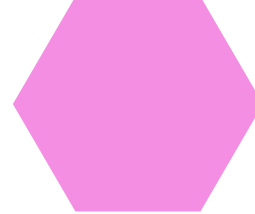

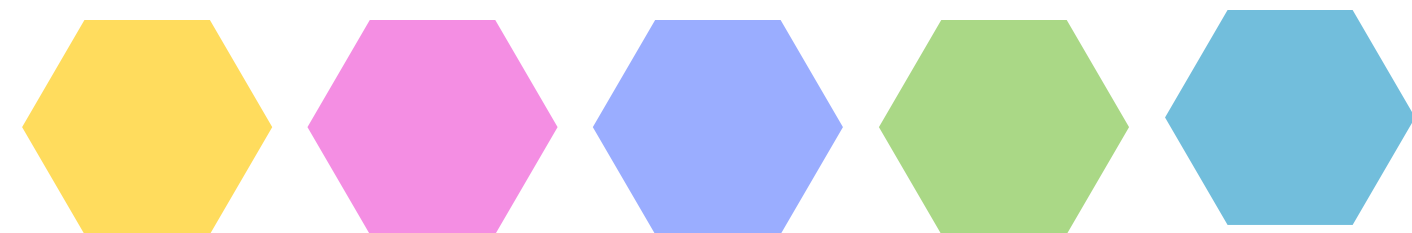


Yearly Event & Marketing

DRAFT - 2024

-  Events - Existing
-  Marketing Efforts
-  Proposed new event
-  Collaborative Marketing Opportunity
-  Partner EVENTS
- Currently have Sponsors *
- Can Seek Sponsors **



| First Quarter (January - March) | Second Quarter (April - June) | Third Quarter (July - September) | Fourth Quarter (October - December) |
|--|---|---|--|
| <p>Winter Walkabout - Feb*</p> <p>Slope Event - March**</p> <p>St. Patrick's Day Collab**</p> | <p>Clean & Green - April*</p> <p>Summer Concert - June*</p> <p>Sidewalk Sale - June?</p> <p>RetailTasting?*</p> | <p>Sidewalk Sale - Aug</p> <p>Wine Walk - Sept*</p> <p>Northend Event**</p> <p>Summer Music Crawl**</p> | <p>Small Business Saturday - Nov*</p> <p>Artist Sunday - Nov</p> <p>Plaza Lighting - Nov*</p> <p>Retail Tasting?*</p> |
| | <p>Miracle Market - April</p> <p>Pride - June</p> <p>Juneteenth - June</p> | <p>Fair Parade - Aug</p> <p>Miracle Market - July</p> <p>Unity in the Community - Aug</p> <p>Artwalk - Sept</p> <p>Summer on the Streets - 2nd Sat May - August</p> | <p>Day of the Dead - Oct</p> <p>Halloween / Trick or Treat - Oct</p> <p>Haunt in the Mont - Oct</p> <p>Veterans Day Parade - Nov</p> <p>Miracle Market - Nov</p> |
| <p>Health & Wellness - Jan</p> <p>Valentine's Day - Feb</p> | <p>Mother's Day - May</p> | <p>Longmont Arts Week - Sept</p> | <p>Holiday Parade of Lights - Dec</p> <p>Winter Passport*</p> |
| <p>Nightlife options; Downtown Open at Night</p> <p>Neighborhood Marketing Campaign - social, digital, print (January - December) - POSTCARDS; BLOCK PARTIES</p> | | | |