



WEST TOWN QUARTERLY PRESS REPORT – Q2

SUMMARY

WHAT’S HAPPENING IN WEST TOWN

- In addition, Zapwater compiled the What’s Happening in West Town monthly newsletter, as well as corresponding press releases, which the team disseminated to media on a monthly basis
- Out of respect for the Black Lives Matter movement throughout the city and the world, Zapwater advised on holding distributing the newsletter for the month of June to provide space to amplify Black voices.

FESTIVALS

- Zapwater drafted statement surrounding summer festival cancellation and distributed to local media, as well as across all appropriate social channels, and on websites
- Team shared virtual programming suggestions and led various planning calls with WTCC and festival partners to move plans forward

DO DIVISION VIRTUAL STREET FEST:

- Planning:
 - Zapwater assisted with virtual programming logistics, led content strategy, digital ad campaigns and event execution across social media.
 - Coordinated DoFashion programming; connected with participating businesses to discuss logistics and shared instruction email with participants
- Media:
 - Zapwater drafted press release and shared with media; team also issued a statement on event postponement and shared with media
- Social Media:
 - Created and executed comprehensive organic and paid social media plan
 - Created graphics and drafted content
 - Assisted with paid media push by overseeing partnership with Do312
- Influencer
 - Conducted influencer outreach and secured promotional participation from Christina of Cuddlepill and Shelley of Chicago Is My Boyfriend

WEST FEST CHICAGO:

- Planning:
 - Zapwater shared virtual programming suggestions and led various planning calls with WTCC and festival partners to move plans forward



	<p>SOCIAL MEDIA</p> <ul style="list-style-type: none"> • Zapwater developed weekly content calendars for Instagram, Facebook and Twitter; continued with revised COVID-19 content strategy placing an emphasis on local business updates, news and announcements • Created and launched the #WestTownBingo campaign to encourage support for local businesses during the COVID-19 pandemic • Developed interim content strategy out of respect for the Black Lives Matter movement and corresponding needs of the community; team crafted revised messaging centered around community outreach and spotlighting Black-owned businesses; monitored all social media channels to track protests in the neighborhood
<p>MEDIA PLACEMENTS</p>	<p>WTTW-TV (Online)</p> <ul style="list-style-type: none"> • Will There Be a Chicago Festival Season This Year? • UVPM: 155,849 <p>Chicago Innerview (Online)</p> <ul style="list-style-type: none"> • Do Division, West Fest Chicago Cancelled Due to Coronavirus • UVPM: 11,439 <p>Time Out Chicago (Online)</p> <ul style="list-style-type: none"> • The latest canceled events and closures in Chicago • UVPM: 4,638,041 <p>Windy City Times (Online)</p> <ul style="list-style-type: none"> • Restaurants and related businesses: COVID-19 news • UVPM: 33,090 <p>Block Club Chicago (Online)</p> <ul style="list-style-type: none"> • Beloved West Town Festivals West Fest and Do Division Canceled Due to Coronavirus • UVPM: 119,674 <p>Red Tricycle (Online)</p> <ul style="list-style-type: none"> • Do Division Street Fest Goes Virtual • UVPM: 403,744 <p>Block Club Chicago (Online)</p> <ul style="list-style-type: none"> • West Town's Do Division Street Fest Goes Virtual With Live Streams From Empty Bottle, Subterranean • UVPM: 119,674



	<p>Chicago Sun-Times (Online)</p> <ul style="list-style-type: none"> • Do Division Street Fest 2020 will be an online event • Virtual Do Division Street Fest postponed • UVPM: 1,057,894 <p>Time Out (Online)</p> <ul style="list-style-type: none"> • Do Division Street Fest • UVPM: 4,638,041 <p>Time Out (Online)</p> <ul style="list-style-type: none"> • The best things to do in Chicago this weekend • UVPM: 4,638,041 <p>WBBM AM (Online)</p> <ul style="list-style-type: none"> • Things To Do This Weekend In And Around Chicago: June 26-28 • UVPM: 243,399 <p>Chicago Parent (Online)</p> <ul style="list-style-type: none"> • Fun Things to Do With Kids This Weekend in Chicago(land) • UVPM: 82,371
<p>MEDIA RELATIONS</p>	<p>PITCHING EFFORTS</p> <ul style="list-style-type: none"> • What’s Happening: Zapwater shared top submissions for the What’s Happening in West Town newsletter with local media monthly • Festival Cancellation Statement: Zapwater drafted and shared festival cancellation statement with media • Do Division Virtual Street Festival Press Release: Zapwater drafted and shared a press release announcing the virtual festival details; Zapwater additionally followed up with media to share new dates when festival was rescheduled
<p>SOCIAL MEDIA HIGHLIGHTS</p>	<p>WTCC FANS/FOLLOWERS</p> <p>April Growth:</p> <ul style="list-style-type: none"> • Facebook: 17,653 (+170) • Instagram: 4,320 (+135) • Twitter: 1,853 (+21) <p>May Growth:</p> <ul style="list-style-type: none"> • Facebook: 17,847 (+194)



- Instagram: 4,479 (+159)
- Twitter: 1,933 (+80)

June Growth:

- Facebook: 17,858 (+11)
- Instagram: 4,639 (+160)
- Twitter: 1,944 (+11)

TOTAL Q2 2020 GROWTH:

- Facebook: +375
- Instagram: +454
- Twitter: +112