

**Marketing Budget:** Small Community marketing budget (\$19,999 and under)

**Submission Category:** Event

**Organization:** Seneca Area Chamber & Downtown Impact

**Who worked on this Project:** Kylee Bergstrom

**Was it handled internally or externally:** interally

**Integrated Components or Type:** Shopping

**Project Description:** In February of each year we host a downtown shopping event called "Wine About Winter" it is a shopping and wine walk event. While sometimes the weather is a bit cold, we always have a good turn out and feel like at this time of year people are looking for an excuse to get out. Due to the nature of the event and needing to be sure we have enough wine, we limit ticket sales to 100 tickets. This year we sold out the event, which is very exciting! This was the events 7th year.

**Project Results:** For the marketing of this event we post flyers around town, do ads in the local papers, and have a video ad that runs on Facebook. This year's Facebook ad was very successful, gaining a reach of 2,428 and having 39 people respond to the Facebook event. The ad ran for 15 days. All tickets for the event were sold prior to the day of the event.

**Summary:** This is always such a fun event, and we hope in the future we can increase our available number of tickets to allow more people to participate!

**Web Link:** <https://drive.google.com/drive/folders/1gW4KGHxLPgdtBmKz8IUfDWpw2oR-vCv-?usp=sharing>

**Additional:**

**Comments:**