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Hopewell, VA

SLIDE 8

In lieu of GIS access

Please learn more about the demographics and psychographics of Hopewell

Please analyze and summarize what you can about Hopewell current business mix.

Based on knowledge of Hopewell, are there vacant spaces that need to be filled and what types of businesses would be recommended to complement the business mix.

SLIDE 9

FILE Name: Hopewell Light Up the Night

Exciting video promoting **Light Up the Night holiday celebration** event in Hopewell, VA

SLIDE 19

Please learn about Hopewell, VA.

Please learn about the Hopewell Downtown Partnership

Please learn about the Main Street America Four Point Approach with the understanding Hopewell is a Main Street America community and Hopewell Downtown Partnership uses the Main Street Approach as an economic development framework.

Please provide a list of some of the most popular events held in Downtown Hopewell, VA

Please develop a work plan for the **Light Up the Night holiday celebration** event utilizing the Main Street America Four Point Approach. Include columns with the following information: Description of activity or task to complete, team member responsible, time frame to complete task and sample budget.

SLIDE 20

Please provide a marketing and communications plan for the **Light Up the Night holiday celebration** to help increase foot traffic and sales for downtown businesses.

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Based on your knowledge of Hopewell, VA demographics, and using those demographics as a target market, please create 5 Facebook and 5 Instagram posts for the **Light Up the Night holiday celebration**.

Please provide a press release for the **Light Up the Night holiday celebration** and include a quote from the Mayor of Hopewell.

SLIDE 21

Please provide an event poster for December 8.

SLIDE 23

Please provide an event poster for **Light Up the Night holiday celebration**

Winchester, VA

SLIDE 8

In lieu of GIS access

Please learn more about the demographics and psychographics of Winchester, VA

Please analyze and summarize what you can about Winchester, VA current business mix.

Based on knowledge of Winchester, VA, are there vacant spaces that need to be filled and what types of businesses would be recommended to complement the business mix.

SLIDE 9

FILE Name: Rockin' Independence Eve

Exciting video promoting Rockin' Independence Eve event in Winchester, VA.

SLIDE 19

Please learn about Winchester, VA.

Please learn about the Old Town Winchester

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Please learn about the Main Street America Four Point Approach understanding Old Town Winchester is a Main Street America community.

Please provide a list of some of the most popular events held in Old Town Winchester

Please develop a work plan for the Rockin' Independence Eve event utilizing the Main Street America Four Point Approach. Include columns with the following information: Description of activity or task to complete, team member responsible, time frame to complete task and sample budget.

SLIDE 20

Please provide a marketing and communications plan for the Rockin' Independence Eve event to help increase foot traffic and sales for downtown businesses.

Based on your knowledge of Old Town Winchester demographics, please create 5 Facebook and 5 Instagram posts for the Rockin' Independence Eve event.

SLIDE 21

Please provide an event poster for Thursday, July 3.