

SEPTEMBER

2024

**DOWNTOWN 2024
MARKETING CALENDAR**
FRIENDS OF CVILLE

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7 First Street Fair
8	9	10	11	12 Downtown Spotlight Show	13	14
15	16 CACVB International Tour Groups	17	18	19	20 Filming the Downtown Mall Brand Video	21 <ul style="list-style-type: none"> Filming the Downtown Mall Brand Video Cville Sabroso @ Ting
22	23	24	25	26	27	28 Nutcracker Train
29	30					

REMINDERS

- Leave Paint the Town Orange decorations up all month to capitalize on international tour groups visiting the Mall.
- Feature Charlottesville and UVA items for visiting tourists.
- Notify FCD of any history tie-ins or promotions for inclusion in Virginia 250 marketing.
- Tell customers that the Downtown Express train is now running EVERY Saturday from 10:00 AM – 2:00 PM.

LOOKING AHEAD

- Mid to Late October - Downtown Mall Brand Video Premiere
- November - Friends of Cville Holiday Press Conference

OCTOBER

2024

**DOWNTOWN 2024
MARKETING CALENDAR**
FRIENDS OF CVILLE

SUN	MON	TUE	WED	THU	FRI	SAT
		1 Filming the Downtown Mall Brand Video	2	3 Downtown Spotlight Show	4	5
6	7	8	9	10	11	12
13	14	15	16 Business Meeting Violet Crown 8:30 AM	17	18 <u>Deadline for all 4th Quarter Sign Ups</u>	19 Downtown Safe Halloween @ Ting
20	21	22	23 FCD Board Meeting @ Vault VA BR 8:30 AM	24	25 Doggie Halloween	26 First Street Fair
27	28	29	30 VA Film Festival	31 VA Film Festival		

REMINDERS

- Sign up for [ALL holiday promotion opportunities](#) by October 18th.
- Share any holiday events and promotions with Friends of Cville to promote via our channels or in partnership with local hotels.
- Add all holiday events to the online FCD website calendar.
- Begin sharing the Downtown Mall promotional video to encourage holiday customers.

LOOKING AHEAD

- November 3rd through 8th - Holiday Decorating Week
- November 8th - Friends of Cville Holiday Press Event
- November 9th - Martha's Market

NOVEMBER

2024

DOWNTOWN 2024
MARKETING CALENDAR
FRIENDS OF CVILLE

SUN	MON	TUE	WED	THU	FRI	SAT
					1 VA Film Festival	2 VA Film Festival
3 Holiday Decorating Week	4 Holiday Decorating Week	5 Holiday Decorating Week	6 Holiday Decorating Week	7 Holiday Decorating Week	8 Holiday Decorating Week	9 Martha's Market
10	11	12	13 Nutcracker at the Paramount	14 • Nutcracker at the Paramount • Downtown Spotlight Show	15	16
17	18	19	20	21	22	23
24	25	26	27	28 Thanksgiving	29	30 • Small Business Saturday • Selfies with Santa

REMINDERS

- Decorate your holiday windows the first week of November to take advantage of the Friends of Cville press/influencer event.
- Elves, candy canes and holiday booklets will be dropped off for you the first week of November.
- Friends of Cville holiday lights will be installed in the first week of November. Please share photos!

LOOKING AHEAD

- December 6th - Grand Illumination

DECEMBER

2024

DOWNTOWN 2024
MARKETING CALENDAR
FRIENDS OF CVILLE

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6 Grand Illumination	7 • Santa Fun Run • First Street Fair
8	9	10	11	12 Downtown Spotlight Show	13 Opera Duets Concert	14
15	16	17	18	19	20 National Go Caroling Day	21
22	23	24	25	26	27	28
29 Downtown Menorah Lighting	30	31				

REMINDERS

- Ensure that you have available staff to extend hours and handle an increased number of customers on December 6th and 7th for the Grand Illumination and Santa Fun Run.

LOOKING AHEAD

- January TBD - Retail Treasure Trail