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RANSON CONVENTION & VISITORS BUREAU

REGULAR MEETING
Monday, May 20, 2024
5:00 P.M.

Join Zoom Meeting

https://us02web.zoom.us/j/88042758541?pwd=RlE0alhYRjNlTnAxRUpLN0NITmtoQT09

Meeting ID: 880 4275 8541
Passcode: 095926

I. CALL TO ORDER – Laura Creamer, President

II. APPROVAL OF MINUTES – Regular Meeting of April 15, 2024

III. FINANCIAL REPORT

IV. EXECUTIVE DIRECTOR REPORT

V. OLD BUSINESS
1. Ranson Lost History Trail
2. African American Heritage Festival

VI. NEW BUSINESS
1. FY 2025 CVB Proposed Budget

VII. DISCUSSION
1. Ranson Festival and Car Show
2. Advertising
3. Ranson CVB
4. Proposed event

VIII. ADJOURNMENT

TO: **Executive Board**

FROM: **Debbie McClure**

SUBJECT: **Minutes – Monday, April 15, 2024**

AGENDA ITEM I - CALL TO ORDER:

The meeting was called to order at 5:03 pm by President Laura Creamer. All board members were present except for Kareem Washington who participated via zoom.

AGENDA ITEM II - APPROVAL OF MINUTES:

President Laura Storm, dispensed with the reading of the minutes for Thursday, February 29, 2024. John Armel made the motion to approve the minutes as written, seconded by Dana Fadeley, no discussion, passed unanimously.

AGENDA ITEM III - FINANCIAL REPORT

Director McClure presented the board with the monthly financial report for March 2024. Dana Fadely made a motion to approve the financial reports as presented and seconded by John Armel, no discussion passed unanimously.

AGENDA ITEM IV - EXECUTIVE DIRECTOR REPORT

Director McClure presented the monthly director's report.

AGENDA ITEM V – OLD BUSINESS

1. Message Board – Director McClure presented the board with quotes for portable message boards. McClure mentioned that two demonstrations were provided for public works, and several board members. Amanda Stroud made the motion to approve the quote of $38,890 to purchase the two portable message boards, seconded by John Armel. Discussion by Tommy Custer regarding the message boards being the same, just a little different, the boards are powered by solar along with a battery back-up. Director McClure mentioned that to purchase the boards the funding will come out of the capital account, passed unanimously.

2. Ranson Festival and Car Show – Director McClure presented the board with an update on the festival and car show. No vote needed.

AGENDA ITEM VI – NEW BUSINESS

1. Portable Stage – Director McClure presented the board with quotes to purchase a portable stage. The board tabled the request to receive more information.

2. Effect TV/Comcast Spotlight – Director McClure introduced representatives, Samantha Shank and Ron Santmyer with Effect TV. Both representatives presented the demographics and costs to advertise the CVB's banner ads for the months of May and June. No vote needed at this time.

AGENDA ITEM VII – DISCUSSION

1. Advertising Analytics – Director McClure presented the advertising analytics from Social Connections for all social media campaigns and google ads. No vote needed.

AGENDA ITEM VIII – ADJOURNMENT

There being no further business to address, motion to adjourn by Amanda Stroud and seconded by Devin Bonievich, no further discussion passed unanimously. The meeting adjourned at 7:57pm.

Laura Creamer, CVB President

Kareem Washington, CVB Secretary

OLD BUSINESS

1. Ranson Lost History Trail –Board member Stroud will provide an update on Ranson Lost History Trail.

2. African American Heritage Festival – adding an addendum to the approved grant application for African American Heritage Festival.

NEW BUSINESS

1. FY 2025 Proposed CVB Budget – City Manager Todd Wilt and Finance Director, Bre Andrews will present the FY 2025 CVB Budget.

DISCUSSION

1. Ranson Festival and Car Show – Director McClure will provide an update on the festival and car show.

2. Ranson CVB – Discussion on dissolving the Ranson CVB and merging with Jefferson County CVB. The City Manager, Todd Wilt, will be attending the board meeting to discuss if needed.

3. Advertising – Update on the advertising campaign.

4. Proposed Event – Discussion of possible event proposed by Board member Custer.

FY 2023-2024
Convention & Visitors Bureau
April 30, 2024

Summary	Current Budget Approved 8/28/2023	FY2024 Q1	FY2024 Q2	FY2024 Q3	April 2024	FY2024 Q4	Year to Date	Budget Balance	% of Budget
Carryover Balance	214,000	214,000	-	-		-	214,000	-	100%
							-		
Revenue Summary							-		
Hotel Taxes	300,000	87,010	86,028	65,426	28,979	28,979	267,443	32,557	89%
Fairs & Festivals	14,500	-	105	5,275	725	725	6,105	8,395	42%
State/Government Grants	6,000	-	2,970	-	-	-	2,970	3,030	
Miscellaneous	12,000	3,856	3,939	3,918	1,092	1,092	12,805	(805)	
Total Revenues	***546,500***	***304,865***	***93,043***	***74,619***	***30,796***	***30,796***	***503,323***	***43,177***	***92%***
Expenditure Summary									
Personnel Services	153,160	38,315	35,889	39,348	11,399	11,399	124,951	28,209	82%
Contractual Services	327,000	97,477	22,688	25,149	8,328	8,328	153,642	173,358	47%
Commodities	66,340	3,493	948	2,413	-	-	6,854	59,486	10%
Total Expenditures	***546,500***	***139,285***	***59,524***	***66,910***	***19,727***	***19,727***	***285,446***	***261,054***	***52%***
Revenues Over Expenses	-	***165,580***	***33,519***	***7,708***	***11,069***	***11,069***			

Detail	CURRENT BUDGET	FY2024 Q1	FY2024 Q2	FY2024 Q3	April 2024	FY2024 Q4	Year to Date	BUDGET BALANCE	% OF BUDGET
Carryover Balance	*214,000*	*214,000*	-	-		-	214,000	-	100%
REVENUES									
308.100 HOTEL MOTEL TAX	300,000	87,010	86,028	65,426	28,979	28,979	267,443	32,557	89%
TOTAL HOTEL TAXES	***300,000***	***87,010***	***86,028***	***65,426***	***28,979***	***28,979***	***267,443***	***32,557***	
MISCELLANEOUS									
366.100 STATE/GOVERNMENT GRANTS	6,000	-	2,970	-	-	-	2,970	3,030	50%
380.100 INTEREST EARNED	12,000	3,811	3,859	3,918	1,092	1,092	12,680	(680)	106%
382.100 REFUNDS		-	-	-	-	-	-	-	
385.100 RANSON FESTIVAL FEES	5,000	-	85	5,275	725	725	6,085	(1,085)	122%
385.103 CORPORATE SPONSORSHIP	7,000	-	-	-	-	-	-	7,000	0%
385.104 SPECIAL EVENTS	2,500	-	20	-	-	-	20	2,480	
399.100 MISCELLANEOUS FEES	-	45	80	-	-	-	125	(125)	
TOTAL MISCELLANEOUS	***32,500***	***3,856***	***7,014***	***9,193***	***1,817***	***1,817***	***21,880***	***10,620***	
TOTAL REVENUE	***546,500***	***304,865***	***93,043***	***74,619***	***30,796***	***30,796***	***503,323***	***43,177***	***92%***
EXPENDITURES	***CURRENT BUDGET***	***FY2024 Q1***	***FY2024 Q2***	***FY2024 Q3***	***April 2024***	***FY2024 Q4***	***Year to Date***	***BUDGET BALANCE***	***% OF BUDGET***
PERSONNEL SERVICES									
901.103 SALARY EXPENSE	104,000	26,733	24,849	27,567	7,886	7,886	87,035	16,965	84%
901.104 FICA	8,360	2,102	1,955	2,183	623	623	6,863	1,497	82%
901.105 INSURANCE	30,000	6,807	6,707	6,841	2,101	2,101	22,457	7,543	75%
901.106 RETIREMENT	10,300	2,673	2,377	2,757	789	789	8,595	1,705	83%
901.108 OVERTIME	500	-	-	-	-	-	-	500	
TOTAL PERSONNEL SERVICES	***153,160***	***38,315***	***35,889***	***39,348***	***11,399***	***11,399***	***124,951***	***28,209***	***82%***
CONTRACTUAL SERVICES									
901.211 TELEPHONE	2,250	516	448	448	149	149	1,562	688	69%
901.213 UTILITIES	2,500	448	693	1,025	-	-	2,167	333	87%
901.214 TRAVEL	5,000	407	-	1,308	-	-	1,715	3,285	34%
901.215 BUILDING REPAIR & MAINTENANCE	500	-	442	-	-	-	442	58	88%
901.218 POSTAGE	1,000	149	23	-	-	-	171	829	17%
901.220 ADVERTISING/PUBLICATIONS	174,000	92,582	8,218	8,593	4,675	4,675	114,068	59,932	66%
901.221 TRAINING	5,000	225	-	684	-	-	909	4,091	18%
901.222 DUES & SUBSCRIPTIONS	3,000	185	685	3,439	-	-	4,309	(1,309)	144%
901.224 AUDIT COSTS	3,400	-	-	-	-	-	-	3,400	0%
901.230 CONTRACTED SERVICES	15,000	2,618	5,216	5,701	429	429	13,964	1,036	93%
901.231 SPECIAL EVENTS	115,000	300	6,882	3,882	3,075	3,075	14,139	100,861	12%
901.232 BANK SERVICE CHARGES	250	46	82	68		-	196	54	78%
901.236 REFUNDS	100	-	-	-		-	-	100	0%
TOTAL CONTRACTUAL SERVICES	***327,000***	***97,477***	***22,688***	***25,149***	***8,328***	***8,328***	***153,642***	***173,358***	***47%***
COMMODITIES									
901.341 SUPPLIES & MATERIALS	33,000	3,410	879	2,321		-	6,610	26,390	20%
901.343 AUTOMOBILE SUPPLIES GAS OIL	1,000	83	69	91		-	244	756	24%
901.353 COMPUTER SOFTWARE	4,500	-	-	-		-	-	4,500	0%
901.399 MISCELLANEOUS EXPENSE	-	-	-	-		-	-	-	
901.699 CONTINGENCIES	27,840	-	-	-		-	-	27,840	0%
TOTAL COMMODITIES	***66,340***	***3,493***	***948***	***2,413***	-	-	***6,854***	***59,486***	***10%***
CAPITAL OUTLAY		-							
901.459 CAPITAL OUTLAY BUILDINGS	-	-	-	-	-	-	-	-	
901.570 MISCELLANEOUS	-	-	-	-	-	-	-	-	
TOTAL CAPITAL OUTLAY	-	-	-	-	-	-	-	-	
TOTAL EXPENDITURES	***546,500***	***139,285***	***59,524***	***66,910***	***19,727***	***19,727***	***285,446***	***261,054***	***52%***
REVENUES OVER EXPENSES		***165,580***	***33,519***	***7,708***	***11,069***	***11,069***	***217,876***		

FY 2023-2024
Convention & Visitors Bureau Capital
April 30, 2024

Revenue Summary	Current Budget	FY2024 Q1	FY2024 Q2	FY2024 Q3	April 2024	FY2024 Q4	Year to Date	Budget Balance	% of Budget
Carryover Balance	376,840	376,840	-	-	-	-	376,840	-	100%
Hotel/Motel Excess Revenue - Restricted	-	-	-	-	-	-	-	-	
Total Revenues	**376,840**	**376,840**	**-**	**-**	**-**	**-**	**376,840**	**-**	**100%**
Expenditure Summary									
Capital Outlay	**376,840**	-	-	-	**34,290**	**34,290**	**34,290**	**342,550**	**9%**
Revenues Over Expenses	**-**	**376,840**	**-**	**-**	**(34,290)**	**(34,290)**	**342,550**	**-**	

Monthly CVB Director's Report to City Manager

Promoting the Ranson Festival and Car Show on all social media.

Meeting with Trophies R Us to finalize the trophies for the car show.

Met with Bill with public works to discuss power and street closures for the festival and car show.

Conference call with Liz Cook from Charles Town to discuss WV Fest.

Reached out to several media companies to receive quotes on banner ads and radio spots.

Met with Moises from Social Connections in reference to our social media campaign and seasonal ads.

Working with the WV Division of Tourism in reference to our co-op program for the upcoming 2024 Spring and Summer.

Continuing to work with the Eastern Panhandle Group. The group ads are scheduled to be up and displayed at the Dulles Airport and Bus Wraps in June.

Attended Directors Meeting.

Ordered the portable message boards.

Did research on getting quotes for a portable stage.

Continue to mail the Ranson brochures to patrons that requested more information about the area.

Met with Lori Bourne with Charles Town Chaplaincy to discuss upcoming horseshow. The CVB volunteers at this event.

Continuing to reach out to businesses to see if they want to sponsor the Ranson Festival and Car Show.

Ordered new banners for the festival.

Meeting with Ron Santmyer with Effect TV to discuss upcoming advertising campaign for the rest of May and June.

Conference call with Brenda Gaskins to discuss changes to the approved grant for the African American Heritage Festival.

Held a hotel advertising meeting with Ranson's hotels and advertising agency, Social Connections.

Ordered supplies for the festival and car show.

Ranson Convention and Visitors Bureau

Event Grant

ADDENDUM

I would like to add to the expenditure list the following:

Performance – Cold Front Music, LLC Saxophonist Tony Craddock, Jr Band

Cost: $1,500.00

We will post on Facebook a picture of Tony Craddock, Jr band and state the band sponsored by the Ranson CVB. Also, the tri-fold will show Tony Craddock, Jr band and state sponsored by the Ranson CVB and lastly we will place on the stage the Ranson CVB banner.

Brenda Gaskins
President

PERFORMANCE CONTRACT

COLD FRONT MUSIC®
Tony Craddock, Jr. – Saxophonist & Recording Artist, Owner
7726 Gunston Plaza, Suite 842, Lorton, VA 22199
703-398-6187 • tony@tonycraddockjr.com
www.tonycraddockjr.com

This performance agreement is made on April 10, 2024 by and between Cold Front Music, LLC – representing Tony Craddock, Jr. (hereinafter referred to as Artist) – and the Jefferson County African American Cultural & Heritage Festival (hereinafter referred to as the Purchaser).

The Purchaser desires to hire the Artist as an independent contractor to provide live entertainment under the terms of this agreement.

Performance Description:

Jefferson County African American Cultural & Heritage Festival

Saturday, August 17, 2024
300th Block of S. Lawrence St.
Charles Town, West Virginia, 25414

Event Start Time: 11:00 a.m.
Performance Start Time: TBD, but estimated between 4:00 – 7:00 p.m.
Performance Length: 60 minutes

1. Performance: The Artist and an accompanying keyboardist and vocalist shall provide a smooth and uplifting blend of smooth jazz, classic R&B/soul, and gospel jazz for up to 60 minutes on the entertainment stage.

2. Compensation: The Purchaser agrees to pay the Artist $1,500.00 for the performance.

- First deposit due at signing of contract to secure the date $750.00
- Remaining balance due by August 1, 2024 $750.00

Payment can be made through the following methods:

- Zelle @ 703-398-6187 (preferred)
- Cashier's check (please mail to address at top of invoice)
- CashApp ($COLDFRONTMUSIC)
- Credit card or bank transfer via Quickbooks

3. Sound & Equipment: The Purchaser agrees to provide a professional sound system and audio engineer, and provide the basic equipment requested in the Artist's technical rider.

4. Photos and Videos for Promotion: The Purchaser agrees to allow the Artist to use photos and videos of the performance for promotional use only.

PERFORMANCE CONTRACT

5. Meals: If able, the Purchaser agrees to provide the Artist and accompanying two musicians with a meal. This provision is only requested, not required.

6. Cancellation: The Purchaser and Artist shall be excused from obligations hereunder in the event of proven sickness, accident, riot, strike, COVID pandemic, act of God, or legitimate condition or occurrence beyond their respective control. In the event of the unforeseen circumstances mentioned herein, the performance may be rescheduled to a date agreed upon by the Purchaser and Artist. The deposit shall apply to the rescheduled date. If the Purchaser and Artist are unable to reschedule a new performance date within 90 days, the Artist shall return the remaining balance to the Purchasers, if applicable.

If the Purchaser fails to undertake and complete the Event on the day(s), time(s), and location(s) specified herein, with the exception of the aforementioned excuses of obligation, the Artist shall be relieved of any liability for completing the performance noted herein. A failure to notify the Artist at least seven days in advance of any circumstance that prohibits the execution of the agreed upon performance shall result in the Artist retaining full compensation.

This agreement contains the entire agreement of the parties, and there are no other promises or conditions in any other agreement, whether written or oral. This agreement may not be altered without the written consent of all parties – Jefferson County African American Cultural & Heritage Festival and Cold Front Music, LLC.

Brenda Gaskins Date: 4/24/2024

Brenda Gaskins
Jefferson County African American Cultural & Heritage Festival
Purchaser

_____ Date:

Tony Craddock, Jr.
Artist, Owner, Cold Front Music, LLC

A facsimile signature shall be deemed as an original.

RANSON
WV
CONVENTION AND
VISITORS BUREAU

FY 2025 PROPOSED CVB BUDGET

Presented 05/20/2024

(Includes 2.5% Merit & 3.2% COLA)

FY2025 PROPOSED CVB BUDGET

901-CONVENTION & VISITORS FINANCIAL SUMMARY REVENUE REPORT FY 2025	6/30/2021 ACTUAL REVENUES	6/30/2022 ACTUAL REVENUES	6/30/2023 ACTUAL REVENUES	FY2024 CURRENT BUDGET	12/31/2023 ACTUAL REVENUES	FY 2025 PROPOSED BUDGET	Notes
Carry Over	360,000	308,000	358,000	214,000	214,000	-	
308.100 HOTEL MOTEL TAX	188,881	301,188	320,093	300,000	173,038	300,000	
TOTAL HOTEL MOTEL TAXES	548,881	609,188	678,093	514,000	387,038	300,000	
MISCELLANEOUS							
366.100 STATE GOVT GRANTS	8,910	5,940	5,940	6,000	2,970	6,000	
380.100 INTEREST EARNED ON INVESTMENTS	241	126	1,075	12,000	7,670	12,000	
385.100 RANSON FESTIVAL FEES	70	3,902	5,432	5,000	85	5,000	Vendor Registrations, Car Registrations, Raffle, etc.
385.101 TREE LIGHTING						250	Vendors for Lighting Event
385.103 EVENT SPONSORSHIP		8,750	4,500	7,000	-	5,000	Community Sponsors for Specific Events
385.104 SPECIAL EVENTS - OTHER		-	2,599	2,500	20	2,500	Revenues collected for one-time events (ice rink, Harvest Fest, etc)
399.100 MISCELLANEOUS REVENUES	3,755	1,422	285		125	100	
TOTAL MISCELLANEOUS	12,976	20,141	19,831	32,500	10,870	30,850	
TOTAL REVENUES	561,857	629,329	697,924	546,500	397,908	330,850	

FY2025 PROPOSED CVB BUDGET

ACCOUNT #	DESCRIPTION	ACTUAL EXPENDITURES 06/30/21	ACTUAL EXPENDITURES 06/30/22	ACTUAL EXPENDITURES 06/30/23	CURRENT BUDGET FY2024	ACTUAL EXPENDITURES THRU 12/31/23	PROPOSED BUDGET FY 2025	Notes/ Requests for Director
	PERSONNEL SERVICES							
901.103	SALARIES (1 FT EMPLOYEE)	86,560	94,259	89,418	104,000	51,582	75,000	CVB Director Salary (3.2% COLA, 2.5% MERIT)
901.104	FICA	6,717	7,418	7,042	8,360	4,057	5,800	
901.105	INSURANCE	22,136	22,302	23,631	30,000	13,514	10,500	
901.106	RETIREMENT	7,337	8,885	8,833	10,300	5,050	9,000	CPRB program participation with 457b match/IR option
901.108	OVERTIME/EXTRA HELP	-	-	-	500	-	-	
	TOTAL PERSONNEL	**122,750**	**132,862**	**128,924**	**153,160**	**74,203**	**100,300**	
	OPERATIONS							
901.211	TELEPHONE	1,455	2,200	2,166	2,250	984	2,250	Debbie Cell, Visitor Center Phone & Internet
901.213	UTILITIES	2,145	2,165	2,284	2,500	1,141	3,000	Visitor Center Electric & Water/Sewer
901.214	*TRAVEL*	-	1,844	1,808	5,000	407	*2,500*	*Additional requested funding of $2.5K contingent on carryover*
901.215	BUILDING REPAIR & MAINTENANCE	85	129	-	500	442	500	
901.218	POSTAGE	-	205	157	1,000	171	1,000	Brochure/Promo Mailings Postage
901.219	Building & Equip. Rents						2,500	CVB Printer Lease
901.220	*ADVERTISING/PUBLICATIONS*	21,359	120,721	132,408	174,000	100,800	*131,050*	*See Breakdown of Expenses Below – additional requested funding of $80K contingent on carryover ($211K TOTAL)*
901.221	TRAINING	861	1,358	1,071	5,000	225	*2,500*	*Additional requested funding of $2.5K contingent on carryover. ($5K TOTAL)*
901.222	DUES & SUBSCRIPTIONS	2,584	3,365	2,072	3,000	870	3,000	
901.223	*PROFESSIONAL SERVICES*	-					-	*Market Research Study $36K; funding contingent on carryover.*
901.224	AUDIT COSTS	1,700	-	3,800	3,400	-	2,000	990 Preparation
901.230	CONTRACTED SERVICES	5,271	6,818	10,930	15,000	7,834	12,500	Pest Control, Alarm Contract, Printer Service, Cleaning Service, IT Contract
901.231	*SPECIAL EVENTS*	1,200	17,987	46,226	117,500	7,182	*55,000*	*Funding for Ransom Events & Associated Contracts (June Car Show/Festival $25K, Tree Lighting $5K, XMAS parade $5K, Misc event participation), additional requested funding of $10K contingent on carryover.*
901.232	BANK CHARGES	156	182	255	250	128	250	Monthly Trust Fee
901.235	REFUNDS	-	3,035	-	100	-	-	
	TOTAL OPERATIONS	**35,826**	**159,810**	**202,775**	**329,500**	**120,185**	**218,050**	
	COMMODITIES							
901.341	SUPPLIES & MATERIALS	13,183	11,120	32,933	33,000	4,288	10,000	Administrative Supplies not associated with marketing and events
901.343	GAS OIL & TIRES	210	241	522	1,000	152	500	
901.353	COMPUTER SOFTWARE	4,050	11,751	482	2,000	-	2,000	
901.399	MISCELLANEOUS	(45)	117	-	-	-	-	
901.699	CONTINGENCIES	-	-	-	27,640	-	-	
	TOTAL COMMODITIES	**17,399**	**23,228**	**33,938**	**63,640**	**4,441**	**12,500**	
	TOTAL OPERATING EXPENDITURES	*176,975*	*315,899*	*365,636*	*546,500*	*198,809*	*330,850*	
	CAPITAL OUTLAY							
901.459	Capital Outlay						35,000	PAID WITH CAPITAL ACCT; NOT INCLUDED IN OPERATING EXPENSES – $35K FOR STAGE
901.570	Miscellaneous			(25)				
	Total Capital Outlay	-	-	(25)	-	-	*35,000*	
					Budget Surplus / (Deficit)		-	

FY2025 PROPOSED CVB BUDGET

Comcast Digital Ads	$	20,100.00
Trip Advisor	$	5,000.00
Google	$	10,000.00
WV Travel & Tourism	$	10,000.00
EP Co-Op Ads	$	10,000.00
Print Ads	$	13,250.00
Social Media Ads	$	10,000.00
Radio	$	10,700.00
Social Connections Ads/Marketing	$	15,000.00
Constant Contact - email ads	$	12,000.00
Promotional Merch	$	2,500.00
Sponsored Community Events	$	2,500.00
Marketing Supplies	$	10,000.00
	$	131,050.00

CVB STATE CODE BUDGET REQ - FY2026		
ADS/MARKETING– 40% OR MORE	192,050	58%
PAYROLL – 40% OR LESS	100,300	30%
ADMINISTRATION - 20% OR LESS	38,500	12%

Ranson Festival and Car Show

- Remember all streets shut down at 7:00am
- Vendors will arrive at 7:15, need to unload, and park the vehicles by 8:15am. All cars need to be off the streets by 8:15.
- Cars will begin coming in at 8:30.
- For the car show the cars from Ranson will come in off 5th Avenue. Will go all the way to the corner of 2nd avenue fill up and then use part of W. 3rd avenue.
- Cars from Charles Town will come in off George St. onto Fairfax Blvd. They will fill up around the circle then the rest of Fairfax blvd.
- The program book should be finalized and printed by this Friday.
- Ranson Elementary School will be performing the national anthem at 10am.
- 10:15 the mayor will do the awards presentation.
- 10:30 Ranson Elementary will perform again.
- 11:00 Starla Rose James, from Winchester Va., will be our DJ from 11 to 1pm.
- Chris Darlington Band will be performing from 1pm to 3pm.
- Kids car show will be held from 10am to 12pm. This event will be held on Samuel Street and W. 3rd avenue, (where the Day Reporting center use to me). We have 3 little trophies and medals to be given out to the kids.
- Trophies will be given out for the car show at 3pm. Duane Marcus will be helping us again this year.
- Freddie Cheshire will be the Emcee for the entire event.

April/May ADVERTISING

- Spirit of Jefferson
- Martinsburg Journal – print and streaming.
- Frederick News Post - streaming
- Loudoun Times Mirror - streaming
- Richmond Times – streaming
- Co-op ad with Eastern Panhandle Group (Dulles airport & bus wraps)
- Co-op ads with WV Division of Tourism
- Facebook
- Google
- Effect TV – running steaming ads for festival and county campaign.
- Weekend Roundup Newsletters
- WUSQ-FM – Winchester
- WLTF-FM - Martinsburg