

NEWPORT NEWS TOURISM DEVELOPMENT OFFICE

**2016- 2017 Marketing Activities Calendar**

Cheryl **Cindy** **Danielle** **Andrea** **Janie** **Bree** **Lisa** **Becky** Barb

Status:
Completed
Not Completed
On Hold - \$\$
Cancelled - \$\$
Not Attending - \$\$
Moved to <i>_(month)_</i>
In Progress
Ongoing

<u>Date(s)</u>	<u>Activity</u>	<u>Staff</u>	<u>Status</u>
<b>June</b>			
1	Add “Zoom In” to website	Bree	Completed
1	Social Media Promo: “Zoom In” contest	Bree	Ongoing
2	Create “Get Out and Play” page on website	Bree	Completed
14	<b>Beers and Bands WB E-blast</b>	<b>Andrea</b>	<b>Completed</b>
28	Create Endview Reenactment online registration	Bree	Ongoing
28	Improve blog visibility on homepage of website	Bree	Completed
30	<b>4<sup>th</sup> of July and other July events WB E-blast</b>	<b>Becky</b>	<b>Completed</b>
30	<b>Gift Shop Inventory</b>	<b>Janie</b>	<b>Completed</b>

**July 2016**

1	Update/Index Website	Bree	
1	Ensure website is linked within relevant industry sites	Bree	
1	<b>New Church Welcome Center Demo/Blitz set up</b>	<b>Andrea</b>	<b>Completed</b>
1,8,15,22,29	<b>Weekly Events Calendars to Consumers and Industry</b>	<b>Lisa</b>	<b>Completed</b>
2	Blog & Eblast: July Events	Bree/Becky/Cindy	
2	Social Media Promo: Five Things To Do in July	Bree	
4	Social Media Promo: Happy 4 <sup>th</sup> of July	Bree	
5	<b>Monthly Revenue Report</b>	<b>Lisa</b>	<b>Completed</b>
5	Photo Contest Info added to Website	Bree	
5	Restaurant Week domain & web builder renewal	Bree	
5	Create Sister Cities page on website	Bree	Completed
6 - 14	Social Media Promo: World Arts Celebration	Bree	Completed

8, 15	Exit surveys at attractions	Janie/Dia	Completed
10	End of Month Report to industry	Lisa	Completed
11	What's New taping "Trails in NN"	Cheryl	Completed
15	Begin redesigning blog layout	Bree	Completed
16 - 18	AENC Annual Meeting – Williamsburg	Cheryl	Completed
21	Electronic Marketing for Zoom In Photo Contest	Becky/WB	Completed
22	MATPRA Quarterly Meeting (PA)	Becky	Staff Retreat
26	Social Media Promo: Tradition Brewing	Bree	Completed
27	Events updated for VTC 2017 Travel Guide	Becky	Completed
30	Start new Profile for all markets	Barb	Completed
30	What's New Newsletter out	Cheryl	Waiting until after Connect
30	Set up NN Ambassador Schedule & get approval	Janie	Completed
30	Secured 2017 NTTW Lunch location – Downing-Gross	Janie	Completed
31	New Church Welcome Center Demo & Blitz dismantle	Andrea	Completed
Wkly	Media Releases	Becky	Completed
Ongoing	NNTDO and CW 150 Calendar Updating	Becky	Ongoing

**Aug 2016**

1	Update/Index Website	Bree	
1	Ensure website is linked within relevant industry sites	Bree	
5	Monthly Revenue Report	Lisa	Completed
5,12,19,26	Weekly Events Calendars to Consumers and Industry	Lisa	Completed
10	End of Month Report to industry	Lisa	Completed
11	Ft. Eustis Back to School Community Block Party	Andrea	Completed
15	Industry site homepage redesign	Bree	Completed
15	Press Release to AAA/Group Magazines	Barb/Becky	Completed
17 - 23	SYTA – Orlando, FL	Barb	Completed
18	Create Colleges/Universities page	Bree	
19	Create Breweries, Wineries and Distilleries page/trail	Bree	
19	HT for USTA Tennis Tournament at Huntington	Andrea	Completed
20	Social Marketing Video – Photo Contest	Cheryl / Bree	

<b>23</b>	<b>Launch Endview Reenactment online registration/webpage</b>	<b>Bree</b>	<b>Completed</b>
<b>21</b>	<b>CNU Club Fair</b>	<b>Andrea</b>	<b>Completed</b>
<b>24 - 28</b>	<b>Connect Marketplace – Grapevine, TX</b>	<b>Cheryl</b>	<b>Completed</b>
<b>25</b>	<b>Eblast and blog: Early Fall Travel Ideas</b>	<b>Bree/Cindy/Becky</b>	<b>Completed</b>
<b>26</b>	<b>Fall Industry Newsletter Out - Newport NEWS You Can Use</b>	<b>Andrea</b>	<b>Completed</b>
<b>27</b>	<b>Consumer: Tourism Outreach Grant Project complete</b>	<b>Cheryl</b>	
<b>30</b>	<b>E-blast: Barb's Tour Operators - fall edition</b>	<b>Barb</b>	
<b>30</b>	<b>Fall Excursions WB E-Blast</b>	<b>Andrea</b>	<b>In Progress</b>
<b>31</b>	<b>Start planning Fall FAM</b>	<b>Janie</b>	
<b>Wkly</b>	<b>Media Releases</b>	<b>Becky</b>	<b>In Progress</b>
<b>Ongoing</b>	<b>NNTDO and CW 150 Calendar Updating</b>	<b>Becky</b>	<b>Ongoing</b>

**Sept 2016**

<b>1 - 30</b>	<b>Work on copy for the Visitor Guide</b>	<b>Becky</b>	
<b>1</b>	<b>Update/Index Website</b>	<b>Bree</b>	
<b>1</b>	<b>Ensure website is linked within relevant industry sites</b>	<b>Bree</b>	
<b>1</b>	<b>Semi-Annual Budget report for all staff</b>	<b>Lisa</b>	
<b>1</b>	<b>Student Profile</b>	<b>Barb</b>	<b>Complete</b>
<b>2,9,16,23,30</b>	<b>Weekly Events Calendars to Consumers and Industry</b>	<b>Lisa</b>	
<b>2</b>	<b>New Kent Demo</b>	<b>Andrea</b>	
<b>5</b>	<b>Monthly Revenue Report</b>	<b>Lisa</b>	
<b>5</b>	<b>What's New Newsletter</b>	<b>Cheryl</b>	
<b>5</b>	<b>Holiday Video Produced w/Vacation Channel</b>	<b>Cheryl</b>	
<b>8</b>	<b>Entertainment Line-Up WB E-blast</b>	<b>Andrea</b>	<b>In Progress</b>
<b>10</b>	<b>End of Month Report to industry</b>	<b>Lisa</b>	
<b>13 -15</b>	<b>MATPRA Media Marketplace (Talbot County, MD)</b>	<b>Becky</b>	<b>Attending</b>
<b>14</b>	<b>Staff Retreat</b>	<b>Cindy</b>	
<b>14 - 15</b>	<b>VTC Orientation</b>	<b>Bree</b>	
<b>15</b>	<b>Coupon Book Participation Mailer Out</b>	<b>Cheryl</b>	
<b>15</b>	<b>Restaurant Week Participation Mailer Out</b>	<b>Cheryl</b>	
<b>15</b>	<b>VSAE Fall Expo Mailer Out</b>	<b>Cheryl</b>	
<b>17</b>	<b>Virginia Brazilian Festival</b>	<b>Bree, Jennifer T</b>	

<b>17</b>	<b>Canon Family Fall Festival</b>	<b>Andrea</b>
<b>23</b>	<b>Bourbon &amp; Brews Video Shoot</b>	<b>Bree, Cheryl</b>
<b>23</b>	<b>HT for USTA tennis tournament at Huntington</b>	<b>Andrea</b>
<b>24</b>	<b>HT for softball tournament at Stoney Run</b>	<b>Andrea</b>
<b>26 - 30</b>	<b>Bourbon &amp; Brews Video</b>	<b>Bree</b>
<b>30</b>	<b>Follow-up from SYTA</b>	<b>Barb</b>
<b>30</b>	<b>Fall Festival Demo at New Kent</b>	<b>Dia</b>
<b>30</b>	<b>Denbigh HT</b>	<b>Andrea</b>
<b>Wkly</b>	<b>Media Releases</b>	<b>Becky</b>
<b>Ongoing</b>	<b>NNTDO and CW 150 Calendar Updating</b>	<b>Becky</b>
<b><u>Oct 2016</u></b>		
<b>1 &amp; 2</b>	<b>Fall Festival of Folklife</b>	<b>Andrea &amp; All</b>
<b>1 - 30</b>	<b>Work on copy for the Visitor Guide</b>	<b>Becky</b>
<b>3</b>	<b>Update/Index Website</b>	<b>Bree</b>
<b>3</b>	<b>Ensure website is linked within relevant industry sites</b>	<b>Bree</b>
<b>5</b>	<b>Monthly Revenue Report</b>	<b>Lisa</b>
<b>5 - 6</b>	<b>VSAE Fall Expo</b>	<b>Cheryl</b>
<b>6</b>	<b>Eblast and blog: Halloween Events</b>	<b>Andrea/Bree/Becky/Cindy</b>
<b>7,14,21,28</b>	<b>Weekly Events Calendars to Consumers and Industry</b>	<b>Lisa</b>
<b>8</b>	<b>Reunion Planning Seminar</b>	<b>Andrea</b>
<b>10</b>	<b>End of Month Report to industry</b>	<b>Lisa</b>
<b>14-15</b>	<b>CNU Family Weekend</b>	<b>Sub for Andrea</b>
<b>15</b>	<b>Update NNHA Members in ACT database</b>	<b>Lisa</b>
<b>21</b>	<b>MATPRA Quarterly Meeting</b>	<b>Becky</b>
<b>22</b>	<b>City Channel interview</b>	<b>Cheryl</b>
<b>23 - 27</b>	<b>Tour Operator Sales Mission</b>	<b>Barb</b>
<b>31</b>	<b>Start Get Closer brochures to tour operators-quarterly contact</b>	<b>Barb</b>
<b>TBD</b>	<b>Fall FAM Tour</b>	<b>Janie</b>
<b>TBD</b>	<b>Fall Customer Service Training</b>	<b>Janie</b>
<b>Wkly</b>	<b>Media Releases</b>	<b>Becky</b>
<b>Ongoing</b>	<b>NNTDO and CW 150 Calendar Updating</b>	<b>Becky</b>

**Nov 2016**

<b>1 - 30</b>	<b>Work on copy for the Visitor Guide</b>	<b>Becky</b>
<b>1 - 30</b>	<b>Restaurant Week Website Construction</b>	<b>Bree</b>
<b>1</b>	<b>Update/Index Website</b>	<b>Bree</b>
<b>1</b>	<b>Ensure website is linked within relevant industry sites</b>	<b>Bree</b>
<b>2</b>	<b>Eblast &amp; Blog: Oyster Month</b>	<b>Bree/Cindy/Becky</b>
<b>2</b>	<b>Start CIL Consignment</b>	<b>Janie</b>
<b>2 - 4</b>	<b>HLHR AAA Dover</b>	<b>Barb</b>
<b>4,11,18,25</b>	<b>Weekly Events Calendars to Consumers and Industry</b>	<b>Lisa</b>
<b>5</b>	<b>Monthly Revenue Report</b>	<b>Lisa</b>
<b>5</b>	<b>City Channel Commercial</b>	<b>Cheryl</b>
<b>9, 10, 11</b>	<b>Southwest Va Sales Mission</b>	<b>Andrea</b>
<b>9 - 12</b>	<b>YMRC – ComFAM Newport News</b>	<b>Cheryl</b>
<b>10</b>	<b>End of Month Report to industry</b>	<b>Lisa</b>
<b>11</b>	<b>Veteran’s Day social media tribute</b>	<b>Cheryl</b>
<b>13 – 15</b>	<b>VA-1 Tourism Summit in Roanoke, VA</b>	<b>Cindy/Andrea/Bree</b>
<b>14 - 23</b>	<b>Social Media Promo: Cider Week – highlight best places in NN for cider [2016]</b>	<b>Bree</b>
<b>17</b>	<b>2016 Coupon Book Available at VC</b>	<b>Cheryl</b>
<b>18</b>	<b>Eblast &amp; Blog Post: Fall Hikes and Beautiful Sites</b>	<b>Bree</b>
<b>18</b>	<b>Fall Industry Newsletter Out - Newport NEWS You Can Use</b>	<b>Andrea</b>
<b>22</b>	<b>Thankful for your Business Local Sales Calls</b>	<b>Cheryl</b>
<b>22</b>	<b>Eblast &amp; Blog Post: Link to Lights</b>	<b>Andrea/Bree/Cindy/Becky</b>
<b>22</b>	<b>Central Va Sales Mission</b>	<b>Andrea</b>
<b>23</b>	<b>New Kent Welcome Center Demo</b>	<b>Andrea</b>
<b>26</b>	<b>Celebration in Lights Opens</b>	<b>FYI</b>
<b>30 - 12/4</b>	<b>Hi-Lite Hampton Roads AAA Holiday FAM</b>	<b>Barb</b>
<b>Wkly</b>	<b>Media Releases</b>	<b>Becky</b>
<b>Ongoing</b>	<b>NNTDO and CW 150 Calendar Updating</b>	<b>Becky</b>

**Dec 2016**

<b>Thru 12/4</b>	<b>Hi-Lite Hampton Roads AAA Holiday FAM</b>	<b>Barb</b>
<b>1</b>	<b>Update/Index Website</b>	<b>Bree</b>

<b>1</b>	<b>Ensure website is linked within relevant industry sites</b>	<b>Bree</b>
<b>1</b>	<b>Eblast &amp; Blog: Dining &amp; Holiday Spots</b>	<b>Bree/Cindy/Becky</b>
<b>2</b>	<b>East Coast Gateway Holiday Demo</b>	<b>Andrea</b>
<b>2 - 7</b>	<b>Restaurant Week Video</b>	<b>Bree</b>
<b>3</b>	<b>Hollydazzle</b>	<b>Andrea</b>
<b>2,9,16,23,30</b>	<b>Weekly Events Calendars to Consumers and Industry</b>	<b>Lisa</b>
<b>4</b>	<b>City Channel Commercial for Restaurant Week – updated</b>	<b>Cheryl</b>
<b>5</b>	<b>Monthly Revenue Report</b>	<b>Lisa</b>
<b>5</b>	<b>Restaurant Week Website launched</b>	<b>Bree</b>
<b>6</b>	<b>Southside Tidewater Sales Mission</b>	<b>Andrea</b>
<b>7</b>	<b>Final Proofing for 2017 Visitor Guide</b>	<b>Becky/Janie</b>
<b>8</b>	<b>Gloucester &amp; Smithfield Sales Mission</b>	<b>Andrea</b>
<b>10</b>	<b>End of Month Report to industry</b>	<b>Lisa</b>
<b>10</b>	<b>Christmas Cards Sent</b>	<b>Barb</b>
<b>10 - 12</b>	<b>Regional FAM with Virginia Beach</b>	<b>Barb</b>
<b>13</b>	<b>Eblast &amp; Social Media Promo Ambassador Passes</b>	<b>Bree/Cindy/Becky</b>
<b>14 - 15</b>	<b>Regional Sales Calls to NOVA and MD</b>	<b>Barb</b>
<b>15</b>	<b>Facebook Contest: Holiday themed</b>	<b>Bree</b>
<b>15</b>	<b>Holiday Cards out to clients</b>	<b>Cheryl</b>
<b>15</b>	<b>Happy Holidays Local Sales Calls</b>	<b>Cheryl</b>
<b>19</b>	<b>Postmaster Email to City Employees for NN Ambassador Pass</b>	<b>Janie/ Lisa</b>
<b>20</b>	<b>Social Media Promo: 2017 Restaurant Week Teaser</b>	<b>Bree</b>
<b>29</b>	<b>Eblast &amp; Blog Post: OCM Getting in Shape After the Holidays</b>	<b>Bree/Cindy/Becky</b>
<b>30</b>	<b>Social Marketing Video –</b>	<b>Cheryl/ Bree</b>
<b>30</b>	<b>New Coupon Flyer ready for 2017</b>	<b>Cheryl</b>
<b>Wkly</b>	<b>Media Releases</b>	<b>Becky</b>
<b>Ongoing</b>	<b>NNTDO and CW 150 Calendar Updating</b>	<b>Becky</b>

**Jan 2017**

<b>1</b>	<b>Last Night for Celebration in Lights</b>	<b>FYI</b>
<b>1</b>	<b>Update/Index Website</b>	<b>Bree</b>
<b>1</b>	<b>Ensure website is linked within relevant industry sites</b>	<b>Bree</b>
<b>1</b>	<b>Upload new VG and list on City Internet/other relevant sites</b>	<b>Bree</b>
<b>2 - ongoing</b>	<b>Social Media Promo: Restaurant Week (w/video)</b>	<b>Bree</b>

TBD	<b>Eblast and Blog: Restaurant Week</b>	Bree/Cindy/Becky	
4	<b>Winter Industry Newsletter Out - "Newport NEWS You Can Use"</b>	Andrea	
4	<b>CIL Consignment pick up</b>	Janie	
5	<b>Monthly Revenue Report</b>	Lisa	
12 - 17	<b>American Bus Association Conference, Cleveland OH</b>	Barb	
6,13,20,27	<b>Weekly Events Calendars to Consumers and Industry</b>	Lisa	
9	<b>Social Media Promo: Ambassador Pass</b>	Bree	
9 - ongoing	<b>OCM Video: "Why I Run"</b>	Bree/Cheryl	
10	<b>Broadcast Electronic Marketing: Order VG/ This Week in NN</b>	Bree /Janie	
10	<b>End of Month Report to industry</b>	Lisa	
12	<b>Blog Post: Newport News Restaurant Week</b>	Bree	
16	<b>Social Media Promo: Ambassador Pass</b>	Bree	
16 - 31	<b>Facebook Contest: Restaurant Week gift certificates</b>	Bree	
19	<b>Facebook Promo: MLK day</b>	Bree	
20	<b>2015 Stats Completed</b>	Janie	
20	<b>New Restaurant Week Commercial w/NNTV</b>	Cheryl	
20	<b>Request sporting events update from P &amp; R (Amy Rowley)</b>	Barb	
20	<b>MATPRA Quarterly Meeting</b>	Becky	
22	<b>Facebook Promo: Ambassador Pass</b>	Bree	
26 - 27	<b>Send statewide Welcome Center staff VIP passes</b>	Andrea	
30	<b>Blog Post: Newport News Visitor Guide</b>	Bree	
30	<b>Letter to NN Restaurants for NTTW Participation</b>	Janie	
TBD	<b>Get NTTW Lunch date on Mayor's &amp; City Manager's calendar</b>	Janie	Completed
TBD	<b>NTTW Meeting (lunch location &amp; contest)</b>	Janie	
TBD	<b>Send out Gregory Cherry Nomination Ballot</b>	Janie	
TBD	<b>NNHA Restaurant Week</b>	Cheryl/Bree/Becky	
TBD	<b>VTC Virginia Tourism &amp; Hospitality Day on the Hill</b>	Cheryl	
Wkly	<b>Media Releases</b>	Becky	
Ongoing	<b>NNTDO and CW 150 Calendar Updating</b>	Becky	

**Feb 2017**

<b>1</b>	<b>Update/Index Website</b>	<b>Bree</b>
<b>1</b>	<b>Ensure website is linked within relevant industry sites</b>	<b>Bree</b>
<b>1</b>	<b>Update Department Head / Council groups in ACT as needed</b>	<b>Lisa</b>
<b>1</b>	<b>Facebook Promo: Black History Month</b>	<b>Bree</b>
<b>ongoing</b>	<b>OCM Video Promo continued</b>	<b>Bree/Cheryl</b>
<b>3,10,17,24</b>	<b>Weekly Events Calendars to Consumers and Industry</b>	<b>Lisa</b>
<b>4</b>	<b>What's New Interview –</b>	<b>Cheryl</b>
<b>5</b>	<b>Monthly Revenue Report</b>	<b>Lisa</b>
<b>8 - 14</b>	<b>Eblast and Blog Promo: Valentine's Day Ideas</b>	<b>Bree/Cindy/Becky</b>
<b>TBD</b>	<b>Facebook Promo: Valentine's Day Ideas</b>	<b>Bree</b>
<b>10</b>	<b>Follow-up to ABA</b>	<b>Barb</b>
<b>10</b>	<b>End of Month Report to industry</b>	<b>Lisa</b>
<b>12</b>	<b>Valentine's Day Local Sales Calls</b>	<b>Barb</b>
<b>14</b>	<b>Southside Tidewater Valentine's Blitz to Visitor Centers &amp; AAA Offices</b>	<b>Andrea, travel counselors</b>
<b>15</b>	<b>Smithfield and Gloucester Valentine's VC visits</b>	<b>Andrea</b>
<b>15</b>	<b>Social Marketing Video –</b>	<b>Cheryl/Bree</b>
<b>20 - 21</b>	<b>AAA Show in Reading, PA with HI-Lite Team</b>	<b>Barb</b>
<b>TBD</b>	<b>Eblast Blog Post: Pfac exhibit // Black History events</b>	<b>Bree</b>
<b>28</b>	<b>Spring Eblast to Tour Operators</b>	<b>Barb</b>
<b>28</b>	<b>Tourism Industry Yearly Photobook</b>	<b>Lisa</b>
<b>28</b>	<b>End of Year Report for various revenue/taxes collected</b>	<b>Lisa</b>
<b>28</b>	<b>Update Website Photo Galleries</b>	<b>Bree</b>
<b>28</b>	<b>Yearly Newsletter copy to WB</b>	<b>Becky</b>
<b>TBD</b>	<b>Go over NTTW Invite List</b>	<b>ALL</b>
<b>TBD</b>	<b>Set up NTTW Prize Packages</b>	<b>Janie</b>
<b>TBD</b>	<b>Set Up NTTW FAM &amp; get attractions approved</b>	<b>Janie</b>
<b>Wkly</b>	<b>Media Releases</b>	<b>Becky</b>
<b>Ongoing</b>	<b>NTDO and CW 150 Calendar Updating</b>	<b>Becky</b>

**Mar 2017**

<b>1</b>	<b>Yearly Photo Book of Tourism Activities</b>	<b>Lisa</b>
<b>1</b>	<b>Update/Index Website</b>	<b>Bree</b>
<b>1</b>	<b>Ensure website is linked within relevant industry sites</b>	<b>Bree</b>
<b>Ongoing</b>	<b>OCM Promo (“Why I Run”)</b>	<b>Bree</b>
<b>2,9,16,23,30</b>	<b>Weekly Events Calendars to Consumers and Industry</b>	<b>Lisa</b>
<b>3</b>	<b>East Coast Gateway Welcome Center Demo</b>	<b>Andrea, Mariners’ Museum</b>
<b>5</b>	<b>Hotel State Visitation &amp; Market Segment Report</b>	<b>Lisa</b>
<b>5</b>	<b>Monthly Revenue Report</b>	<b>Lisa</b>
<b>10</b>	<b>End of Month Report to industry</b>	<b>Lisa</b>
<b>11 - 12</b>	<b>HT at Health and Wellness Expo for Marathon</b>	<b>Andrea, one other</b>
<b>10 &amp; 11</b>	<b>Tourism Booth at Marathon Health &amp; Wellness Expo</b>	<b>Andrea, one other</b>
<b>12</b>	<b>Tourism Instagram Photo and Info Booth at One City Marathon Celebration</b>	<b>ALL</b>
<b>15</b>	<b>Spring Industry Newsletter Out – Newport NEWS You Can Use</b>	<b>Andrea</b>
<b>21-22</b>	<b>Northern Virginia Sales Mission</b>	<b>Andrea</b>
<b>26</b>	<b>New Show for What’s New – (Commercial)</b>	<b>Cheryl</b>
<b>30 - 31</b>	<b>Maryland Motorcoach Marketplace</b>	<b>Barb</b>
<b>TBD</b>	<b>VTC Out-Of-State Sales Calls (could be March or April)</b>	<b>Cheryl</b>
<b>TBD</b>	<b>Send out Tourism Currents E-blast</b>	<b>Bree</b>
<b>TBD</b>	<b>Meeting of the Minds/Roundtable meetings with industry</b>	<b>will be discussed during April staff meeting</b>
<b>TBD</b>	<b>Facebook Contest: St Patrick’s Day</b>	<b>Bree</b>
<b>TBD</b>	<b>VA Visitor Center Seminar</b>	<b>Janie</b>
<b>Wkly</b>	<b>Media Releases</b>	<b>Becky</b>
<b>Ongoing</b>	<b>NNTDO and CW 150 Calendar Updating</b>	<b>Becky</b>

**Apr 2017**

<b>1</b>	<b>Update/Index Website</b>	<b>Bree</b>
<b>1</b>	<b>Ensure website is linked within relevant industry sites</b>	<b>Bree</b>
<b>1</b>	<b>Semi-Annual Budget Report for all staff</b>	<b>Lisa</b>
<b>2-5</b>	<b>YMRC – San Antonio, TX</b>	<b>Cheryl</b>
<b>5</b>	<b>Monthly Revenue Report</b>	<b>Lisa</b>

<b>6,13,20,27</b>	<b>Weekly Events Calendars to Consumers and Industry</b>	<b>Lisa</b>	
<b>10</b>	<b>End of Month Report to industry</b>		<b>Lisa</b>
<b>10 - 11</b>	<b>VACVB Spring Quarterly Meeting in Loudoun County</b>		<b>Cindy</b>
<b>11 - 15</b>	<b>VTC Sales Mission (NOVA/Central PA/MD)</b>		<b>Barb</b>
<b>19 - 20</b>	<b>Blue Ridge Sales Mission</b>		<b>Andrea</b>
<b>21</b>	<b>MATPRA Quarterly Meeting</b>		<b>Becky</b>
<b>25</b>	<b>Ella Fitzgerald Centennial Promo/Birthday- Video</b>		<b>Bree</b>
<b>24-28</b>	<b>Update VC Slide Show for NTTW</b>		<b>Andrea</b>
<b>29-May 2</b>	<b>VSAE Annual Conference – Hotel Roanoke</b>		<b>Cheryl</b>
<b>30</b>	<b>Tour Operator Mailer</b>		<b>Barb</b>
<b>TBD</b>	<b>Outside Sales Calls w/VTC to Meeting Planners/Corporate</b>		<b>Cheryl</b>
<b>TBD</b>	<b>Customer Service Training – Hampton</b>		<b>Janie</b>
<b>TBD</b>	<b>NNHA Hospitality Day</b>		<b>ALL</b>
<b>Wkly</b>	<b>Media Releases</b>		<b>Becky</b>
<b>Ongoing</b>	<b>NTTDO and CW 150 Calendar Updating</b>		<b>Becky</b>

**May 2017**

<b>1-2</b>	<b>VSAE Annual Conference – Hotel Roanoke</b>		<b>Cheryl</b>
<b>1</b>	<b>Update/Index Website</b>		<b>Bree</b>
<b>1</b>	<b>Ensure website is linked within relevant industry sites</b>		<b>Bree</b>
<b>1</b>	<b>East Coast Gateway Welcome Center Blitz Set Up and demo</b>		<b>Andrea</b>
<b>4,11,18,25</b>	<b>Weekly Events Calendars to Consumers and Industry</b>		<b>Lisa</b>
<b>5</b>	<b>Monthly Revenue Report</b>		<b>Lisa</b>
<b>5</b>	<b>Thank the Visitor Day at Norfolk Airport &amp; East Coast Gateway</b>		<b>Andrea</b>
<b>6</b>	<b>Thank the Visitor Day at East Coast Gateway WC</b>		<b>Barb</b>
<b>6</b>	<b>NN Children’s Festival of Friends, NN Park</b>		<b>Andrea</b>
<b>7 - 15</b>	<b>2015 National Travel &amp; Tourism Week</b>		<b>JT/ALL</b>
<b>9 - 13</b>	<b>AAA Sales Mission, WV and Ohio</b>		<b>Barb</b>
<b>9</b>	<b>NTTW FAM</b>		<b>Janie</b>
<b>10</b>	<b>NTTW Luncheon –Downing-Gross Cultural Arts Center</b>		<b>Janie</b>
<b>10</b>	<b>End of Month Report to industry</b>		<b>Lisa</b>

<b>15</b>	<b>Review Photo Library and update if needed</b>	<b>Bree/CB/BC</b>
<b>16-18</b>	<b>Update hotel info in Visitor Center lobby</b>	<b>Andrea</b>
<b>17</b>	<b>NN Extra for NNTV –</b>	<b>Cheryl</b>
<b>20</b>	<b>Social Marketing Video – Visitor Center &amp; Outdoor Fun</b>	<b>Cheryl/ Bree</b>
<b>23</b>	<b>Summer Industry Newsletter Out – Newport NEWS You Can Use</b>	<b>Andrea</b>
<b>25</b>	<b>Electronic mailer to military reunion planners (Memorial Day)</b>	<b>Cheryl</b>
<b>25</b>	<b>Tidewater Sales Mission</b>	<b>Andrea</b>
<b>26</b>	<b>East Coast Gateway Welcome Center demo</b>	<b>Andrea</b>
<b>28</b>	<b>Student Market piece (TBD)</b>	<b>Barb</b>
<b>31</b>	<b>East Coast Gateway Welcome Center demo/blitz dismantle</b>	<b>Andrea</b>
<b>31</b>	<b>Social Media Promo: Visitor Guide</b>	<b>Bree</b>
<b>TBD</b>	<b>Thank you notes for NTTW Sponsors</b>	<b>Janie</b>
<b>TBD</b>	<b>Farmers Market @ Port Warwick on Facebook</b>	<b>Bree</b>
<b>Wkly</b>	<b>Media Releases</b>	<b>Becky</b>
<b>Ongoing</b>	<b>NNTDO and CW 150 Calendar Updating</b>	<b>Becky</b>
<b>TBD</b>	<b>NTTW Promo (Video)</b>	<b>Bree</b>

**June 2017**

<b>1</b>	<b>Set Up for Fredericksburg Welcome Center Blitz &amp; Demo</b>	<b>Andrea</b>
<b>1</b>	<b>Update/Index Website</b>	<b>Bree</b>
<b>1</b>	<b>Ensure website is linked within relevant industry sites</b>	<b>Bree</b>
<b>1,8,15,22,29</b>	<b>Weekly Events Calendars to Consumers and Industry</b>	<b>Lisa</b>
<b>3</b>	<b>King-Lincoln Park Day</b>	<b>Andrea, one other</b>
<b>5</b>	<b>Monthly Revenue Report</b>	<b>Lisa</b>
<b>7</b>	<b>Central Virginia Sales Mission</b>	<b>Andrea</b>
<b>10</b>	<b>End of Month Report to industry</b>	<b>Lisa</b>
<b>10</b>	<b>Lee Hall Wine Festival</b>	<b>Andrea</b>
<b>TBD</b>	<b>Summer Concert Series E-blast through WB</b>	<b>Andrea</b>
<b>14</b>	<b>Social Media Promo: Combo ticket</b>	<b>Bree</b>
<b>30</b>	<b>Welcome Center Demo and Blitz Dismantle Fredericksburg</b>	<b>Andrea</b>
<b>30</b>	<b>Local Sales Calls (for 4<sup>th</sup> of July – Meeting Planner &amp; Corp.)</b>	<b>Cheryl</b>

<b>30</b>	<b>Send Film Office and VTC updated photos of Newport News</b>	<b>Becky</b>
<b>TBD</b>	<b>Inventory for NNVC Gift Shop</b>	<b>Janie</b>
<b>TBD</b>	<b>Travel Alliance Partners, Duluth, MN</b>	<b>Barb</b>
<b>Wkly</b>	<b>Media Releases</b>	<b>Becky</b>
<b>Ongoing</b>	<b>NNTDO and CW 150 Calendar Updating</b>	<b>Becky</b>

**\*Please note that this calendar does not include daily Facebook, Instagram, Twitter or Pinterest promotion that will occur.**