

# 2024 WINCHESTER MAIN STREET COMMUNITY MEETINGS

We appreciate the active involvement of our Main Street Community!

All year long, the Winchester Main Street Program is hosting monthly outreach and input sessions to engage directly with our community.

These are intimate, open forum style sessions with guided topics. All sessions take place at 9:00 AM in the Zuckerman Room of Rouss City Hall unless otherwise noted.

## **February 16th: Meet the New Non-Profit**

The new non-profit to administer the program has been officially chartered, and a memorandum has been signed with the City of Winchester for a multi-year contract to carry out the Main Street mission. Learn what this means for our community and what our next steps are together.

## **March 15th: Q1 Round Table**

We invite all stakeholders to join us in an open forum to reflect on Q1, check in, collect feedback, and discuss our efforts for the months ahead. This roundtable may change based on the proposed strategic plan schedule.

## **April 19th: Winchester Main Street Strategic Plan**

Join the Main Street Board to review the proposed strategic plan, and learn about our proposed Four Points committee structure.

## **May 17th: Winchester Main Street Mixer**

Community leaders, non-profit leaders, business owners, organizers, and residents are all welcome to engage with each other and learn about how Winchester Main Street is evolving.

## **June 14th: Q2 Round Table - Location: Winchester Brew Works**

We invite all stakeholders to join us in an open forum to reflect on Q1, check in, collect feedback, and discuss our efforts for the months ahead.

## **July 19th: Christmas in July Discussion - Location: Winchester Brew Works**

We invite all business owners to attend and plan holiday activities with our community partners. We would welcome a discussion about how to plan marketing, schedules, and the Holiday Market's return to Old Town.

## **August 16th: Winchester Main Street's Master Plan**

We invite all stakeholders and residents to share their wish lists for Old Town and welcome community engagement to plan for the future improvements we need to be successful.

## **September 20th: Q3 Round Table**

We invite all stakeholders to join us in an open forum to reflect on Q2, check in, collect feedback, and discuss our efforts for the months ahead.

## **November 15th: 2025 Events Master Planning Meeting**

Let's take an opportunity to bring organizers from across the community together to set dates, share resources, collaborate, and create a unified calendar with support from City staff and Winchester Main Street, while considering community feedback, and look ahead to 2025.



# LET'S TALK ABOUT *Events*

## WHAT'S NEW IN 2023?

### - More lead time

The full calendar of Old Town-sponsored public events has already been released. Additionally, all confirmed community-sponsored events have been included in order to better facilitate planning for the rest of the year.

The City's Special Event Permit requires a 60-day advance window for processing and approval, which means events must be planned in plenty of time for strong promotion and communication to all impacted businesses to occur.

### - More consistent promotion

More frequent and consistent usage of social media, partnerships with local media, and stakeholder-driven strategies for promotion in tandem with longer planning windows mean more energetic and successful promotion than in recent years.

### - Greater focus on community-driven events

In response to community input, the Main Street Committee's goals and objectives have shifted to prioritizing promotion and support of independently organized events and activities on the same level as internally-run events. This means more time, attention, and resources allocated to promoting all events in the community.

This also means City-run events have been restructured, reprioritized, or reworked in order to better reflect the broader community and to prioritize success of local businesses and stakeholders over ticket revenue or vendor fees.

### - Improved event planning resources

In addition to guides and handouts like this one, we are also working on updating and publishing event planning resources such as blank/fillable site plans, improved Old Town maps, FAQs, and clearer guidelines for event planners in Old Town Winchester. Look for these to start releasing on the OTW site by the end of January.

### - Increased communication & streamlined channels

Regular recurring info sessions, a newly-updated business inventory and distribution list, peer-driven outreach efforts, and an in-development website overhaul are all part of the new and improved strategy underway for 2023

### - Venue enhancements

Recently completed improvements at the Taylor Pavilion have resulted in a new stage lighting system usable for events by any organizer. We are also working to identify more opportunities and best practices for event organizers to utilize the South end of the Loudoun St. Pedestrian Mall and the Secondary District in their site plans.