



**Town of Bowling Green – Events Coordinator** (Contractor)  
**Monthly Report/Project Update**  
**For May 2018**

Prepared By: Jo-Elsa Jordan

Date: 5/30/18

Additional and/or Support Materials Attached: Yes X

No

**Monthly Activities:**

**EDA:**

Communication of meeting cancellation to all board members.  
Email board members and Town Council with hotel timeline/update.  
Attend the annual Business Appreciation Reception for Caroline County

**Bowling on the Green Virginia Wine Festival:**

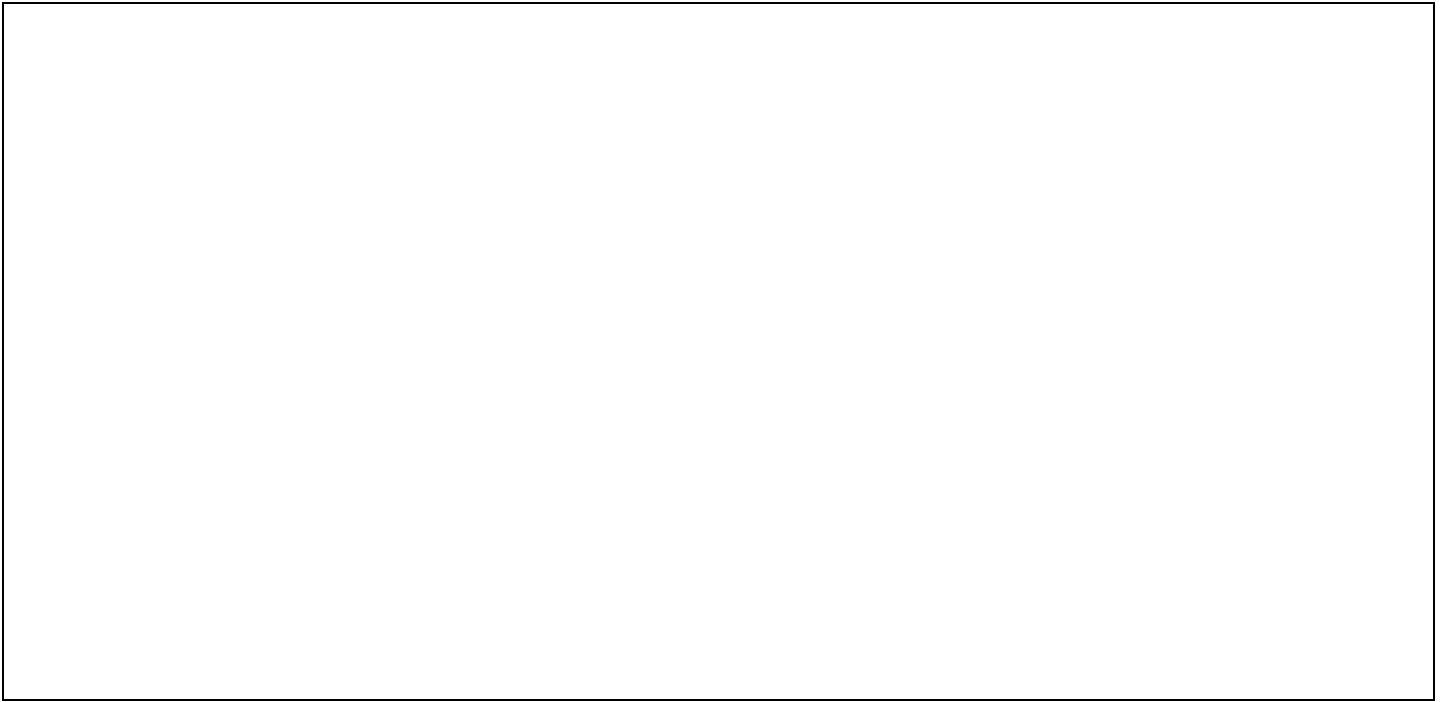
Facebook promotion and social media content  
Poster/flier distribution – Bowling Green businesses and Caroline County  
Volunteer recruitment through Caroline Chamber of Commerce and CCPS  
Coordinate with Meadow Event Park historian for equestrian memorabilia for display at event  
Finalize contracts with rental companies (Paisley & Jade, Memorable Moments)  
Create direct mail piece for target marketing campaign to real estate agents \*See attached  
Cold-call 40+ real estate agents with active listings in Caroline County to offer promotional deal  
Send personalized follow up emails to real estate agents  
Coordinate with Hoomes Circle residents for handicapped parking needs  
Create and distribute letter to Hoomes Circle residents \*See attached  
Coordinate with Williamsburg Lawn Bowling Club for parking/access  
Coordinate with Fredericksburg Big Band for access  
Coordinate with The Bavarian Chef for access to property  
Coordinate beer order with Three Notch'd Brewing Company  
Meeting with the Caroline YMCA to determine children's activities  
Coordinate with Caroline County for donation of peanuts for event day  
Coordinate with property owners to avoid conflicts with electrical work to take place on 6/8/18  
Media buy with FLS and Cooperative Living Magazine  
Coordinate with Public Works for event day needs  
Printed displays from Caroline UPS

**Clean Sweep:**

Facebook posts/promotions  
Complete Clean Sweep map  
Coordinate with FLS for ad in classified and Weekender

**Misc.**

Create letter to Milford Street residents for trashcan placement \*See attached  
General Facebook posts/content  
Assist in promotion of Memorial Day Celebration held at Town Hall on 5/28/18  
Farmers' Market Facebook posts  
Weekly staff meetings on Monday's (1:00 p.m.)  
Staff report





May 1, 2018

Dear Alex,

The Bowling Green Town Council would like to invite you to treat your best clients to attend the 3<sup>rd</sup> annual

***Bowling on the Green Virginia Wine Festival***

***Saturday, June 9, 2018***

***1:00 p.m. – 6:00 p.m.***

*Located at the exclusive, privately-owned, historic Old Mansion, this event offers guests an afternoon of tastings from five of the best wineries in our region, craft beer by Three Notch'd Brewing Company and delicious fare by The Bavarian Chef. Because Belcher Real Estate has active properties in Caroline County, we are extending this special offer to you, Alex.*

*By purchasing twelve (12) discounted tickets to this fun event, you have the option to say "thank you" by gifting the tickets to clients that have recently closed on properties with you, offer to listing prospects or to potential buyers. Additionally, by posting a fun photo of your purchased tickets on Facebook or Instagram, asking folks to follow some simple steps (1. Like the post, 2. Tag a friend in the comments, 3. Share the post), these tickets could provide an excellent platform as a social media marketing tool to reach thousands, promoting Belcher Real Estate.*

*We will look forward to seeing you in Bowling Green!*

**www.bowlingonthegreen.com**

----- (Tear Here) -----

Fill out the information below and include with payment to take advantage of this offer and receive your tickets in the mail:

Please send me (12) ***Bowling on the Green Virginia Wine Festival*** tickets (valued at \$240) for the discounted rate of \$200.

Real Estate Agency: \_\_\_\_\_

Broker/Agent: \_\_\_\_\_

Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone number: \_\_\_\_\_

\*Please make checks payable to the **Town of Bowling Green**, P.O. Box 468, Bowling Green, VA 22427

May 21, 2018

Dear Hoomes Circle and Cary Street Residents:

The Town of Bowling Green and the current owners of Old Mansion, Marialuz Moreno Badia and Nobuo Yoshida, are excited to host the third annual *Bowling on the Green Virginia Wine Festival* on **Saturday, June 9<sup>th</sup> from 1pm – 6pm**. Last year was a great community event, in large part thanks to the consideration and cooperation of you and your neighbors.

While this event will not require street closures, the event entrance will be located at the farm entrance to the Old Mansion property on Hoomes Circle. In order to limit traffic in your neighborhood, a couple of volunteers will be stationed at Main Street and Cary Street informing visitors that parking and shuttle services will be available from the Caroline County Public Schools School Board Office. With the exception of shuttle services to and from the event, only residents and handicapped folks will be permitted to enter your neighborhood. Handicapped folks may need to park along Hoomes Circle so that they can be as close as possible to the event entrance. Thank you for your understanding in these special circumstances.

Proceeds from the *Bowling on the Green Virginia Wine Festival* benefit the Caroline County Public Schools Education Foundation. Tickets can be purchased in Town for \$20 at A&M Home Center, Union Bank & Trust, The Mix House and the Town Hall Business Offices. Tickets are available online at [www.bowlingonthegreen.com](http://www.bowlingonthegreen.com) or at the gate on event day for \$25.

The Town of Bowling Green thanks you for your patience and understanding as we invite residents and visitors to enjoy their time at Old Mansion.

Respectfully,

Jo-Elsa Jordan  
Events Coordinator, Town of Bowling Green  
(804) 516-5045  
[bgtownevents@gmail.com](mailto:bgtownevents@gmail.com)



## *Let's keep it CLEAN in Bowling Green!*

Many of us love Bowling Green for our own special reasons, but we can all agree that with its beautiful homes and quiet streets, our Town is unique and full of small town charm! It's up to each of us to keep Bowling Green beautiful!

We are sending you this friendly reminder, asking residents to please not obstruct the sidewalks with trash cans on trash day and to kindly pull the trash cans back onto your property, locating them in a discreet area.

Thank you for taking pride in your Town and for your help in keeping Bowling Green beautiful!

