



# **Stanardsville Independence Day Committee (SIDC)**

## **2016 Economic Impact Report**

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**Authored by:**

**Michael Payne, Chairman SIDC**

**Gary Lowe, Mayor**

## **Stanardsville Independence Day Committee (SIDC) 2016 Economic Impact Report**

### **Summary:**

The 2016 Stanardsville 4<sup>th</sup> of July Celebration would be considered a successful event even in perfect weather. But given that our region experienced unseasonably large amounts of rain and cool temperatures for the duration of the holiday weekend, the Stanardsville Independence Day Committee (SIDC) respectfully submits that the 2016 event was a monumental success. We submit the following in support of this statement:

- **Increased crowd size--up 50% over previous year**
- **Increased parade length**
- **Increased entertainment offerings—addition of a car show, hot air balloons, car raffle, four bands, fireworks, a Relay For Life Children’s Walk event and a Knockerbball tournament**
- **Maintained the event as a “free to the public” community celebration**
- **Generated positive multi-media publicity coverage for our community over two weeks**
- **Filled 34 hotel rooms in Greene County which would otherwise have been vacant generating income and tax revenue in the process**
- **Raffled a brand new car resulting in a Greene County resident winning a \$25K vehicle which will be registered in the county and generate personal property tax as such**

### **Introduction:**

The SIDC is a group of volunteers who report to the Stanardsville Town Council for the sole purpose of planning, funding, organizing and executing the town’s annual 4<sup>th</sup> of July Celebration. For the 2016 campaign, the volunteers consisted of:

<b>Roy Dye</b>	<b>Amy Hollis</b>	<b>Mary Jeffries</b>	<b>Gary Lowe</b>
<b>Julia Morris</b>	<b>Jay Pace</b>	<b>Michael Payne</b>	<b>Jessica Proffitt</b>
<b>Kenny Proffitt</b>	<b>Terri Proffitt</b>	<b>Nalini Rhea</b>	<b>Jennifer Ziros</b>

The Stanardsville 4<sup>th</sup> of July Celebration has grown over the last decade with improvements noted in each successive year. What was once a community parade of parents pulling their children in wagons twice around the Courthouse building has now

grown into a production which spans several blocks of our town and requires year-round planning and fundraising.

In 2016, the SIDC undertook to continue its tradition of continued growth and expanded the event format from previous years. This was done with three goals in mind:

- **Build community spirit and promote a common identity amongst our citizens**
- **Create an event that draws significant crowds to enable local charitable organizations and social groups to raise money and continue their good works within our community**
- **Promote the positive perception of Greene County as a warm, tourist-friendly and family-friendly destination**

This expansion was made possible through collaboration with the Greene Chamber of Commerce and Capitol Sheds who graciously extended the offer of pairing their annual tradition of fireworks with the Town's traditional parade and festivities. Ultimately this collaboration proved, as one local newspaper put it, that the sum of the whole was greater than the sum of the parts and our community benefited from it.

The 2016 campaign was the result of thousands of hours of volunteer work not only by SIDC committee members but also by contributing members of the community, our sponsors, local business leaders, our families and members of the law enforcement and emergency response communities. The successes experienced in 2016 are a direct result of this tremendous level of community involvement.

### **Fundraising/Sponsorship:**

For the 2016 campaign, the SIDC received unprecedented support from regional business and community leaders. Through the assistance of over 60 such sponsors and donors who were committed to this community, the SIDC was enabled to execute a community event valued at nearly \$31K. When added to the 25-minute fireworks presentation put on by Capitol Sheds and the Greene Chamber of Commerce--alone valued at approximately \$30K given current commercial rates--our combined efforts produced a community event valued at approximately \$61K. Additional details may be found in supporting documents which accompany this report.

In addition to soliciting sponsorships, the SIDC engaged in numerous other fundraising efforts. These included:

- **Car Raffle**
- **Chick-fil-A Community Spirit Nights**
- **Crowd Sourcing through [www.GoFundMe.com](http://www.GoFundMe.com)**

- Implemented Square® Credit Card and Debit Card readers to accept donations
- Community outreach efforts through events and retailers

In addition to funding and in-kind services, property use was also donated to the committee. The SIDC would like to thank all of the property owners who donated the use of their properties for the benefit of the public. We would also like to thank the School Board and the Greene County Board of Supervisors for their support. The athletic field provided the perfect venue for the concert and fireworks to be enjoyed in comfort and safety.

#### **Event Details:**

**Hot Air Balloons:** Of seven possible flights scheduled for the extended holiday weekend, only one flight was able to take-off. All other flights were canceled owing to the weather. Numerous local and regional paying clients did arrive for the flights across the holiday weekend—the vast majority from Northern Virginia. There were also many inquiries for the less expensive tethered rides with most of these inquiries being local. The hot air balloons were made possible through the significant generosity of Mack Morris Heating and Air Conditioning and Foster Fuels.

**Parade:** There were approximately 87 parade entries and 20 vehicles that showed this year for a total of 107 entries making this year's parade one of the largest the event's history. Of these, 75 parade entries used our new online registration system to pre-register. A number of additional entrants arrived the day of without prior notice or registration and were worked into the parade.

**Vendor & Charity Booths:** 29 registered vendors and approximately 50 charities were expected to arrive on July 4th but the threat of rain chased most away. Of those organizations that did arrive, most reported severely diminished sales due to the weather though concessions appeared to do reasonably well in comparison to previous years. Below is a table showing the income reported by the organizations who responded to our request for information following the event.

<b>Red Hub BBQ:</b>	<b>\$2,723</b>	<b>Elkton Church:</b>	<b>\$41</b>
<b>Promise Community Church:</b>	<b>\$1,000</b>	<b>Old Fashioned Kettle Korn:</b>	<b>\$250</b>
<b>Fellowship Funnel Cakes:</b>	<b>\$125</b>	<b>Jewelry Vendor:</b>	<b>\$300</b>
<b>Venture Crew Dunk Tank:</b>	<b>\$65</b>	<b>Strite's Donuts:</b>	<b>\$650</b>
<b>Booster Club:</b>	<b>\$1,030</b>	<b>Knockerball:</b>	<b>\$580</b>

Most of the 2016 vendors have already confirmed that they will come back next year.

Many offered extremely positive feedback on the crowd numbers they witnessed and are eager to return when the weather is more favorable. More importantly, several vendors inquired about other opportunities to participate in similar events and festivals within our community.

**Morning Celebration:** Both Pegasus and the Civil Air Patrol flyby were grounded owing to weather and the karate school opted to cancel owing to wet conditions that prevented sufficient traction for their performance. The remainder of the events went off as planned with dance and vocal performances. A couple of local bands and performers including the Greene County Singers and the Hi-Horse Cloggers rounded out the events nicely.

**Car Raffle:** 275 tickets were raffled and the winner of the 2016 Toyota Camry sponsored by Brown Toyota of Charlottesville was Barbara McAllister of Ruckersville.

**Children's Activities:** The inflatable attractions sponsored by Jump N2 Fun were unable to be inflated owing to weather and the kids' activities and water balloon battle were canceled as well. The dunk tank continued as scheduled though demand was significantly reduced over the previous year owing to the rain. The Relay for Life Children's Walk continued on schedule as did the Knockerbball Tournament owing to improving weather conditions in the afternoon. The children's' games were sponsored by UVA Community Credit Union, Target, Any Time Fitness and Northridge Church and Preschool.

**Car Show:** The car show sponsored by Eddins Ford of Madison was greatly diminished owing to the rain. 38 cars registered for this inaugural event but fewer than a dozen showed. A half-dozen or so non-registered vehicles had to be turned away for arriving after the streets were closed.

The winner of the Eddins Ford Best in Show Trophy was Tony Morris of Stanardsville who won with his limited edition Richard Petty Ford Mustang. Despite the weather's impact, we have received significant positive feedback expressing a desire that the car show would become a permanent fixture in the 4<sup>th</sup> of July Celebration.

**Evening Concert and Fireworks:** The rain in the morning resulted in a 45-minute schedule delay but the bands were flexible and the crowd forgiving. The evening events began with a presentation of the US and Virginia State flags by Major Steven A Davis and Specialist Robert Boyd, both US Army. They were accompanied by members of the Albemarle Pipe and Drum Corps. The flag of our country was presented at the goal post while Bert Nye sang the Star Spangled Banner on the University Tire and Auto Stage. This opening ceremony was well received by the crowd in attendance.

The first band, Cheap Whiskey, opened to a few hundred people but, halfway through their set, the crowds arrived in force. By the time the second band, Groove Train, took the stage, the energy was high and the crowd was feeling the music that was so generously sponsored by Mosquito Authority of Stanardsville. Attendance continued to increase through the first half of Groove Train's performance and, by dark, a large crowd had formed on both sets of bleachers and had covered the field up to about the 50 yard line. One vendor has commented that they had 20-minute plus wait times for concessions and two vendors reportedly sold out of food at the evening event.

The evening's entertainment was capped off by a tremendously well done 25-minute fireworks display sponsored by Capitol Sheds and the Greene Chamber of Commerce. For those who could not be present, a recording of the fireworks display is available online at: <https://www.facebook.com/simplybudgeted/videos/10154119913374473/>

### **Media and Marketing:**

2016 featured significant improvements in our marketing and advertising efforts. A website ([www.Stanardsville.org/4thofJuly](http://www.Stanardsville.org/4thofJuly)) courtesy of Chad Denby with Web Weaving and Consulting and a new Facebook page (<https://www.facebook.com/GC4thofJulyFestivities/>) courtesy of Deanna Wills marked the first extended online presence for the SIDC in its history.

In addition to the website, Chad Denby also automated the committee's registration processes for vendors, car show applicants and parade entrants allowing the public a more convenient option for accessing these forms. This also proved to be a cost saving measure for the committee as the number of entry forms that needed to be printed was greatly reduced.

The Facebook page, in time, became the committee's primary means of communication with the public. Its format allowed multiple approved users to post updates and keep the community involved. The Facebook platform, itself, had certain built-in reporting capabilities which provided the committee with meaningful and actionable metrics with which to better understand our viewership.

For example, we now know that for the 2016 campaign, our primary audience consisted of women, between their late thirties and early fifties. They use a mobile device predominantly to access our page and they engage with us primarily between 8-9 PM. Our initial posts only engaged a few hundred people on average but, using this intelligence, we were able to simplify our ads to be easily viewable on a hand-held device, modified color palettes and styles to appeal towards our primary viewers and refocused our paid advertising efforts to the geographic areas where viewership was responsive. The result was that we were able to regularly hit 1.5-2.1K views—

something that broadly appealed to our sponsors. Additional information on the Facebook metrics may be found attached to the end of this report.

The SIDC partnered early in the 2016 campaign with The Charlottesville Radio Group to run PSAs and paid commercials on their family of stations. They also assisted us with crafting our messages and in sending out large scale email blasts to various tourism and media personalities across the state. A number of other radio stations conducted interviews and advertised our event through PSAs, blogs and community calendars.

Traditional marketing techniques were also undertaken. The SIDC acquired nearly a dozen new banners to post at major intersections. Paid advertising was purchased in the Greene, Orange and Madison newspapers to advertise the car raffle and thousands of flyers were posted in hard copy and electronic formats across the region.

NBC29 and Newsplex television stations each ran several stories on our event prior to July 4<sup>th</sup>. Additionally, the Greene County Record provided significant coverage of our efforts in the months leading up to the event which helped immensely—particularly in moving the raffle tickets for the car.

#### **Community Benefits Realized:**

- Over \$6,700 was reported raised by various charitable and private entities
- This event brought 34 hotel room stays to Greene County that would have otherwise gone vacant providing tax revenue to our community and sales to a local businesses and restaurants
- Two weeks of sustained, positive press for our community
- 3,000+ citizens coming together in support of our community
- A brand new car valued at \$25K is now registered in Greene County and will pay taxes accordingly
- Regionally, the hot air balloon pilots and their families ate their meals at local restaurants and picked up supplies at local stores. One husband and wife pair went on a self-reported “\$2,000 shopping spree” at the Plow and Hearth Outlet in Madison
- Additionally, the SIDC secured \$500 in picnic tables; obtained several hundred dollars of patriotic decorations from Plow and Hearth; arranged with local volunteers to have the 84 Lumber sponsored Stanardsville Community Stage painted; and donated several hundred dollars’ worth of Pepsi products (water, juice and soda) to the Venture Crew Scouting program, the YDC and various local churches, Food Pantry and Dragon Football Boosters.
- This event was valued at approximately \$61K. With the exception of a \$1,000 donation made by the Greene Tourism Council, this event was

**funded through private donations for the benefit of our community and its citizens.**

**Crowd Size:**

By studying photographs, the SIDC estimates that between 3-3,500 people showed up to watch the parade and participate in the morning events. This is a marked improvement over last year where an estimated 2-2,400 people were in attendance. While this estimate does fall below our goal of 4-6,000 people, the SIDC considers this figure to be a significant win given the poor weather.

The SIDC estimates the evening crowd size to be around 3,000 with multiple reports surfacing of hundreds of cars being parked along the sides of 33 and surrounding roads for the purpose of watching the fireworks.

The Greene County Sheriff's Office reviewed our crowd estimates and, based upon their independent observations, their office concurs with our estimates for the event.

**Feedback:**

Feedback has been overwhelmingly positive in the weeks since the event. Hundreds of comments have been received and these can generally be summarized into four categories as follows:

- **Expression of gratitude for a successful event**
- **Pleasure of citizens at being able to stay local for family entertainment**
- **Appreciation of the high quality performances put on by the bands and the fireworks display**
- **Expression of the desire that our community would make this event, in its entirety, a community tradition**

We continue to thank our sponsors for their outstanding support this year. We would like to encourage the community to personally write thank you letters to every sponsor of this event in order to engage these businesses and let them know just how much their donations in support of our community mean.

**Needs Assessment:**

- **An investment in television advertising, or acquisition of a television network as a sponsor, could benefit our outreach efforts greatly.**

- **Community support is necessary. We need more citizens to actively engage in this process.**
- **A community PA system down Main Street on the light poles would be extremely helpful as would increasing the amount of street-level power outlet access along Main Street.**
- **Having access to a 220-V 50-amp range plug outlet on the exterior of one of the athletic buildings would annually save the cost of renting a generator to power the sound system for the athletic field.**
- **Establishment of a committee to explore feasibility of holding a hot air balloon rally in Greene County is recommended.**

## APPENDIX

### **A: BUDGET AND CASH FLOW**

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## Appendix A-1: 2016 Stanardsville 4<sup>th</sup> of July Celebration Budget

Line	Description of Service or Good	Budget	Funded or Donated	Delta	In Kind or Cash
1	Fireworks--25-minutes	\$30,000.00	\$30,000.00	\$0.00	In Kind
2	Radio Advertising	\$450.00	\$450.00	\$0.00	In Kind
3	Printing of Raffle Tickets	\$255.35	\$255.35	\$0.00	Cash
4	Vinyl Signs: 6 qty. 36" x 60" @ \$74.00/EA	\$100.00	\$100.00	\$0.00	In Kind
5	Meals for volunteers/bands	\$200.00	\$200.00	\$0.00	In Kind
6	Honorarium for High School Marching Bands @ \$150	\$150.00	\$150.00	\$0.00	Cash
7	Albemarle Pipe and Drum Corps	\$100.00	\$100.00	\$0.00	Cash
8	Porta-Potties: 4 Qty. 2 ADA/2 Reg	\$392.00	\$392.00	\$0.00	Cash
9	Prizes, Plaques and Trophies for Car Show	\$455.00	\$608.00	\$153.00	Cash
10	Bands for Finale: 2 bands at \$7,000 and \$1,000 each	\$8,000.00	\$8,000.00	\$0.00	In Kind
11	Stage Rental--Main Street	\$781.25	\$781.25	\$0.00	In Kind
12	Inflatable Attractions: Bounce House and Arcade	\$500.00	\$500.00	\$0.00	In Kind
13	Honorarium for Cannons	\$200.00	\$200.00	\$0.00	In Kind
14	MP3 Music for Fireworks plus Licensing Fees	\$100.00	\$100.00	\$0.00	In Kind
15	Mosquito Treatment	\$1,000.00	\$1,000.00	\$0.00	In Kind
16	Trash/Garbage Removal	\$750.00	\$750.00	\$0.00	In Kind
17	Stage Rental and Delivery-Football Field	\$781.25	\$1,000.00	\$218.75	Cash
18	Propane for Hot Air Balloons	\$6,000.00	\$6,000.00	\$0.00	In Kind
19	Dunk Tank Rental:	\$150.00	\$150.00	\$0.00	In Kind
20	Water Balloons	\$249.75	\$249.75	\$0.00	In Kind
21	Insurance and Equipment-Foster Fuels	\$300.00	\$250.00	(\$50.00)	Cash
22	Lodging for Hot Air Balloons & Performers	\$3,520.00	\$3,500.00	(\$20.00)	Cash
23	Cash for Labor-Foster Fuels	\$500.00	\$500.00	\$0.00	Cash
24	Sheriff Deputy Over-Time	\$280.00	\$280.00	\$0.00	Cash
25	Janitors	\$120.00	\$120.00	\$0.00	Cash
26	Print Costs (Flyers, Leaflets and Wayfinding)	\$2,000.00	\$2,000.00	\$0.00	In Kind
27	Newspaper Ads for Car Raffle	\$500.00	\$500.00	\$0.00	In Kind
28	Ice for Volunteers and Beer Taps	\$125.00	\$125.00	\$0.00	In Kind
29	Generator for Sound System	\$650.00	\$650.00	\$0.00	In Kind
30	Scaffolding	\$500.00	\$500.00	\$0.00	In Kind
31	Lumber, Tarp and Materials for Field Stage Cover	\$475.00	\$475.00	\$0.00	Cash
32	Bounce House Labor-Supervision	\$500.00	\$500.00	\$0.00	Cash
33	Sound System	\$1,000.00	\$1,000.00	\$0.00	Cash
<b>Totals</b>		<b>\$61,084.60</b>	<b>\$61,386.35</b>	<b>\$301.75</b>	

## Appendix A-2: Cash Flow & Statement of Account

<b>Starting Balance</b>	<b>\$ 1,452.58</b>
<b>Income</b>	
Cash Sponsorships	\$ 10,192.37
Miscellaneous Donations	\$ 636.40
Car Raffle	
-275 Tickets Sold	\$ 27,500.00
-7 Tickets Refunded	\$ (700.00)
-2016 Toyota Camry Purchase	\$ (20,000.00)
-Prize Money	\$ (200.00)
-Bad Check Fees Assessed by United Bank	\$ (20.00)
-Loss for Bad Checks	\$ (200.00)
Car Raffle Profit	\$ 6,380.00
<b>Income Sub-total</b>	<b>\$ 17,208.77</b>
<b>Expense</b>	
Charlottesville Radio Group	\$ (600.00)
Central Virginia Rental-Stage	\$ (850.62)
Central Virginia Rental-Stage	\$ (96.60)
Holiday Inn	\$ (1,742.80)
Jerry Mallory-Sound System	\$ (1,000.00)
Ivan Sullivan-Labor	\$ (200.00)
Chris Tipton-Labor	\$ (200.00)
William Butten-Labor	\$ (200.00)
Rusty Grabel-Propane Driver	\$ (500.00)
Rangeland-Trophies and Awards	\$ (455.00)
Greene County Schools	\$ (123.12)
Daily Progress	\$ (184.02)
Allied Portable Toilets	\$ (392.00)
Daily Progress	\$ (184.02)
Foster Fuel Company	\$ (150.00)
Orange County High School Marching Band	\$ (150.00)
Albemarle Pipe and Drum Corps	\$ (100.00)
<b>Expense Sub-Total</b>	<b>\$ (7,128.18)</b>
<b>Projected Ending Balance</b>	<b>\$ 11,533.17</b>
<b>Account Balance As of 8/19/2016</b>	<b>\$ 11,633.17</b>
Less Checks Outstanding	\$ (100.00)
<b>Current Balance</b>	<b>\$ 11,533.17</b>

## Appendix B-1: Sponsors by Tier

<b>Hero</b>	
Capitol Sheds	
Mosquito Authority with Groove Train & Cheap Whiskey	
<b>Statesman</b>	<b>Patriot</b>
Eddins Ford of Madison	Advance Auto
Foster Fuel Company	Autozone
Greene County Tourism	Brown Exterminating
Mack Morris Heating and Air	Chik-fil-A
Ms. Jean Blakey and Mr. Toni Morris	Chuck's Auto Care
University Tire and Auto	Dutch Pantry
Web Weaving and Consulting	Fair Hill Farm
<b>Author</b>	Fisher Auto Parts
84 Lumber	Food Lion
Holiday Inn Express & Suites--Ruckersville	Grace Episcopal Church
Jump N2 Fun	Greene Pharmacy
Lafayette Inn & Restaurant	Hunter Wyant State Farm Insurance
Lowe's	Jim Price Chevrolet
Mosquito Authority	Kilaурwen Winery
Rockydale-Charlottesville Quarry	Lydia Mountain Lodge & Log Cabins
Staples	Malloy Ford
The Charlottesville Radio Group	NAPA
Time Disposal	NBC29
<b>Delegate</b>	Old Fashioned Kettle Korn
Anytime Fitness	PJ Networks
Aspire Fine Art	Rangeland
Draper Aden Engineers	Stanardsville Hardware Store
Gary Lowe	Strite's Donuts
Greenfield Equipment Sales	Target
Gropen	The Chameleon Silk Screen Company
Luck Stone	The Cottages at Chesley Creek Farm
Madison Stove and Saw	The Vine
Nalini Rhea	United Bank
New Virginia Tractor Company	UVA Community Credit Union
On-Sight Optical	Virginia Department of Game & Inland Fisheries
Pepsi VA	Wal-Mart
Plow and Hearth	
Rappahannock Electric Cooperative	
Rosebrook Inn	
Sam's Club	
Tiger Fuel Company	

## Appendix B-2: List of Sponsors

<b>Donor #</b>	<b>Amount</b>	<b>Type</b>	
1	\$500.00	In Kind	
2	\$70.00	In Kind	
3	\$250.00	Cash	
4	\$375.00	In Kind	
5	\$30.00	In Kind	
6	\$0.00	In Kind	
7	\$30,000.00	In Kind	
8	\$177.37	Cash	
9	\$150.00	In Kind	
10	\$350.00	Cash	
11	\$10.00	In Kind	
12	\$1,000.00	Cash	
13	\$30.00	In Kind	
14	\$25.00	In Kind	
15	\$4,000.00	In Kind	
16	\$350.00	In Kind	
17	\$0.00	In Kind	
18	\$1,000.00	Cash	
19	\$100.00	Cash	
20	\$250.00	Cash	
21	\$400.00	In Kind	
22	\$540.00	In Kind	
23	\$100.00	In Kind	
24	\$500.00	In Kind	
25	\$500.00	In Kind	
26	\$500.00	In Kind	
27	\$250.00	Cash	
28	\$100.00	In Kind	
29	\$3,500.00	Cash	
30	\$250.00	Cash	
31	\$50.00	In Kind	
32	\$500.00	In Kind	
33	\$10,000.00	In Kind	
34	\$1,000.00	In Kind	
	<b>Total</b>	<b>\$66,006.87</b>	

## Appendix B-3: Sponsor Donation Summaries

**Summary of Sponsors by Tier**

Tier	# Sponsors	Total Donations
Hero	2	\$ 40,000.00
Statesman	7	\$ 13,500.00
Author	10	\$ 5,340.00
Delegate	17	\$ 5,224.50
Patriot	31	\$ 1,942.37
<b>Grand Total</b>	<b>67</b>	<b>\$ 66,006.87</b>

**Summary of Sponsors by Tier and Type**

Tier	Cash	In Kind	Total Donations
Hero	\$ -	\$ 40,000.00	\$ 40,000.00
Statesman	\$ 6,500.00	\$ 7,000.00	\$ 13,500.00
Author	\$ 500.00	\$ 4,840.00	\$ 5,340.00
Delegate	\$ 2,100.00	\$ 3,124.50	\$ 5,224.50
Patriot	\$ 1,092.37	\$ 850.00	\$ 1,942.37
<b>Grand Total</b>	<b>\$ 10,192.37</b>	<b>\$ 55,814.50</b>	<b>\$ 66,006.87</b>

**Summary of Sponsor Donations by Type**

Cash	# Sponsors	Total Donations
Cash	23	\$ 10,192.37
In Kind	44	\$ 55,814.50
<b>Grand Total</b>	<b>67</b>	<b>\$ 66,006.87</b>

**Summary of Sponsor Donations by Location**

Cash	# Sponsors	Total Donations
Local	47	\$ 55,665.00
Outside	20	\$ 10,341.87
<b>Grand Total</b>	<b>67</b>	<b>\$ 66,006.87</b>

## Appendix B-4: 2016 Sponsors



**CAPITOL  
SHEDS**



**MACK MORRIS**  
HEATING & AIR CONDITIONING

**MOSQUITO AUTHORITY**



**webweaving**  
& CONSULTING

**97.5 3WV**  
EVERYTHING THAT ROCKS

**Z95.1**

**Greene VA**  
ExploreGreene.com

**EDDINS**  
*Ford*

**UNIVERSITY**  
TIRE &  
AUTO CENTER  
YOUR SERVICE EXPERTS

**WINA**  
NEWSRADIO  
1070 AM  
98.9 FM

**1450 AM**  
ESPN  
CHARLOTTESVILLE

**106.1**  
the  
Corner  
Different is Good



**Chick-fil-A**

**TIGER** Fuel

**BROWN**  
TOYOTA



Rosebrook Inn  
1026 Rosebrook Rd.  
Stanardsville, Va. 22973

**Lowe's**

**ANYTIME**  
FITNESS

**On-Sight Optical, Inc.**

**Draper Aden Associates**  
Engineering • Surveying • Environmental Services

UNIVERSITY OF VIRGINIA  
COMMUNITY CREDIT UNION

**GOPEN**



**MADISON SAW &**  
STOVE CO

**Rappahannock**  
Electric Cooperative

**Plow & Hearth.**

**Greene Pharmacy**  
331 Main St  
Stanardsville, VA 22973  
(434) 985-3424

**Three Notch'd**  
BREWING COMPANY  
Charlottesville, Va.

**ON TARGET**  
TECHNOLOGIES

**LUCKSTONE**

The Chameleon  
Silk Screen Company  
(434) 985-7450

**LYDIA MOUNTAIN**  
Lodge & Log Cabins  
LYDIA MOUNTAIN, YOUR MOUNTAIN

**TARGET**

**UNITED**  
BANK

**LAFAYETTE INN**  
est 1840

**pepsi**

**Holiday Inn**  
& Suites

**Stanardsville Hardware**  
81 Main Street  
Stanardsville, VA 22973  
(434) 985-1019

**Jim Price**

**Time Disposal**  
10111 Seminole Trail  
Ruckersville, VA 22968  
(434) 977-3339

**the**  
*Vine*

**84 LUMBER**

The Cottages at  
Chesley Creek Farm  
In the Blue Ridge Mountains near Charlottesville

**GREENFIELD**  
Equipment Sales

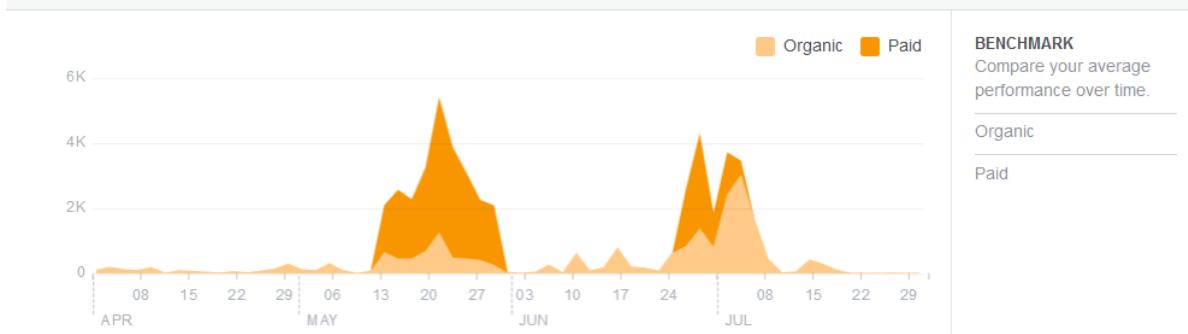
**STAPLES**

**State Farm**™

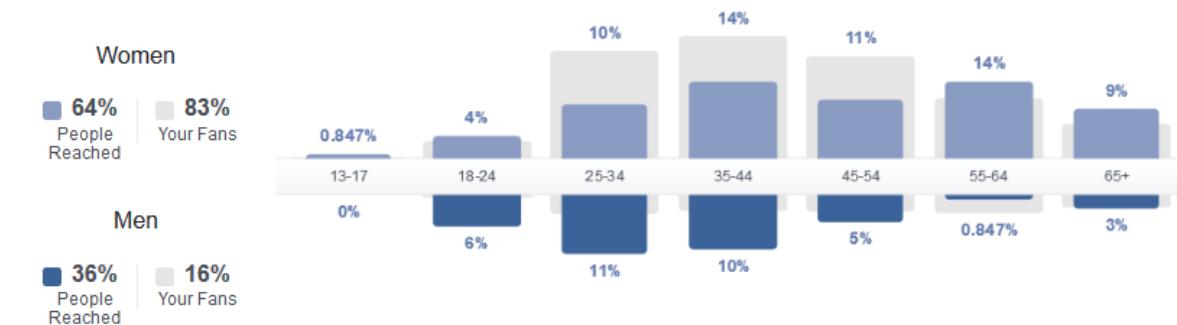
## Appendix C-1: Marketing and Metrics

### Total Reach

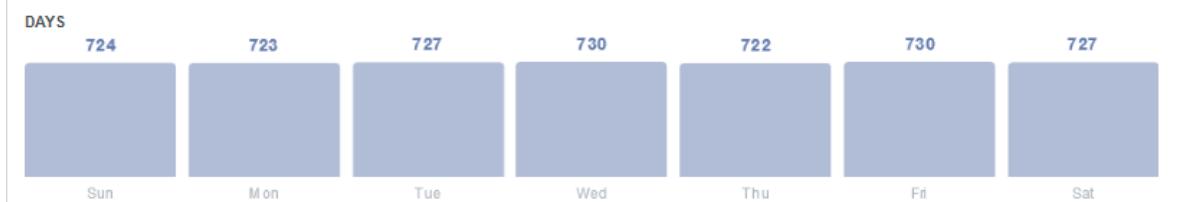
The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and checkins.



The number of people your post was served to in the past 28 days.



Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.



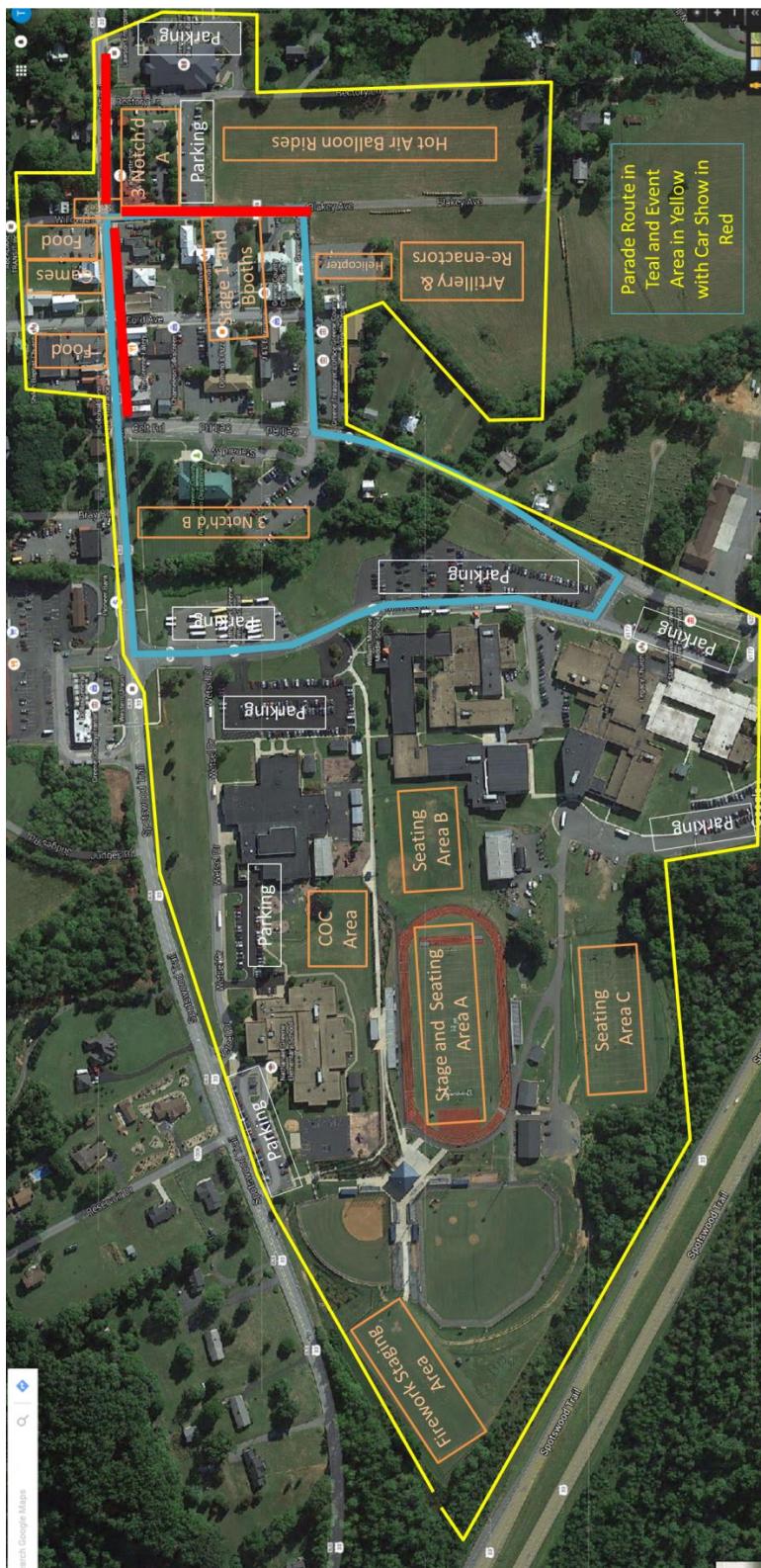
### TIMES



## Appendix D-1: Scaled Layout of Morning Events



## Appendix D-2: Map of Morning and Evening Events

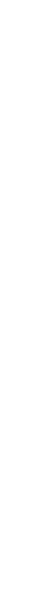
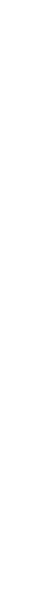


## Appendix D-3a: Program of Morning Events (Page 1)

THANK YOU

The Town of Stanardsville gratefully thanks the following supporters, donors, and volunteers

2016 Independence Day Sponsors  
Fireworks by Capitol Sheds



## INDEPENDENCE DAY PARADE

&

## CELEBRATION

Parade down Main Street

Begins at 10:00AM

Celebration Continues

at  
Courthouse Square & Main Street

Food, Shopping, Games, Prizes, Entertainment & More

Monday July 4, 2016

## Appendix D-3b: Program of Morning Events (Page 2)

### Parade on Main Street      10:00 AM

Please join us after the parade to continue the festivities and celebration at

Courthouse Square & Main Street

### Independence Day Program      11:00 AM

Raising of the Flag by the American Legion  
Honoring Samantha Brunelle, presentation by Mayor Gary Lowe

National Anthem by the Greene County Singers  
Patriotic Songs by the Greene County Singers

Pledge of Allegiance led by Mayor Gary Lowe  
American Legion Raffle Awards

Patriotic Float Awards presented by Joann Powell of the Historical Society.  
Invocation by Pastor Chuck Winner, Stanardsville United Methodist Church

Declaration of Independence read by Honoring Grand Marshals: Tom Hayes & Haywood Lawson, led by Joel Warren  
Ron Morris, Commonwealth's Attorney

Ringing of the Bells & Car Raffle      12:00 PM

Closing remarks from Mayor Gary Lowe

### Independence Day Celebration & Activities beginning at 12:00 PM

#### Performances Throughout the Afternoon by

106.1 FM The Corner's Ken Pennington Band  
DJ Kendall Stewart Rivanna River Band  
The Hi-Horse Cloggers Steppers for Christ  
Emmanuel Christian Center "Amazing Grace" sung by Linsie Shifflett  
Gospel Choir  
Super Kicks Karate

### Food & Beverage proceeds donated to charity

Please Enjoy!

Red Hub Food Co. BBQ.	Funnel Cakes	Strite's Donuts	Three Notch'd Brewing Co.
Hotdogs & Hamburgers	Snow Mt. Ice Cream	Kettle Corn	And much, much more!
Fish Fry			
	Free Watermelon provided by the Greene County Republicans		
	Free Bottled Water provided by the Greene County Democrats		
		Activities for Children & Families	
		Available All Day	
		Eddins Ford Car Show on Main St.	
		Story Time at Town Hall hosted by Northridge Preschool	
		Bounce Houses, Obstacle Course & Arcade	
		The Pegasus Emergency Medical Helicopter (as available)	
		Little Ducky Memory Game	
		Hot Air Balloon Rides (weather permitting)	

### Visit the Dunk Tank to take a try at dunking local politicians!

#### Scheduled Events with Patriotic Prizes!

Water Balloon Toss      1:15  
Three Legged Race      1:45  
Sack Race      2:00  
Watermelon Seed Spitting Contest      2:30

Water Balloon Battle of Stanardsville Located behind the Courthouse at 1:00 (kids & adults welcome!)  
50/50 Raffle Tickets for sale at the Information Booth. Winner announced at 2:00pm.  
You must be present to win.

Visit the Civil War Living History Camp & Artillery Camp located in Blahey Field