

Way-Finding Signage

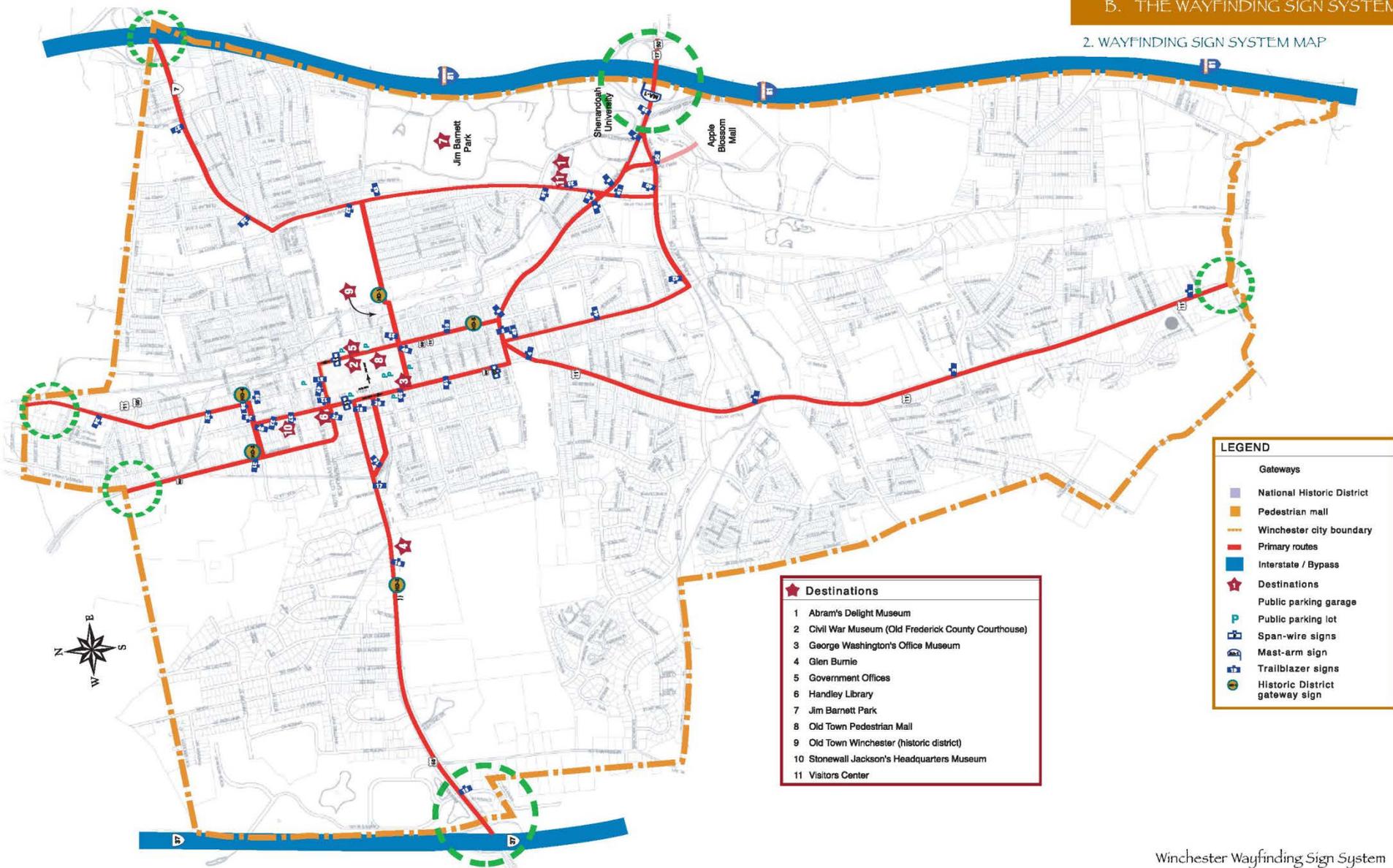
Proposed Updates



Way-Finding System Map

B. THE WAYFINDING SIGN SYSTEM

2. WAYFINDING SIGN SYSTEM MAP



Setting Priorities

Replace broken/missing signs

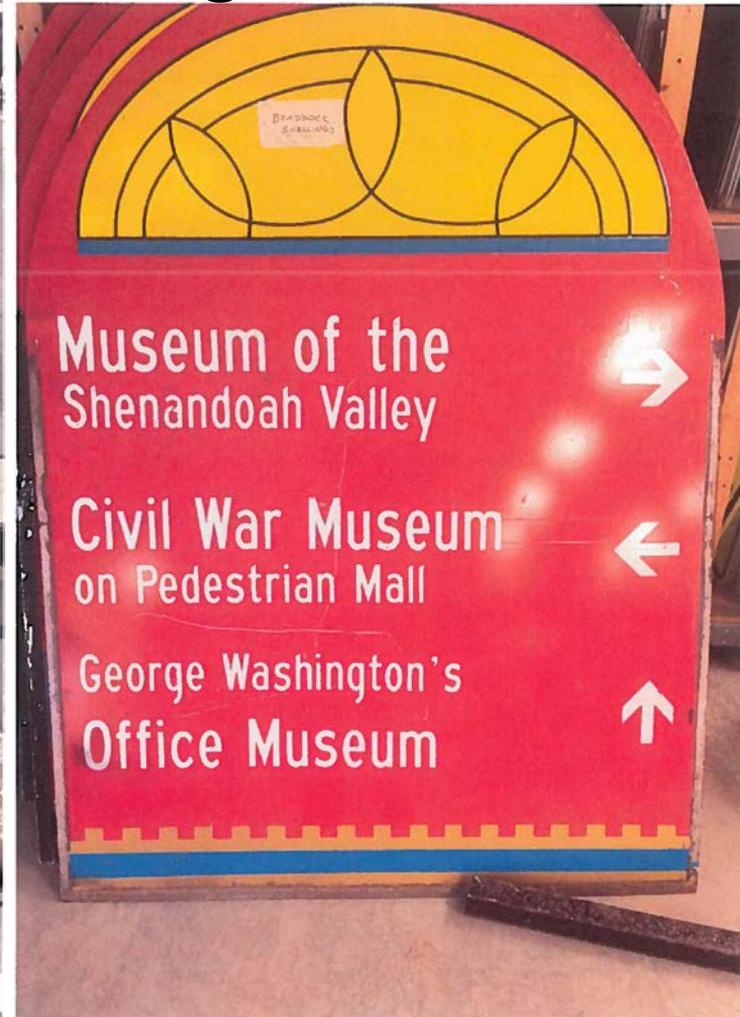


Valley Ave @ O'Sullivan's



Replace broken/missing signs

North Braddock @ Snellings



Replace Some Downtown & Near-Downtown Signs

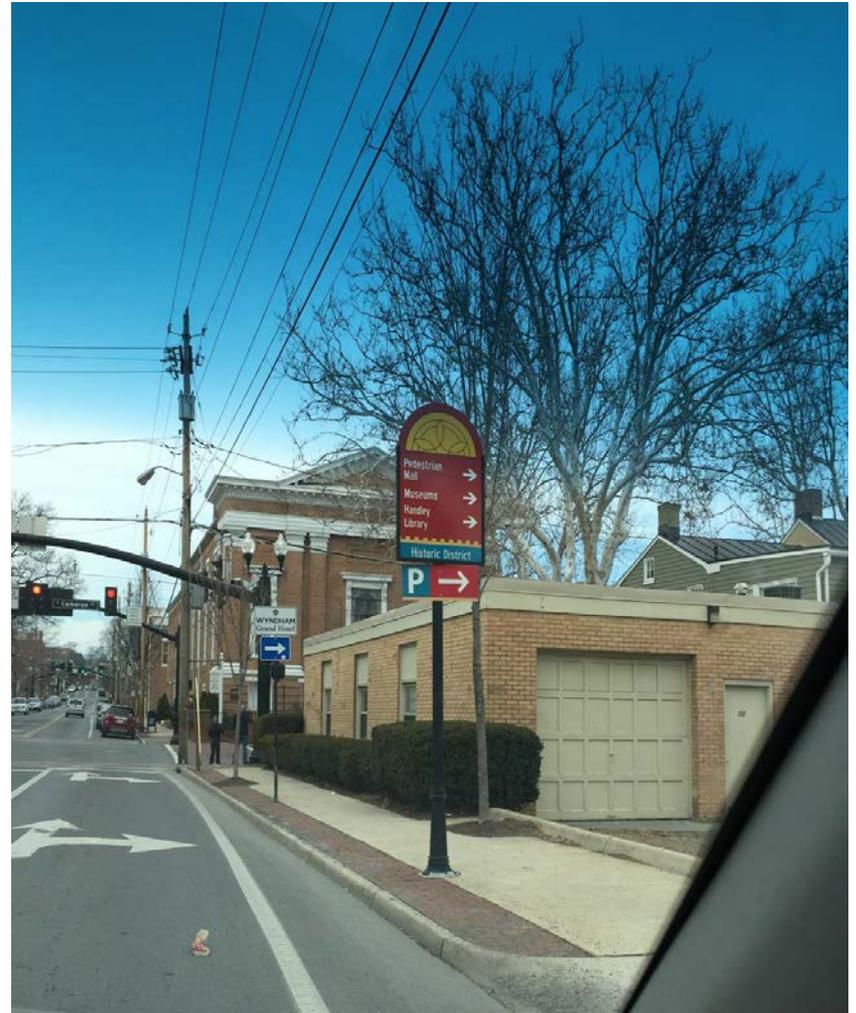
1. Signs pointing inaccurately or inconveniently, reflecting when Braddock & Cameron were one-way streets;

On Cork Street approaching
S. Cameron Street

Pedestrian Mall - >

Museums - >

Handley Library - >



1. Signs pointing inaccurately or inconveniently, reflecting when Braddock & Cameron were one-way streets;

On Boscawen Street going East
approaching Braddock Street



2. Signs taking visitors away from downtown to the WFC Visitor Center/No signage for the OT Welcome Center;

South Loudoun Street going North as you approach Gerrard



2. Signs taking visitors away from downtown to the WFC Visitor Center/No signage for the OT Welcome Center;

Gerrard where it becomes Millwood at the intersection with S. Cameron Street



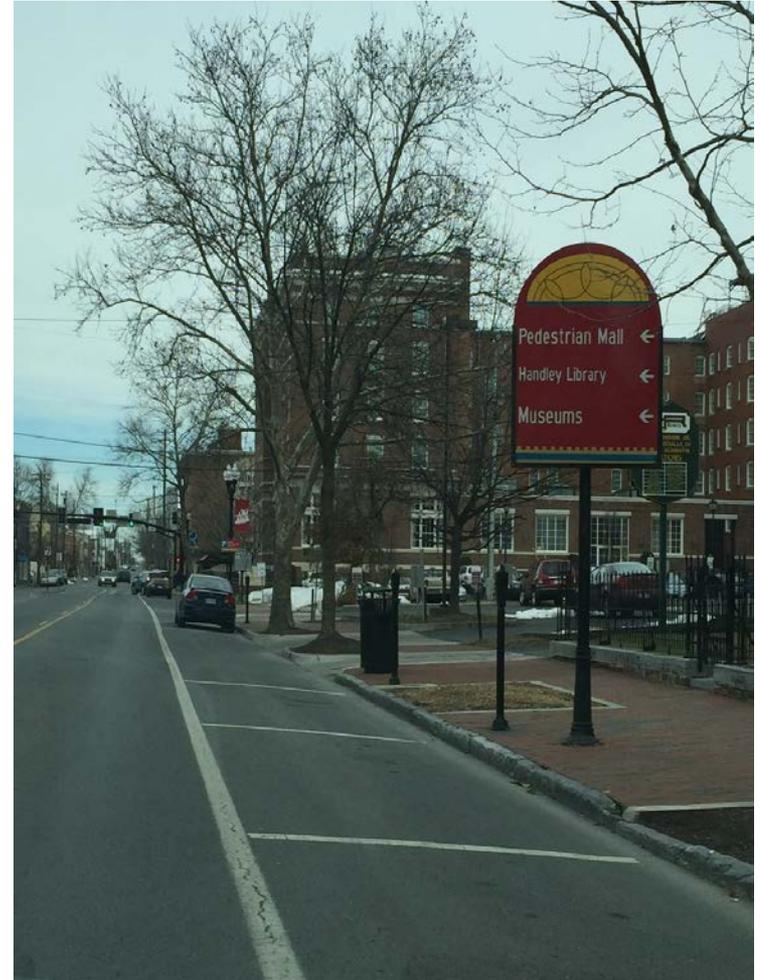
3. No signage directing motorists along the newly-rebuilt National Ave. corridor

Berryville Ave
going West
towards National
Ave at the
intersection with
Pleasant Valley
Old Town
Winchester < -
Visitor Center < -
Jim Barnett Park < -



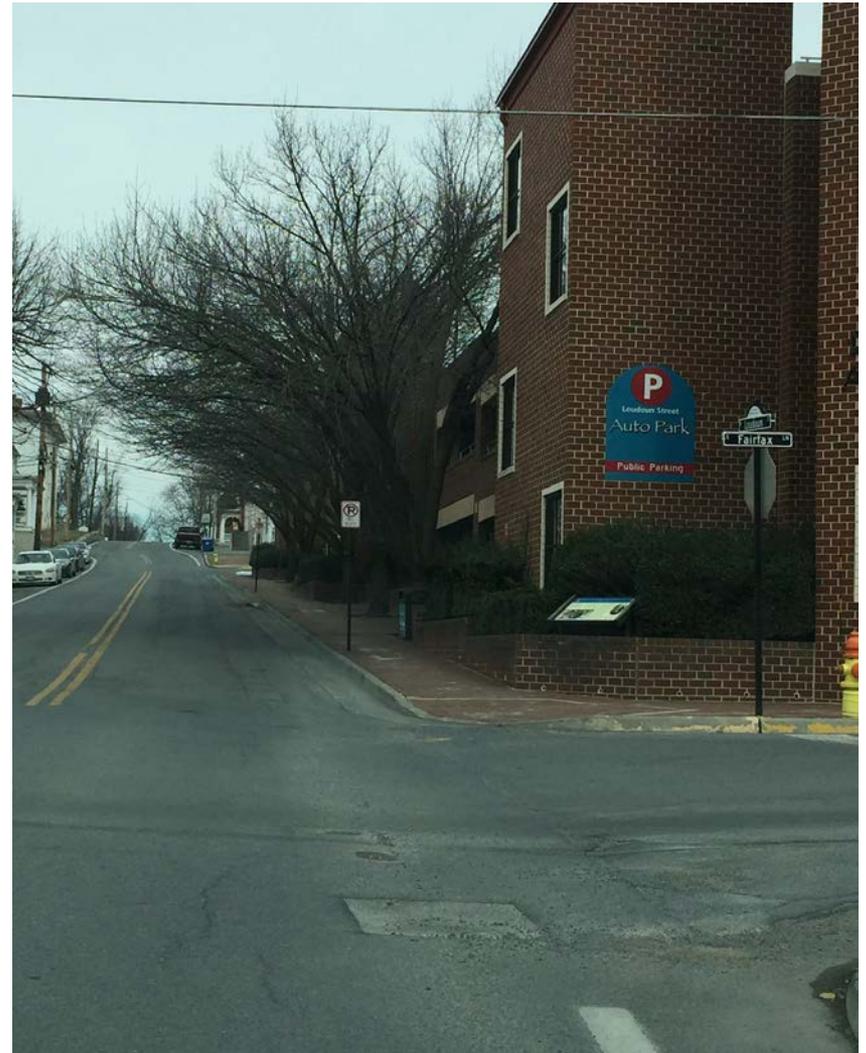
4. No large signage directing motorists to the parking garages;

On North Cameron St
approaching Piccadilly Street
before the G. W. Garage



4. No large signage directing motorists to the parking garages;

On North Loudoun St. – no large signs N. or S. bound directing towards the Loudoun Street AutoPark



A minimum of 15 signs that might need updated.

- **Aluminum insert estimate \$500**
- **Bracket replacement \$500 per sign**
- **New poles to mount signs estimated \$1,000**

Requesting a motion of recommendation that the Design Committee moves forward on the priorities set forth in the memo to work with the City to take action as money and resources become available.

Performance Review

USA Sports & Marketing Services

Dario Savarese

540-722-8700

dario@fullcirclem.com

St Paddy's Celtic Fest

Activities and Actions

Outcomes

Intangible Value

- We created new event in the off season, on a Saturday accomplishing one of the goals for the Old Town Development Board.
- Attendance for the event was over 1,500 persons with persons coming in and out of the four venues.
- We also had a retail promotion with 24 stores participating, along with a kids area as well.
- Jennifer Bell is also organizing parking authority numbers to show comparisons between 2015 and 2016, early number seem to continue to grow.
- Merchants on the walking mall agreed the event was a great addition.
- The media impact from our campaign, over \$15,000, promoted Old Town Winchester and event.

Media Campaign:

The Winchester Star –

- St Paddy's event had two different featured stories (with photos) in the paper highlighting each one, each story is valued \$500

I heart Media: Q102, FOX 99.3, KISS 98.3

- Each of the three stations ran mentions and spots helping to kick off the St Paddy's event, there was a paid and promo schedule.

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

- Each of the three stations ran mentions and spots helping to kick off the St Paddy's event, there was a paid and promo schedule.

Northern Virginia Dailey

- The NV Dailey ran a event story prior to the event and we also purchased a full page ad on the back of the Old Town tab.

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

- There were listing on the calendar of events promoting the SC

Facebook campaign – OTW likes over 13,500

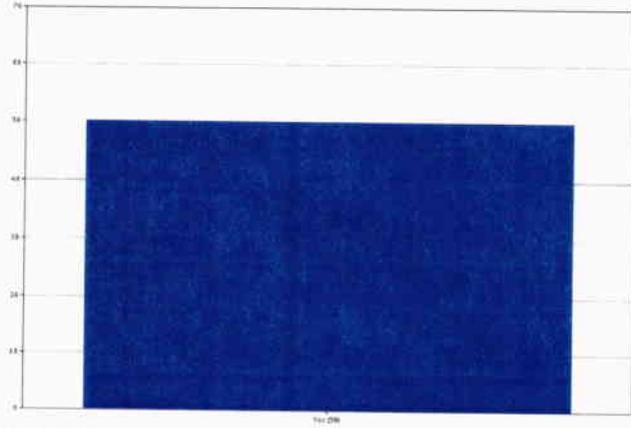
- We have updated and posted on OTW Facebook kept a live constant campaign to promote St Paddy's event

	<ul style="list-style-type: none"> We received 100's of likes and shares for each of the movies we featured. <p>Twitter campaign – Twitter fans over 2,000 followers</p> <ul style="list-style-type: none"> We have tweeted and kept constant campaign going to promote St Paddy's event <p>EMAIL Blasts</p> <ul style="list-style-type: none"> 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.
Attendance	<p>Walking Mall</p> <ul style="list-style-type: none"> Attendance on the Old Town Mall for the St Paddy's event was very strong among all the restaurants and retail stores. Restaurants appreciated the St Paddy's event as events always help the business This event was a non-ticketed event, FREE to the public and drew a very diverse crowd. The music provided a different level of diversity and wide demographic.
Sponsorships	<ul style="list-style-type: none"> For St Paddy's event we had sponsorship commitment over \$2,500.00 cash dollars
Operations	<ul style="list-style-type: none"> We took photos for future promotions We also survey the general public and will provide a separate report
Impact on Downtown Business	<ul style="list-style-type: none"> The St Paddy's event and Old Town entertainment continues to be a success. Many businesses liked the addition of a diverse event We worked with the downtown businesses continuing to encourage them to cross promote the events through personal visits, calls and emailing. Many of the businesses understand the importance of the cross promoting.
Survey Results	<ul style="list-style-type: none"> Emails were secured and Jennifer Bell sent out surveys to attendees Persons surveyed on site were ALL positive about the addition of the SC. We said they would share the new events with friends Attendees said they would attend future SC
Incident report	<p>Chief of Police reported the crowd was in good order, and there were no incidents on record.</p>

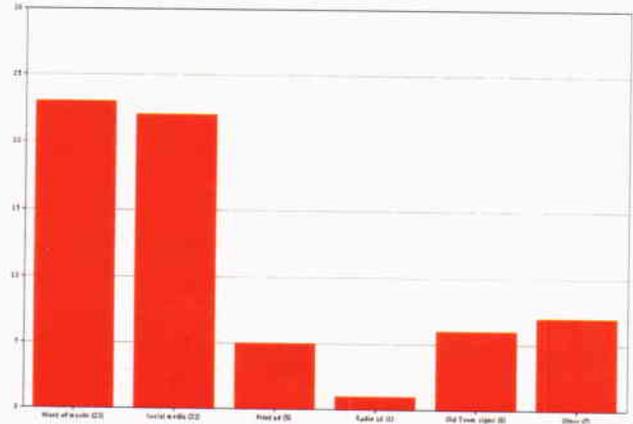


March 12, 2016

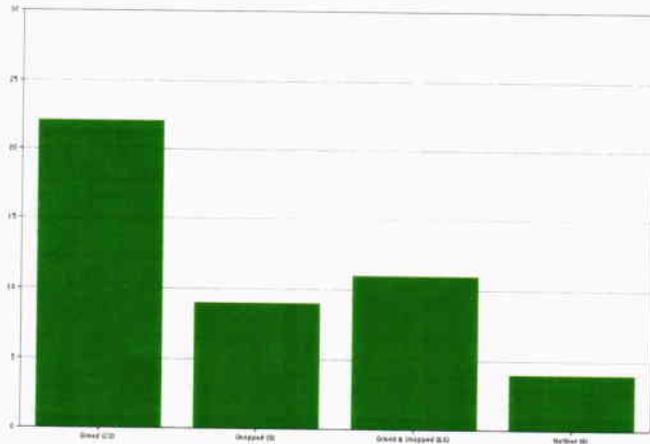
Will you attend the event again in the future?



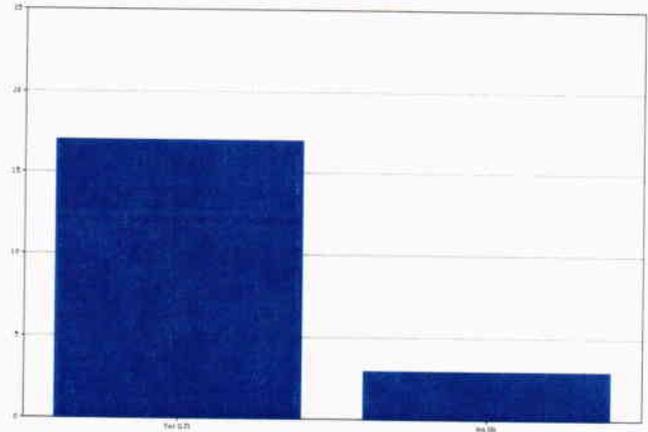
How did you hear about the event?



Did you dine or shop in Old Town today?



Did you make a purchase when you shopped in Old Town?

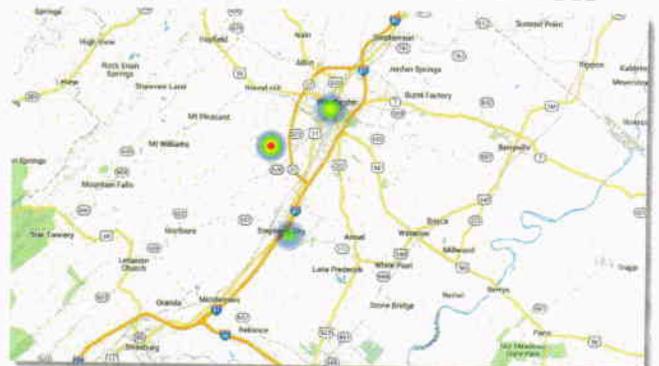


WINCHESTER **STEPHENS CITY** **ARLINGTON** **MARTINSBURG** **WOODSTOCK**
LAKE HOLIDAY **FRONT ROYAL** **SHEPHERDSTOWN** **INWOOD** **STRASBURG**
HIGH VIEW **HARRISONBURG** **BERRYVILLE**

EVENT COMMENTS

FREE BEER GARDEN **MORE MUSIC**
FREE BALLOONS **BETTER WEATHER** **BATHROOMS**
MORE IRISH ENTERTAINMENT **FREE FOOD** **MORE KIDS GAMES**
MORE EVENTS **2-DAY EVENT**
MORE ADVERTISING ON SOCIAL MEDIA

HEAT MAP FROM ZIP DATA



2016 St. Paddy's Celtic Fest Business Survey Results

Did your business participate in the St. Paddy's Leprechaun Hunt?	On a scale from 1 to 5, did you see an increase in foot traffic to your business?	Did you see an increase in new customer's?	Did you see an increase in sales from the same weekend last year? If so, please indicate approximate percentage.	On a scale of 1 to 5, what is your overall rating of this event?	My business is located: _____	Did you notice any difference to your business comparing this Saturday with last Saturday?	Did you set up a table outside to sell items or promote your business?	Please add any Comments or Suggestions on what to keep or what to add next year.
Yes	5 - (Large Increase)	Yes	6-10%	4	On the north end of the mall	Had a favorable impact on my business	No	
Yes	5 - (Large Increase)	Yes	More than 15%	5 - Excellent	On the south end of the mall	Had a favorable impact on my business	No	Great Job as usual. Keep bringing on the events. Once Upon A Find is always willing to participate.
Yes	5 - (Large Increase)	Yes	More than 15%	5 - Excellent	On the north end of the mall	Had a favorable impact on my business	Yes	Thank you for letting the venues participate in this event. I heard so many express fascination at seeing inside the businesses and getting to know Old Town better. A great, fun model for other events.
Yes	5 - (Large Increase)	Yes	6-10%	5 - Excellent	On the north end of the mall	Had a favorable impact on my business	No	
Yes	1 - (No Increase)	Yes	No increase	3	On the north end of the mall	Did not impact my business	No	I found that the scavenger hunt brought in some new people, but they all seemed to be with children and really didn't have time to shop just interested in getting on to the next stop. I also had a few people ask me about an outside beer garden, they were under the impression there was one, and were disappointed to find out there wasn't. Just an idea for next year maybe.
Yes	1 - (No Increase)	No	No increase	3	On the south end of the mall	Did not impact my business	No	
Yes	1 - (No Increase)		1-5%	3	On the north end of the mall	Did not impact my business	No	
Yes	1 - (No Increase)	Yes	No increase	3	Secondary district	Had a negative impact on my business	No	
Yes	4	Yes	6-10%	4	On the north end of the mall	Had a favorable impact on my business	No	We needed posters and post cards with information as to what was going on ahead of time like a week or two.
Yes	4	Yes	11-15%	5 - Excellent	On the south end of the mall	Had a favorable impact on my business	No	
Yes	3	Yes	1-5%	3	On the north end of the mall	Had a favorable impact on my business	No	Several of the scavenger hunt participants (or parents of kids doing the scavenger hunt) found items to buy in our gift shop while they were searching for the scavenger hunt leprechaun in our store, and several of them had never been in before so it was nice to get that exposure to a few new customers.
Yes	3	No		4	On the north end of the mall	Did not impact my business	No	

Yes	2	Yes	3	Secondary district	Did not impact my business	No	At Thinker Toys we may have noticed a few more people in the store because of this event, but it's still pretty impressive how people really do tend to just stay on the walking mall. The Leprechaun hunt is a fun idea, and probably had a lot of participation on the mall, but we only had 2 people in our store searching. I guess they just rarely made it this far since they could find all the needed clues w/out leaving the mall. I think these types of events are great for the city, and I'd be there myself if I wasn't working, but don't make a huge impact for Thinker Toys on the day of the event. Anything that brings people downtown is good for us long term since more people are having the opportunity to drive past the store who may not have known about us. wow, great event. I really liked it. Lots of customers in my shop all day. Many family with children.
No	5 - (Large Increase)	Yes	5 - Excellent	On the north end of the mall	Had a favorable impact on my business	No	No problems with drunk people or the smell of beer taking over downtown. I like that some of the restaurants had the entertainment inside, that was a great idea. Smart for the restaurants and old town events to work together. Loved it. -Drew
No	1 - (No Increase)	No	3	On the north end of the mall	Had a negative impact on my business	No	
No	1 - (No Increase)	No	5 - Excellent	On the north end of the mall	Did not impact my business	No	We really enjoyed the Irish step dancers at 50/50 taphouse and in front of the courthouse.
No	4	Yes	4	On the north end of the mall	Had a favorable impact on my business	No	Enjoyed this event much more than the Chocolate Escape. Actually the busiest day we've had yet.
No	3	Yes	5 - Excellent	On the south end of the mall	Had a favorable impact on my business	No	A nicer day and it would have been dynamically better. We closed at 3p. maybe some decorated carriage rides, horse too :) Ronca's
No	2	Yes	3	On the north end of the mall	Did not impact my business	No	
							i would like to ask a couple of questions.... Does a mime, juggler, or magician in front of an operating business for hours with strollers, children, and parents help that business that's not selling food or alcohol? Alcohol and food was brisk on the mall could we share the above entertainers to set up right in front of the restaurants
							Do these entertainers have any guidelines on where they set up?
							Emailed response: It was truly awful over here: by far the worst Saturday of the winter. I don't know if this has anything to do with the festival, but I don't imagine that it helped in the least, our customers running as far and as fast as they can from anything remotely connected to green beer. I hope at least that it was helpful to some businesses.

13 - Yes 5 - 5 (Large Increase) 14 - Yes 3 - More Than 15% 7 - 5 (Excellent) 13 - North Mall 10 - Favorable Impact 1 - Yes
6 - No 3 - 4 4 - No 2 - 11-15% 4 - 4 4 - South Mall 2 - Negative Impact 18 - No
3 - 3 3 - 6-10% 8 - 3 2 - Secondary 7 - Did Not Impact
2 - 2 2 - 1-5% 0 - 2
6 - 1 (No Increase) 6 - No Increase 0 - 1

24 Hour Jazzathon

April 15 @ 8:00 pm - April 16 @ 9:00 pm

Sponsored by the Shenandoah Conservatory Jazz Studies Program

The Jazzathon features continuous jazz performances for twenty five hours - twenty five hours for our twenty-fifth year!

Funds raised help to support guest artists, benefits our students and community, as well as provides exciting travel opportunities for our performing groups. Our students participate in many good-will performance tours all across the world, to countries such as China, Senegal, Ireland, Germany, and many more. These experiences are meaningful for both our students and audiences as we spread the remarkable sound of jazz. The goal this year will be to set a solid foundation for our Jazz Ensemble tour of the Northwest – Seattle and Vancouver/Victoria British Columbia – in May of 2017.

This year's event begins Friday, April 15 at 8 pm to Saturday, April 16, concluding at 9 pm. The event starts with a performance by the Shenandoah Conservatory Jazz Ensemble, featuring the music of Jazz Composer in Residence Alan Baylock. Performances will occur on campus and on the Old Town Mall.

For more information, contact student Nathan Davis at ndavis12@su.edu

Performance at the Taylor Pavilion at Noon on April 16