



WEST TOWN QUARTERLY PRESS REPORT – Q1

<p>SUMMARY</p>	<ul style="list-style-type: none"> • 2020 PLANNING MEETING <ul style="list-style-type: none"> ○ Zapwater compiled proposed 2020 strategy and the teams met to review the proposed plans ○ Teams quickly adapting plans due to COVID-19 restrictions • WHAT’S HAPPENING IN WEST TOWN <ul style="list-style-type: none"> ○ 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 ○ Zapwater continued to use a process developed by the agency in order to streamline submissions. • FESTIVALS // ALL FESTIVALS RELEASE <ul style="list-style-type: none"> ○ Zapwater drafted release outlining the 2019 donations and 2020 festival and event dates • SOCIAL MEDIA <ul style="list-style-type: none"> ○ In Q1, Zapwater focused on populating WTCC’s Instagram, Facebook and Twitter with Chamber member content. ○ The team coordinated and executed a series of Chamber Social Media Takeovers, including Canine Crews, Big Shoulders Yoga, District Brew Yards and INOPrints. ○ Toward the end of Q1, the team developed a revised content strategy in response to the COVID-19 pandemic and statewide stay-at-home order to provide additional support for the West Town businesses impacted.
<p>PENDING PLACEMENTS</p>	<p>WTTW-TV (Online) – TBD 2020</p> <ul style="list-style-type: none"> • Editor interested in including West Town’s festivals and events in annual round-up • Zapwater has since shared summer cancellations in April; team still planning to include fall/winter festivals in upcoming round-up
<p>MEDIA RELATIONS</p>	<p>PITCHING EFFORTS</p> <ul style="list-style-type: none"> • What’s Happening: Zapwater shared top submissions for the January What’s Happening in West Town newsletter with local media • All Festivals: Zapwater drafted and shared the All Festivals release with media resulting in pending coverage in WTTW-TV (Online) to date; team has since shared summer festival cancellation details



	<p>DCASE EVENT DESCRIPTIONS</p> <ul style="list-style-type: none">• Zapwater updated event descriptions to align with existing messaging; WTCC approved; Zapwater shared with Becca for inclusion
<p>SOCIAL MEDIA HIGHLIGHTS</p>	<p>WTCC FANS/FOLLOWERS</p> <p>January Growth:</p> <ul style="list-style-type: none">• Facebook: 16,695 (+197)• Instagram: 3,913 (+186)• Twitter: 1,808 (+4) <p>February Growth:</p> <ul style="list-style-type: none">• Facebook: 16,914 (+219)• Instagram: 4,046 (+133)• Twitter: 1,815 (+7) <p>March Growth:</p> <ul style="list-style-type: none">• Facebook: 17,483 (+569)• Instagram: 4,185 (+139)• Twitter: 1,832 (+17) <p>TOTAL Q1 2019 GROWTH:</p> <ul style="list-style-type: none">• Facebook: +985• Instagram: +458• Twitter: +28