation</li> <li>Promotion of Old Town brand</li> <li>Encourage public art programs</li> </ul>	Ongoing
<b>Goal 3:</b> Advance the quality of life for all Winchester residents.	<b>A:</b> Increase cultural, recreational and tourism-related opportunities in Winchester.	Create, coordinate and conduct community events, programs and activities.	Tourism ParksRec	Continue to enhance, diversify and promote local and City-supported special events.	Ongoing
			Multiple	Improve special events permitting to streamline internal processes and enhance customer service.	Winter 2016
	<b>B:</b> Develop and maintain Winchester's infrastructure.	Complete infrastructure projects that enhance Winchester's quality of life and improves overall transportation safety.	Tourism Parking	Increase bus/RV parking access to downtown and area attractions.	Spring 2017
<b>Goal 4:</b> Improve City services and advance the strategic plan goals by promoting a culture of transparency, efficiency and innovation.	<b>B:</b> Increase government transparency and communication capabilities.	Enhance external communication.	Tourism	Conduct a targeted social media campaign to promote Winchester as a great place to live, work and visit.	Ongoing
	<b>C:</b> Enhance service delivery to residents, economic partners and visitors.	Development Team.		Continue to produce and improve Old Town shopping and dining guide, mobile app and website to market downtown as a destination and increase visits.	Ongoing
			Parking	Increase number of hourly customers utilizing the parking garages by improving promotions.	Ongoing
<b>Outcome Measures</b>			<b>Target</b>	<b>Outcome Measures</b>	<b>Target</b>
Hotel tax revenues				Number of bus/RV parking spaces in downtown	
Number of people visiting the visitwinchesterva.com website				Parking revenue during events	
Number of people utilizing the Visitors Center					
Social media engagement (Facebook)					
Social media engagement (Instagram)				<b>Key Accomplishments</b>	<b>Target</b>
Facebook followers				Hotel occupancy rates	
Twitter followers				Number of site plan reviews and permit applications	
Website hits				Attendance and ticket sales at events in Old Town	
Satisfaction ratings in citizen survey (communication & customer service)				Number of visitors at Visitors Center and attractions	
Assessed values of targeted properties				Internal/external City website visits	
Amount of private investment in the targeted properties				Number of publications distributed	
Cumulative private investment in Old Town (since mid-80's)				Number of hourly customers using the four downtown garages	
Number of net new businesses opened in Old Town				Number of monthly parking space rentals in the four garages	
Number of events held in Old Town				Number of outside funding sources sought	



**CITY OF WINCHESTER  
OUTSIDE AGENCY FUNDING REQUEST  
BUDGET YEAR FY 2017**

On or before December 31, 2015, submit this form along with supporting documents to include a certified resolution or other official acknowledgment from the agency requesting funding certifying understanding that the failure to meet the outcome goals and objectives described in this document may result in disqualification from future donations to the agency by the City of Winchester to:

City of Winchester, 15 North Cameron Street, Winchester, VA 22601 Attention: Financial Services Director

Agency Requesting Funds: Bluemont Concert Series

Address: PO Box 802 Berryville, VA 22611

Contact Person: Lily Dunning, Executive Director Phone Number: 540-955-8186  
(Name & Title)

Email Address: info@bluemont.org Fax Number: 540-955-8287

Person authorized to sign contract on behalf of Agency:  
Lily Dunning, Executive Director Phone Number: 540-955-8186  
(Name and Title)

**Financial Information**

1. Amount of City requested funding FY 2017 (7/1/16 – 6/30/17) \$ \$6,000  
for budget year:

2. Assets (as of June 30, 2015): **Cash & Other Equivalents** \$ 15,134

3. Fund Balance as of June 30, 2015:	<b>Type</b>	<b>Amount</b>
	Restricted	\$
	Unrestricted	\$ <u>24,702</u>
	Other	\$
	<b>Total Fund Balance</b>	\$ <u>24,702</u>

4. Funding Sources: (Please indicate actual or anticipated funding sources for the periods specified)

<b><u>Funding Source</u></b>	<b>Prior Year FY 2015 <u>Amount Allocated</u></b>	<b>Current Year FY 2016 <u>Amount Anticipated</u></b>	<b>Budget Year FY 2017 <u>Amount Anticipated</u></b>
Contributions	\$245,387	\$244,622	\$244,622
Admissions & Fees	\$39,200	\$ 42,400	\$ 42,400
Grants & Awards	\$30,300	\$ 49,832	\$ 49,832
Other	\$920	\$ 1,076	\$ 1,076
	\$	\$	\$
<b>TOTAL</b>	\$315,807	\$337,930	\$337,930

**\*\*NOTE:** Please be concise and limit each answer to **no more** than a third (1/3) of a single-spaced page using a font size of 11 or larger. Complete sentences in bullet form are desirable.

### **Purpose and Goals**

5. What community need/opportunity is being addressed by your agency/project? In other words, what is missing and how will you fill that gap? What evidence is there that this is a need/opportunity? (use local statistics, if available) Who is your target population?
- For the past 33 years, Bluemont programs have been an important community resource that have contributed to the cultural fabric of the Winchester community. Bluemont programs have helped build tourism revenue, offer volunteer opportunities to more than 100 volunteers each year, and provide a community tradition of live arts events for friends and families since 1979. We provide the highest quality performances at a minimum cost to those who wish to attend.
  - Bluemont provides artistic, educational programs to local schools, which have a significant need for arts programs, particularly in recent years, following recession forced budget cuts in public school systems.
  - Our target population is all members of the general population of all ages. Bluemont programs are accessible and affordable to all members of the community.

### **Program/Services**

6. How does your organization propose to meet the described need? (What services, programs, or activities will be provided or implemented...what other groups or organizations do you partner with to meet your objectives.) **Please observe space limit.** If you want to include additional information, include it in a cover letter or as an attachment.
- **Summer Concert Series.** Held in historic Winchester, VA on the steps of the Frederick County Courthouse, Bluemont presents a 10-week summer series of high-quality performances including local, regional, and international musical arts groups. This year we are planning some special performances and activities for Bluemont's 40th anniversary, which we will coordinate with the Downtown Manager. Additionally, we are working with the Downtown Development Board to support the Friday Night Live programs.
  - **Artists-In-Education program.** Throughout the year, Bluemont works with administrators and teachers to provide artistic programs in schools and libraries. These programs are designed to complement the Virginia SOL's through music, dance, storytelling, and more. Bluemont presented no AIE programs in Winchester schools during the 2014-2015 school year, however we have adjusted our goals to revitalize this program and present 6 programs in the Winchester area this year, 2 of which will be within the City of Winchester. We have a plan in place to support the program and raise funds for the future.
  - **Healthcare Outreach Benefit performances.** Bluemont provides live performances to residents and staff at Winchester area nursing homes, hospitals, and long-term care facilities. In 2015, there were 7 such performances in the Winchester region. All performances are given at no charge to the facilities or their residents.
7. If available, what is the evidence of likely success?
- Bluemont has a strong, 33-year history of success in Winchester.
  - During 2015, Winchester audiences have donated more than \$21,000 to Bluemont, showing their support for the continuation of Bluemont in Winchester.  
Attendance rates remained consistent with previous years' attendance in Winchester: Summer 2015 with roughly 2,750 in attendance compared to 3,100 in 2014.

8. Please describe methods you use to make sure the programs/services are accessible to all citizens of Winchester (consistent with your mission and purpose)
- Bluemont’s staff, Board of Directors, and Bluemont in Winchester committee evaluate its programs and services in monthly meetings. The Board of Directors reviews all numbers and evaluations, assessing how well our programs fulfill Bluemont’s purpose, and recommends future program direction. Bluemont program viability in Winchester is monitored and evaluated with respect to:
    - Level of artistic quality and contribution to Bluemont's overall aesthetic program mix;
    - Attendance and financial results;
    - Development potential within the Winchester area; and
    - Contribution to perceived needs in Winchester and Frederick County.
  - Bluemont staff prepares quantitative information and analysis on numbers of programs, dollars and comparisons against budget and previous years’ experience. The Bluemont in Winchester committee evaluates figures for its community and makes programming recommendations.
  - Bluemont has specific program evaluation forms for all AIE programs, summer concerts, healthcare outreach programs, and special event program partners. Additionally, Bluemont collects feedback via online public surveys at the end of each concert season.

**Justification for City of Winchester funding**

9. Why should the City provide funding to this agency/project? In other words, how does this project/service benefit the City and how are City residents served?
- Bluemont Concert Series is organized together with a coalition of 21 public local government partners and more than 700 private partners. It presents high quality cultural and artistic performances supporting the common welfare and wellbeing of the City of Winchester and neighboring communities in Frederick County.
  - Bluemont historically focuses on rural communities where the opportunity for regular and varied cultural experience is limited. Parts of the Winchester area are experiencing rapid growth and development, and Bluemont has adjusted its program activities to recognize the needs of both types of communities. Bluemont’s audiences are generally representative of the populations within the communities served.
  - Bluemont’s activities in Winchester provide an opportunity for residents to become involved in service to their community. Bluemont has an active committee of volunteers in Winchester that helps plan, manage, and raise funds for Bluemont programs.
  - As an attraction for out-of-area visitors, Bluemont contributes to the growth of tourism and the resulting economic development of the City.
  - Through the extensive local and regional distribution of Bluemont’s award winning poster schedules, concert programs, media advertisements, and announcements at concerts, Bluemont provides area businesses with opportunities to receive recognition for their support, contribute prizes, and become involved with Bluemont’s community impact in Winchester and across the state of Virginia.

10. What are the consequences if the City does not fund this request?

In this tight economy, Bluemont is making every effort to fulfill our commitments to our Winchester audience and to continue to present our program of established cultural events. However, significant reductions or elimination of Winchester funding would require Bluemont to review and most likely reduce our school, healthcare, and summer concert programs.

11. If approved, this funding is only for the current budget cycle. What is your strategy for replacing these funds in the future?

The Bluemont in Winchester volunteer committee continues to work hard to raise a diverse foundation of financial supporters among the professional community of Winchester and Frederick County. Bluemont works for a broad base of public and private support, as identified in our mission statement. Each year our committee raises more than \$20,000 to support Bluemont programs in the greater Winchester community.

12. If this is a change in the amount requested from previous years, please explain the reason for the change.

Bluemont’s FY2017 request of \$6,000 seeks to restore FY2002 funding levels. Before FY2012, the City of Winchester funded the Bluemont Concert Series with an annual appropriation of \$4,000. Bluemont’s FY 2017 request increase is meant to help restore Bluemont’s operating budget and its program levels in the greater Winchester community to their pre-recession levels. These restored moneys would allow Bluemont to adequately maintain and support its program levels in the City of Winchester and Frederick County, continuing our annual 10-concert summer season and presenting additional school programs and Healthcare Outreach performances. Additionally, increased funding could support an expanded partnership with Friday Night Live, an investment in high quality roaming performers and more. The details of this partnership are still being discussed with the Downtown Manager and the Old Town Development Board.

**Summary of Outcomes and Results**

13. What are your outcome objectives for the funding period? How will this be measured? (Describe how your organization proposes to make a measurable and achievable difference in the city, e.g. changes in behavior, situations, conditions, or knowledge. Who/what will be changed and how?)

<b>Strategic goal(s) for the next year</b>	<b>How goals will be measured</b>	<b>Projected Results</b>
<b>Goal 1:</b> Bluemont in Winchester will present 10 evening concerts to 3,500 residents and visitors	Attendance numbers are based on admissions and raffle tickets. The address field on raffle tickets measures location of attendees.	Anticipated total – 3,500 attendees at 10 evening concerts.
<b>Goal 2:</b> Bluemont Artists-in-Education will present 6 cultural programs to 2,400 Winchester area students. 2 of these programs will be within the City of Winchester.	The host school measures student attendance. Monthly AIE totals are reported to the Board of Directors.	Anticipated total – 2,400 attendees at 6 educational programs.
<b>Goal 3:</b> Bluemont Outreach will present 10 performances to 400 residents in Winchester healthcare facilities	Outreach performances accompany each summer concert date. Attendance is measured by each facility.	Anticipated total – 400 attendees at 10 outreach performances.

*History of results*

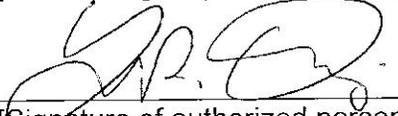
<b>Strategic goals for previous years</b>	<b>Projected Results</b>	<b>Actual Results</b>
<b>2015 Goal 1:</b> Bluemont in Winchester will present 10 evening concerts to 3,500 residents and visitors.	Anticipated total of 3,500 residents and visitors at 10 evening concerts.	3,100 residents and visitors at 9 evening concerts.
<b>2015 Goal 2:</b> Bluemont Artists-in-Education will present 3 cultural programs to 1,500 Winchester students.	Anticipated total of 1,500 students attending three programs.	No Artists-in-Education programs during the 2014-2015 school year.
<b>2015 Goal 3:</b> Bluemont Outreach will present 9 performances to 300 residents in Winchester healthcare facilities.	Anticipated total of 300 residents and visitors at area healthcare facilities.	Bluemont Outreach presented 7 performances to 280 residents in Winchester healthcare facilities.

**Other Financial Information**

14. Please attach a copy of your agency's budget showing revenues/resources and expenditures for the prior year actual, current year budget, and /or estimated current year actual and proposed budget year. (past, present, future)
15. Please submit the agency's most recent certified audit, if available, or financial report, and make available for inspection all bookkeeping and other records in support thereof.
16. Copy of agency's charter or other documents creating and describing the organization's structure and mission along with any other documentation in support of the agency's application to receive contributions from the City of Winchester.
17. At the City's discretion, we may ask for additional information such as but not limited to the following (as applicable):
  - Agencies policy on background checks for employees working with children
  - Conflict of interest policy
  - Non-discrimination policy
  - IRS form 990

By signing this form, I hereby certify that I am authorized to execute this request on behalf of the agency requesting funds identified on the first page of this document. I further acknowledge that the agency requesting funds fully understands and agrees that the failure to meet the outcome goals and objectives described in this document may result in disqualification from future donations by the City of Winchester.

Bluemont Concert Series  
 [Name of agency completing application]

  
 [Signature of authorized person]

12/23/15  
 Date

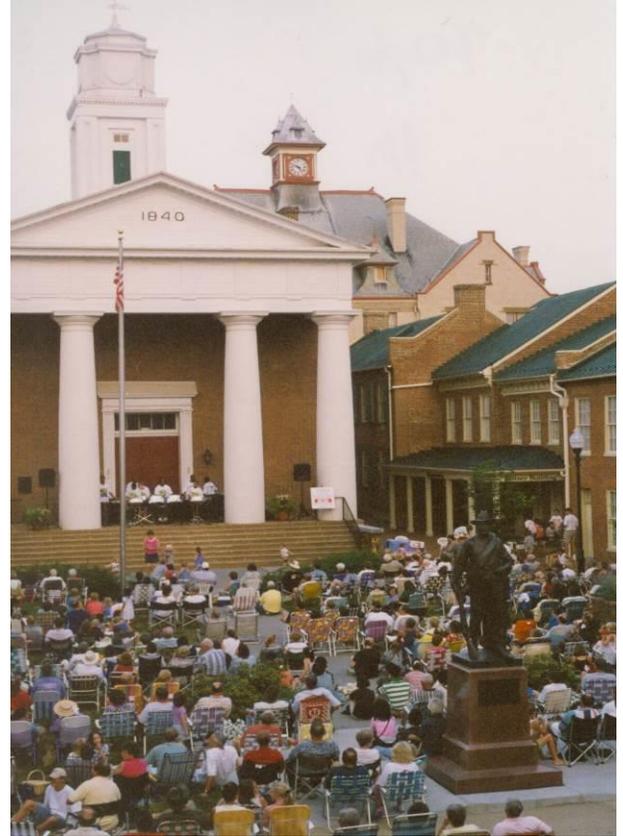
Lily Dunning – Executive Director  
 [Printed name & title of person executing document]

## **Bluemont in Winchester-Frederick County 1979–2014**

Bluemont has built an ongoing heritage of rich cultural activity here in the Winchester area. Consider the following summary of remarkable Bluemont programs over **35** years.

# Winchester and Frederick County

- **504 Educational Programs**  
at public and private schools serving Winchester, Frederick and Clarke County residents.
- **303 Summer Evening Concerts**  
at the Old Frederick Courthouse in downtown Winchester;
- **262 Benefit Performances**  
at local healthcare facilities serving Winchester area elderly and infirm;



*Caribbean concert, Frederick Courthouse, July 2009*

Bluemont is a unique public-private partnership justifiably proud of our non-profit cultural mission and of our **35**-year partnership with the County of Frederick and the City of Winchester. Together, we have created one of the great community arts success stories throughout Winchester, Frederick County, and the Commonwealth.

Bluemont's programs have helped support the City's economic development efforts over the years by consistently helping to build the cultural spirit of our community by providing high-quality cultural programs for families, schools, and healthcare facilities in Winchester and the surrounding communities.

For more than a quarter of a century, Bluemont has developed high-quality cultural activities in the area. During this time, the Commonwealth of Virginia, the County of Frederick, and a broad base of local businesses, civic organizations, and residents have joined in support of Bluemont's successful public/private partnership here in Winchester. Bluemont has won recognition, grants, and awards from the Virginia Commission for the Arts and from the National Endowment for the Arts for its innovative cultural programs in Virginia Communities since 1979.

**Contact Dan Schiavone at (540) 667-5400 or Lily Rose Dunning at (540) 955-8186**



Christine Germeyer  
Executive Director

Shannon Ganoë  
Chairman

David André  
Vice Chairman

Gary Ganoë  
Secretary

Ed Grainger  
Treasurer

Linda Coffman  
Laura Frappollo  
Corey MacKnight  
Gary Paulson  
Kevin Sanzenbacher  
Ann Taylor  
Jim Taylor

Kathy Nerangis  
Emeritus

December 7, 2015

City of Winchester  
c/o Celeste R. Broadstreet, Assistant Finance Director  
Rouss City Hall  
15 North Cameron Street  
Winchester, VA 22601

Re: Outside Agency Funding Request

Dear Ms. Broadstreet:

First Night Winchester has completed the application in the hopes of being considered as a part of the upcoming budget process. Our request for funding will cover the fiscal year 2016 of the City.

The collaboration we share with the City of Winchester is crucial to our survival. It is what makes Winchester such a special place for all of us. I am available to present to the Council Committee upon request. I can be reached at 540.327.3503.

On behalf of the Board of Directors of First Night Winchester and the entire local community, **THANK YOU!** We appreciate your serious consideration of our request and wish you and the entire City of Winchester-family a wonderful holiday season and a healthy, successful year in 2016!

Respectfully,

Christine Germeyer  
Executive Director



**CITY OF WINCHESTER  
OUTSIDE AGENCY FUNDING REQUEST  
BUDGET YEAR FY 2017**

On or before December 31, 2015, submit this form along with supporting documents to include a certified resolution or other official acknowledgment from the agency requesting funding certifying understanding that the failure to meet the outcome goals and objectives described in this document may result in disqualification from future donations to the agency by the City of Winchester to:

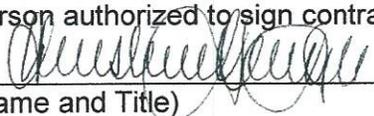
City of Winchester, 15 North Cameron Street, Winchester, VA 22601 Attention: Financial Services Director

Agency Requesting Funds: First Night Winchester

Address: PO Box 1392, Winchester, VA 22604

Contact Person: Christine Germeyer, Executive Director Phone Number: 540.327.3503  
(Name & Title)

Email Address: firstnightwinchester@live.com Fax Number: N/A

Person authorized to sign contract on behalf of Agency:  
 Phone Number: 540.327.3503  
(Name and Title)

**Financial Information**

1. Amount of City requested funding FY 2017 (7/1/16 – 6/30/17) \$5,000.00  
for budget year:

2. Assets (as of June 30, 2015): **Cash & Other Equivalents** \$6,534.15

3. Fund Balance as of June 30, 2015:	Type	Amount
	Restricted	\$
	Unrestricted	\$6,534.15
	Other	\$
	<b>Total Fund Balance</b>	<b>\$6,534.15</b>

4. Funding Sources: (Please indicate actual or anticipated funding sources for the periods specified)

<u>Funding Source</u>	<b>Prior Year FY 2015 Amount Allocated</b>	<b>Current Year FY 2016 Amount Anticipated</b>	<b>Budget Year FY 2017 Amount Anticipated</b>
	\$	\$	\$
Corporate Contributions	\$19,000.00	\$20,000.00	\$21,000.00
Individual Contributions	\$3,500.00	\$4,000.00	\$4,500.00
Grants	\$6,500.00	\$7,000.00	\$7,500.00

**\*\*NOTE:** Please be concise and limit each answer to *no more* than a third (1/3) of a single-spaced page using a font size of 11 or larger. Complete sentences in bullet form are desirable.

**Purpose and Goals**

5. What community need/opportunity is being addressed by your agency/project? In other words, what is missing and how will you fill that gap? What evidence is there that this is a need/opportunity? (use local statistics, if available) Who is your target population?

**Program/Services**

6. How does your organization propose to meet the described need? (What services, programs, or activities will be provided or implemented...what other groups or organizations do you partner with to meet your objectives.). **Please observe space limit.** If you want to include additional information, include it in a cover letter or as an attachment.
7. If available, what is the evidence of likely success?
8. Please describe methods you use to make sure the programs/services are accessible to all citizens of Winchester (consistent with your mission and purpose)

**Justification for City of Winchester funding**

9. Why should the City provide funding to this agency/project? In other words, how does this project/service benefit the City and how are City residents served?
10. What are the consequences if the City does not fund this request?
11. If approved, this funding is only for the current budget cycle. What is your strategy for replacing these funds in the future?
12. If this is a change in the amount requested from previous years, please explain the reason for the change.

**Summary of Outcomes and Results**

13. What are your outcome objectives for the funding period? How will this be measured? (Describe how your organization proposes to make a measurable and achievable difference in the city, e.g. changes in behavior, situations, conditions, or knowledge. Who/what will be changed and how?)

<b>Strategic goal(s) for the next year</b>	<b>How goals will be measured</b>	<b>Projected Results</b>
<b>Example:</b> Attract 30,000 – 35,000 visitors to the museum of which at least 50% will be tourists.	Measured by taking zip codes at the museum’s information desk.	Anticipated number 15,000 – 20,000 visitors from outside 22601 zip code.

*History of results*

<b>Strategic goals for previous years</b>	<b>Projected Results</b>	<b>Actual Results</b>
<b>Example:</b> <b>2005 Goal:</b> Attract 25,000 visitors to the museum of which at least 50% will be tourists.	Anticipated 10,000 – 15,000 visitors from outside 22601 zip code.	11,368 visitors (70%) from outside 22601 zip code

**Other Financial Information**

14. Please attach a copy of your agency's budget showing revenues/resources and expenditures for the prior year actual, current year budget, and /or estimated current year actual and proposed budget year. (past, present, future)
15. Please submit the agency's most recent certified audit, if available, or financial report, and make available for inspection all bookkeeping and other records in support thereof.
16. Copy of agency's charter or other documents creating and describing the organization's structure and mission along with any other documentation in support of the agency's application to receive contributions from the City of Winchester.
17. At the City's discretion, we may ask for additional information such as but not limited to the following (as applicable):
  - Agencies policy on background checks for employees working with children
  - Conflict of interest policy
  - Non-discrimination policy
  - IRS form 990

By signing this form, I hereby certify that I am authorized to execute this request on behalf of the agency requesting funds identified on the first page of this document. I further acknowledge that the agency requesting funds fully understands and agrees that the failure to meet the outcome goals and objectives described in this document may result in disqualification from future donations by the City of Winchester.

First Night Winchester  
[Name of agency completing application]

 12/1/15  
[Signature of authorized person] Date

Christine Germeyer, Executive Director  
[Printed name & title of person executing document]

Christine Germeyer  
Executive Director

Shannon Ganoë  
Chairman

David André  
Vice Chairman

Gary Ganoë  
Secretary

Ed Grainger  
Treasurer

Linda Coffman  
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Gary Paulson  
Kevin Sanzenbacher  
Ann Taylor  
Jim Taylor

Kathy Nerangis  
Emeritus

## First Night Winchester - page 4 of 17

### #5 Purpose and Goals

- To bring families, friends and the community together for an affordable, non-alcoholic, celebration of the visual and performing arts.
- To showcase historic Winchester and its architectural beauty.
- To partner with as many businesses as possible; hotels, restaurants and retail shops.
- Target population is both the local community and those outside our community.
- To encompass the entire community – with businesses, churches, museums and other venues opening their doors for First Night Winchester participants.
- In showcasing that this event is drawing both locals and out of town guests, we work closely with the hotels to capture where people are coming from. We dialogue with business owners frequently; they are our best testimonials that First Night Winchester is bringing the clientele they desire.

### #6 Program/Services

- First Night Winchester offers more than 80 family-friendly shows on December 31<sup>st</sup>.
- We are partnering with the Discovery Museum, Museum of the Shenandoah Valley, Handley Regional Library, Shenandoah Valley Westminster-Canterbury, Winchester Model Railroad Club, and the Village at Orchard Ridge to welcome the community.
- Business owners and churches will open their doors to host performers.
- 22 venues will be open to the public and hosting entertainment beginning at 10AM.
- We have added a successful, secondary event geared towards families-First Find. It is a free, educational, community, scavenger hunt that takes place with the cooperation of businesses and churches in Old Town.

### #7 Evidence of Success

- We're now in our 29<sup>th</sup> year of bringing this event to Winchester because of the collaboration we have with churches, museums and downtown businesses.
- We are getting great feedback from our website, Facebook and social media outlets.
- Our partnership with local hotels allows us to offer packages on our website and the hotels are telling us that people are traveling to the area for First Night Winchester.
- Many businesses will tell you, and us, that First Night Winchester attracts clientele.
- Our patrons are staying at hotels, spending money in restaurants, retail shops and museums when coming in for our event.

continued on next page

Christine Germeyer  
Executive Director

Shannon Ganoë  
Chairman

David André  
Vice Chairman

Gary Ganoë  
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Ann Taylor  
Jim Taylor

Kathy Nerangis  
Emeritus

## First Night Winchester - page 5 of 17

### #8 Programs/Services Accessible to All

- New this year is the addition of free parking in all the garages.
- Since 2007, our button prices remain unchanged (\$10 each).
- Kids 10 and under are free.
- We work with many non-profits to provide additional discounts to those in need.

### #9 Justifications

- The City can help by making a contribution that is automatically matched by other funds.
- This event benefits the City by working to bring both our community and outsiders to Old Town Winchester in order to showcase the assortment of retail businesses, enjoy a variety of dining experiences, spend money and see what the City has to offer so folks can plan their return trips.
- The downtown businesses, restaurants, area hotels, museums and parking authority have all told us this event is one of their busiest days of the entire year.

### #10 Consequences

- We would have to increase the cost of our buttons making it less affordable for everyone. We would have to cut back on our entertainers and venues which would limit the number of patrons we could draw into the City. With fewer entertainers, fewer people will travel into the area to spend their money in City establishments thus reducing the tourism dollars and tax generated revenues that benefit the City. We count on the assistance of our local government to help offset our expenses. First Night Winchester is weather dependent.

### #11 Replacing Funds

- Our strategy continues to be generating an increase of corporate sponsorships and individual donations; otherwise we'll have to reduce the number of performers and venues we provide for the event and increase the cost to our patrons.

### #12 Changes

- The increase is the result of obtaining the parking garages to provide free parking, rising City fees, additional insurance requirements and permits needed to produce this event.

continued on next page

Christine Germeyer  
Executive Director

Shannon Ganoë  
Chairman

David André  
Vice Chairman

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Secretary

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Treasurer

Linda Coffman  
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Jim Taylor

Kathy Nerangis  
Emeritus

## First Night Winchester - page 6 of 17

### #13 Outcomes and Results

- Expand our target audience by promoting the event to neighboring communities. We promote to the east and south in Loudoun, Warren, Shenandoah and Fauquier Counties and to the north in Hagerstown, MD--Berkeley, Morgan and Jefferson Counties, WV to encourage families here.
- Utilizing on-line button sales will help us better determine where people are coming from by obtaining zip codes.
- To increase the number of people outside of Winchester, to our event, by 10%.
- To increase sponsorship dollars by 10% in the event of bad weather.
- Businesses who have never been open in the past, are now calling us to say they want to partner with us and be open. We cross-promote these businesses on social media outlets, our promotional materials and website.
- Some businesses are even seeing it worth their effort to hire their own entertainers to encourage customers into their stores.
- First Find, is an additional free event we developed for families which saw a 60% increase in the number of participants from the first year to this year. We partnered with many of the retail shops, museums and restaurants to make this fun for everyone.
- Our event appeals to the talented students at Shenandoah University and our hope is to utilize their gifts and form a continued, collaborative relationship to showcase their abilities.

SHENANDOAH arts COUNCIL

Bringing the arts to the people and the people to the arts

811 South Loudoun Street  
Winchester, Virginia 22601  
Telephone 540.667.5166  
www.shenarts.org



Dec 31, 2015

City of Winchester  
15 North Cameron Street  
Winchester, VA 22601

Attention: Financial Services Director

On behalf of the Shenandoah Arts Council (ShenArts) I would like to thank you for the City of Winchester's past financial support.

Enclosed please find the Shenandoah Arts Council's "Outside Agency Funding Request" for FY17 to assist with funding for downtown arts initiatives including the ArtScape Banner program, the Piano Project and aMuse Art Fair.

Please feel free to contact me with any questions or concerns. I have included my cell phone number on the application if needed.

Sincerely,

A handwritten signature in black ink, appearing to read "Jaimianne Amicucci". The signature is fluid and cursive, with a large initial "J" and "A".

Jaimianne Amicucci  
Executive Director  
Shenandoah Arts Council  
811 S Loudoun St  
Winchester VA 22601  
www.shenarts.org

**CITY OF WINCHESTER  
OUTSIDE AGENCY FUNDING REQUEST  
BUDGET YEAR FY 2017**

On or before December 31, 2015, submit this form along with supporting documents to include a certified resolution or other official acknowledgment from the agency requesting funding certifying understanding that the failure to meet the outcome goals and objectives described in this document may result in disqualification from future donations to the agency by the City of Winchester to:

City of Winchester, 15 North Cameron Street, Winchester, VA 22601 Attention: Financial Services Director

Agency Requesting Funds: Shenandoah Arts Council

Address: 811 S Loudoun St, Winchester VA 22601

Contact Person: Jaimianne Amicucci, Executive Director Phone Number: W:540.667.5166  
(Name & Title)

Email Address: jaimianne@shenarts.org Fax Number: \_\_\_\_\_

Person authorized to sign contract on behalf of Agency:  
Jaimianne Amicucci, Executive Director Phone Number: C:845.915.0250  
(Name and Title)

**Financial Information**

1. Amount of City requested funding FY 2017 (7/1/16 – 6/30/17) \$3333.33  
for budget year: \_\_\_\_\_

2. Assets (as of June 30, 2015): **Cash & Other Equivalents** \$232,143.84

3. Fund Balance as of June 30, 2015:	<b>Type</b>	<b>Amount</b>
	Restricted	\$
	Unrestricted	<u>\$9,922.87</u>
	Other	\$
	<b>Total Fund Balance</b>	<u>\$</u>

4. Funding Sources: (Please indicate actual or anticipated funding sources for the periods specified)

<u>Funding Source</u>	Prior Year FY 2015 <u>Amount Allocated</u>	Current Year FY 2016 <u>Amount Anticipated</u>	Budget Year FY 2017 <u>Amount Anticipated</u>
<u>VCA Grant</u>	<u>\$990</u>	<u>\$900</u>	<u>\$900</u>
<u>VCA Challenge Grant</u>	<u>\$3,333</u>	<u>\$3,333</u>	<u>\$3,333</u>
<u>Studio Rental</u>	<u>\$13,515</u>	<u>\$13,515</u>	<u>\$13,515</u>
<u>Membership</u>	<u>\$4,396</u>	<u>\$8,050</u>	<u>\$10,479</u>
<u>Fundraising Events</u>	<u>\$8,928</u>	<u>\$17,550</u>	<u>\$20,000</u>
<u>MPLF Grant</u>	<u>\$1,080</u>	<u>\$1,080</u>	<u>\$1,080</u>

**\*\*NOTE:** Please be concise and limit each answer to **no more** than a third (1/3) of a single-spaced page using a font size of 11 or larger. Complete sentences in bullet form are desirable.

### Purpose and Goals

1. What community need/opportunity is being addressed by your agency/project? In other words, what is missing and how will you fill that gap? What evidence is there that this is a need/opportunity? (use local statistics, if available) Who is your target population?
  - *The mission of the Shenandoah Arts Council addresses the arts needs of the entire region's population regardless of age, gender or race. "ShenArts supports the arts through programming, instruction and exhibition and expands arts awareness to the community of the Northern Shenandoah Valley."*
  - *About the Organization: ShenArts is located at 811 South Loudoun Street, Winchester VA 22601, just eight short blocks south of the downtown Mall. We host rotating exhibitions, classes, free public arts events and many other arts related activities.*
  - *The arts are a necessary and integral part of society's communities and the residents who live in them. Sometimes known as the "Arts Utility" of the region, the Shenandoah Arts Council is the only organization supporting the visual arts in the area.*

### Program/Services

2. How does your organization propose to meet the described need? (What services, programs, or activities will be provided or implemented...what other groups or organizations do you partner with to meet your objectives.) **Please observe space limit.** If you want to include additional information, include it in a cover letter or as an attachment.
  - *ShenArts continues to fulfill its mission. This year we apply for funding for three specific programs that will assist in our mission and our goals:*
    - *Piano Project- This public art project mixes both the visual and performing arts by placing painted pianos throughout Winchester VA. The Shenandoah Arts Council partners with local organizations and business to bring these musical artworks to life.*
    - *aMuse Art Fair- An outdoor Art Fair in downtown Winchester featuring woodworking, printmaking, painting, collage, ceramics and more! aMuse Art & Craft Festival is Winchester's only festival dedicated to the arts, presented by a committee of local arts professionals, including ShenArts, Tin Top, The Gray Gallery and the Winchester Art Market.*
    - *Artscape- The Shenandoah Arts Council has implemented seven years of the Artscape Old Town Banner, an outdoor art exhibition of public art banners.*
3. If available, what is the evidence of likely success?
  - *There have been seven successful years of the Artscape Banners. Our most recent membership surveys ranked Artscape as one of the top 3 most successful programs.*
  - *Our planned art fair for 2016 is partnering with 3 other reputable arts businesses in the immediate region to ensure success of the art fair.*
  - *The Piano Project is a project that has been successfully implemented in over 100 cities all over the world and with our region's strong music history, there is no reason it should not succeed here as well.*
4. Please describe methods you use to make sure the programs/services are accessible to all citizens of Winchester (consistent with your mission and purpose)
  - *The Council handicap accessible and ADA compliant*
  - *With few exceptions, many ShenArts programs and initiatives are free and open the public.*
  - *Artscape, aMuse Art & Craft Fair and the Piano Project are open for the public to enjoy almost all year round.*

**Justification for City of Winchester funding**

5. Why should the City provide funding to this agency/project? In other words, how does this project/service benefit the City and how are City residents served?  
*As one of the only visual arts centered non-profits in the region with programs that serve the entire community regardless of age, gender or race.*
  - *ShenArts serves the City residents by “Bringing Arts to the People and the People to the Arts”.*
  - *ShenArts facilitates, enables and executes creative expression through our programing and activities. This is important because a community is defined by the way in which the residents express themselves.*
  - *ShenArts brings increased arts awareness and arts tourism to our City*
6. What are the consequences if the City does not fund this request?  
*If funding is not granted, Artscape and other downtown arts programs will be limited due to a lack of funding and resources.*
7. If approved, this funding is only for the current budget cycle. What is your strategy for replacing these funds in the future?  
*As noted in our Funding Sources, ShenArts is working on increasing Fundraising Event income and Membership.*
8. If this is a change in the amount requested from previous years, please explain the reason for the change.  
*There is no change from last year. The amount requested (\$3,333) will be used to support staff time, marketing costs and supplies for the three programs outlined.*

**Summary of Outcomes and Results**

9. What are your outcome objectives for the funding period? How will this be measured? (Describe how your organization proposes to make a measurable and achievable difference in the city, e.g. changes in behavior, situations, conditions, or knowledge. Who/what will be changed and how?)

<b>Strategic goal(s) for the next year</b>	<b>How goals will be measured</b>	<b>Projected Results</b>
<i>Engage musicians, artists and the general public in a Piano Project.</i>	<ul style="list-style-type: none"> <li>- <i>Positive interest and reviews from partnering institutions</i></li> <li>- <i>Social media photos and videos utilizing the pianos</i></li> <li>- <i>Press Coverage</i></li> </ul>	<ul style="list-style-type: none"> <li>- <i>The piano project will be utilized by and documented on social media by over 100 residents &amp; tourists</i></li> <li>- <i>Increased street performances &amp; musical expression</i></li> <li>- <i>3-5 widely distributed local media sources will cover the project</i></li> </ul>
<i>Implement a successful 2016 Banner Project on the downtown walking mall and an exhibition of the originals at the Museum of the Shenandoah Valley with 30+ artists and businesses.</i>	<ul style="list-style-type: none"> <li>- <i>Number of applications received from artists</i></li> <li>- <i>Number of participating businesses</i></li> <li>- <i>Press coverage</i></li> </ul>	<ul style="list-style-type: none"> <li>- <i>Increased awareness of local artists and businesses</i></li> <li>- <i>Local Newspaper article</i></li> <li>- <i>Strengthened partnership between ShenArts, MSV and Old Town</i></li> <li>- <i>100's of daily admirers</i></li> <li>- <i>Over 30 participating artists and businesses</i></li> </ul>
<i>Host Amuse Art Fair with 25+</i>	- <i>A information table will</i>	- <i>100+ visitors to Old Town</i>

<i>participating artists, and 100+ visitors, in Old Town Winchester.</i>	<i>capture visitors information</i> - Number of participating artists - Amount of sales as collected from the vendors - Number of visitors - Artist satisfaction survey	Winchester for the Art Fair - 25+ satisfied participating artists
<i>Increase exposure to the arts in Winchester.</i>	- Completion of the 3 projects listed above - Execution of 2016 exhibitions at the Downtown Welcome Center - Participation in downtown events. - Reinvigorating First Fridays for the Arts by supporting the Main Street Foundation. - The kick-off of the Artisan Trail	- Increased arts awareness for local residents - Increased arts tourism for Winchester - Increased awareness if the Shenandoah Arts Council - More press coverage of the Arts in Winchester

*History of results*

<b>Strategic goals for previous years</b>	<b>Projected Results</b>	<b>Actual Results</b>
<i>Installed seventh annual Artscape.</i>	Created an outdoor gallery experience – an interesting and aesthetic experience for people who work, or visit, the downtown region.	With positive feedback from businesses, artists, tourists and residents- projected results succeeded.
<i>Installed sixth annual Artscape.</i>	Created an outdoor gallery experience – an interesting and aesthetic experience for people who work, or visit, the downtown region.	Some discontent about small banner size (solved in following year). Other feedback was positive.
<i>Organize and promote downtown Trees Project</i>	Determined by pieces sold, attendance and overall satisfaction.	Almost all pieces made from the downtown wood were sold. The project was so successful, that ShenArts held another exhibition of the downtown trees in December 2014.

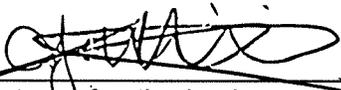
**Other Financial Information**

10. Please attach a copy of your agency's budget showing revenues/resources and expenditures for the prior year actual, current year budget, and /or estimated current year actual and proposed budget year. (past, present, future)
11. Please submit the agency's most recent certified audit, if available, or financial report, and make available for inspection all bookkeeping and other records in support thereof.

12. Copy of agency's charter or other documents creating and describing the organization's structure and mission along with any other documentation in support of the agency's application to receive contributions from the City of Winchester.
13. At the City's discretion, we may ask for additional information such as but not limited to the following (as applicable):
  - Agencies policy on background checks for employees working with children
  - Conflict of interest policy
  - Non-discrimination policy
  - IRS form 990

By signing this form, I hereby certify that I am authorized to execute this request on behalf of the agency requesting funds identified on the first page of this document. I further acknowledge that the agency requesting funds fully understands and agrees that the failure to meet the outcome goals and objectives described in this document may result in disqualification from future donations by the City of Winchester.

Shenandoah Arts Council  
[Name of agency completing application]

  
[Signature of authorized person]                      12/30/15  
Date

Jaimianne Amicucci, Executive Director  
[Printed name & title of person executing document]