

NEWPORT NEWS TOURISM DEVELOPMENT OFFICE

2014 - 2015 Marketing Activities Calendar

Cheryl **Cindy** Danielle Andrea Janie Jocelyn 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>
July 2014			
1	Update/Index Website	Jocelyn	Ongoing
1	Ensure website is linked within relevant industry sites	Jocelyn	Ongoing
1	Photo Contest Info added to Facebook	Jocelyn	Completed
1	New Church Welcome Center Demo/Blitz set up	Andrea	Completed
3	Electronic Marketing to consumers (Newport News Combination Ticket)	Janie/WB	Completed
TBD	Electronic Marketing for Zoom In Photo Contest	Becky/WB	Completed
5,12,19,26	Weekly Events Calendars to Consumers and Industry	Lisa	Completed
5	Monthly Revenue Report	Lisa	Completed
3	Restaurant Week domain & web builder renewal	Jocelyn	Completed
7 - 9	Facebook Contest: Fan Appreciation	Jocelyn	Completed
10	End of Month Report to industry	Lisa	Completed
10-11	Teacher's FAM thru Lancaster Trailways	Barb	Completed
13-16	VMA/NCMA/SCMA Annual Meeting and Marketplace, Richmond VA (2014)	Barb	Completed
30	Start new Profile for Group/AAA Travel	Barb	Completed
20	Social Media Promo [2015]: National Ice Cream Day [partner with Maggie Moo's?]	Jocelyn	
22	Local Sales Call/Breakfast with Ferguson & hotels	Cheryl	Completed
24-25	VACVB Meeting & FAM	Cheryl	Completed
31	New Church Welcome Center Demo/Blitz breakdown	Andrea	Completed
31	New Pinterest Board: Say I Do: Photographers	Jocelyn	Completed
TBD	Events updated for VTC 2015 Travel Guide	Becky	Completed
TBD	MATPRA Quarterly Meeting	Becky	Completed
TBD	Media Releases	Becky	Completed
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing

Aug 2014

1	Update/Index Website	Jocelyn	Completed
1	Ensure website is linked within relevant industry sites	Jocelyn	
1	Start planning Fall FAM	Janie	Completed
1	Social Media Promo: PeoplExpress added destination [Atlanta]	Jocelyn	Completed
3 - 8	Southeast Tourism Society Marketing College – Dahlonga, GA	Jocelyn	Postponed (2015)
4	Social Media Promo: Free Kids’ movies @ Paragon	Jocelyn	Completed
4	Blog Post: VA Farmers’ Markets [Eat Fresh. Eat Local]	Jocelyn	Completed
5	Social Media Promo: Virginia Farmers’ Market Week	Jocelyn	Completed
5	Monthly Revenue Report	Lisa	Completed
7	Social Media Promo: 1 st Annual Troop 313 Car Show [10AM – 3PM // NNP]	Jocelyn	Completed
14	Interview for City Channel – Tucano’s Brazilian Festival Plus something else	Cheryl	Completed
2,9,16,23,30	Weekly Events Calendars to Consumers and Industry	Lisa	Completed
10	End of Month Report to industry	Lisa	Completed
10	Lee Hall Car Show update to Facebook [CANCELLED]	Jocelyn	
13	Park Video Complete with Metro	Cheryl	Completed
15	Newsletter to AAA’s, visitor and welcome centers	Andrea	Postponed to 9/15
20	Social Marketing Video – Festivals/Events	Cheryl / Jocelyn	Completed
21-26	SYTA – Toronto, CA	Barb	Completed
26	Social Media Promo: Dinos Live @VLM through Labor Day	Jocelyn	Completed
28	Social Media Promo: PeoplExpress added destination [New Orleans]	Jocelyn	Completed
29	Blog Post: Newport News Best Kept Secrets: Quiet Beauty/Photo Contest	Jocelyn	Completed
29	Social Media Promo: NN Quiet Beauty [staff picks in conjunction w/ e-blast]	Jocelyn	Completed
30	Update Meeting/Religious Profile Sheet	Cheryl	No Need To
29	New Kent Welcome Center Demo	Andrea	Completed
30	E-blast: Barb’s Tour Operators - fall edition	Barb	Completed
31	Update Website Photo Galleries	Jocelyn	
TBD	Promotional Mailing to Media (puzzle mailer)	Becky	Moved to Q1 of 2015
TBD	Media Releases	Becky	Completed

TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing
Sept 2014	Work on copy for the Visitor Guide	Becky	Completed
1-30	VSAE Fall Expo Mailer Out	Cheryl	Completed
1	Sales Mission – NC with AENC	Cheryl	Completed
4-5	Regional FAM with Hampton and Smithfield	Barb	Completed
13-16	Update/Index Website	Jocelyn	Completed
1	Ensure website is linked within relevant industry sites	Jocelyn	Completed
1	Social Media Promo: Happy Labor Day	Jocelyn	Completed
1	Semi-Annual Budget report for all staff	Lisa	Completed
1	Weekly Events Calendars to Consumers and Industry	Lisa	Completed
6,13,20,27	AAA East Central Group Leader Travel Show and Sales Calls	Barb	Completed
2-5	Facebook Contest: Back to School pictures	Jocelyn	Completed
5 - 9	Monthly Revenue Report	Lisa	Completed
5	Skippers Welcome Center Blitz with Mariner’s Museum	Andrea	Completed
5	End of Month Report to industry	Lisa	Completed
10	Social Media Promo: 9/11 remembrance	Jocelyn	Completed
11	Social Media Promo [VIDEO]: Virginia Brazilian Festival	Jocelyn	Completed
13	Social Media Promo: VA Symphony @ City Center [CANCELLED due to weather]	Jocelyn	Completed
13	Follow-up from SYTA and AAA Tradeshow (puzzle mailer)	Barb	Completed
15	Fall Industry Newsletter to AAA, VC, WC	Andrea	Completed
15	Group Newsletter Out	Cheryl	Completed
15	Coupon Book Participation Mailer Out	Cheryl	Completed
15	Restaurant Week Participation Mailer Out	Cheryl	Completed
16	Social Media Promo: Photo Contest Reminder	Jocelyn	Completed
17	Social Media Promo: Virginia Brazilian Festival	Jocelyn	Completed
17	Sales Mission to Southside Hampton Roads	Andrea	Completed
18	Social Media Promo: Pfac Community Day [11AM – 2PM]	Jocelyn	Completed
19	Create Social Media Cards	Jocelyn	Completed
19	Create Candy Wrappers for Brazilian Festival	Jocelyn	Completed
19	Blog Post: One City Marathon	Jocelyn	Completed
19	Social Media Promo: Virginia Brazilian Festival	Jocelyn	Completed
20	Canon Fall Harvest Festival	Andrea	Completed

20	Virginia Brazilian Festival	Cheryl, Jocelyn	Completed
23	CRUSA meeting in Richmond	Barb	Completed
24	HLHR Destination Awareness Webinar 9 and 2	Barb	Completed
26, 27	CNU Family Weekend	Dia for Andrea	
26	Blog Post: Festive Season	Jocelyn	Completed
29	Social Media Promo: Fall Festival of Folklife	Jocelyn	Completed
29	Social Media Promo: One City Marathon (#marathonmonday)	Jocelyn	Completed
29	November Meeting Planner FAM Invitation mailer out	Cheryl	Completed
29	Site Inspection with Show Bride	Cheryl	Completed
30	Group & Meetings Section of Website Overhaul	Jocelyn	
30	Social Media Promo: Mariners' Museum closed for maintenance	Jocelyn	Completed
30	Social Media Promo: Haunted Places contest teaser	Jocelyn	Completed
TBD	Media Releases	Becky	Completed
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing
<u>Oct 2014</u>			
1-3	MATPRA Media Marketplace (Carlisle, PA)	Becky	Completed
1-30	Work on copy for the Visitor Guide	Becky	Completed
1-2	VSAE Fall Expo	Cheryl	Completed
1	Update/Index Website	Jocelyn	Completed
1	Ensure website is linked within relevant industry sites	Jocelyn	
1	Blog Post: Fall Getaways	Jocelyn	Excused (CB)
1	Social Media Promo: Fall Festival of Folklife	Jocelyn	Completed
1 - 31	Facebook Contest: Haunted Places of Newport News [winner picked weekly]	Jocelyn	Completed
6	Pick up Blitz materials from Skippers	Andrea	Completed
3	New Kent Welcome Center Demo	TBD	Completed
4-5	NN Fall Festival of Folklife	TBD/All Staff	Completed
4,11,18,25	Weekly Events Calendars to Consumers and Industry	Lisa	Completed
5	Monthly Revenue Report	Lisa	Completed
7	Social Media Promo: Pirates' Run 10K on Noland Trail & 5K in the park [10/18]	Jocelyn	Completed
8 - 15	Social Media Promo: Pumpkin Patch @ City Center [our days for giveaways]	Jocelyn	Completed
9	Set up NN Ambassador Schedule & get approval	Janie	Completed
8	Customer Service Training	Janie	Completed
9	CNU Panel Discussion	Barb	Completed

9	Social Media Promo: Port Warwick Art & Sculpture Festival	Jocelyn	Completed
10	Blog Post: Haunted Places of Newport News	Jocelyn	Excused (CB)
10	City Channel interview – Holidays / Ambassador Pass / 2015 VG	Cheryl	moved to 11/5
10	End of Month Report to industry	Lisa	Completed
10	Social Media Promo: Port Warwick Art & Sculpture Festival	Jocelyn	Completed
15	Get Closer brochures to tour operators	Barb	Complete
15	Update NNHA Members in ACT database	Lisa	Completed
20	Social Media Promo: One City Marathon	Jocelyn	Completed
21	Sales Mission to Fredericksburg, Richmond, Petersburg, Hopewell	Andrea	Completed
23	Social Media Promo: Oyster Roast at City Center	Jocelyn	Completed
23	Fall FAM Tour	Janie	Completed
24	Social Media Promo: Films by the Fountain	Jocelyn	Completed
26	Social Media Promo: Photo Contest Reminder	Jocelyn	Completed
25	Hilton Village Festival	Andrea	Cancelled
27-31	Sales Mission to Baltimore, MD	Barb	Complete
30	Group/AAA Profile finished	Barb	Complete
30	Puzzle Mailer to Student Operators (from July)	Barb	Complete
28-31	Rejuvenate Marketplace – Atlanta	Cheryl	Completed
30	Social Media Promo: Films by the Fountain	Jocelyn	Completed
31	Social Media Promo: Pfac Dia de los Muertos event	Jocelyn	Completed
31	Generate new website subscribers & send to JT	Jocelyn	Completed
TBD	Media Releases	Becky	Completed
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing
<u>Nov 2014</u>			
1-30	Work on copy for the Visitor Guide	Becky	Completed
1 - 30	Restaurant Week Website Construction	Jocelyn	In Progress
7	Start CIL Consignment	Janie	Completed
1	Update/Index Website	Jocelyn	Ongoing
1	Ensure website is linked within relevant industry sites	Jocelyn	Ongoing
1,8,15,22,29	Weekly Events Calendars to Consumers and Industry	Lisa	Completed
5	Monthly Revenue Report	Lisa	Completed
5	City Channel interview – Holidays / Ambassador Pass / 2015 VG / Restaurant Week	Cheryl	Completed
6	Social Media Promo: Mariners' Battle of the Beers [ticket giveaway]	Jocelyn	Completed

14-17	Winter Industry Newsletter Out (Newport NEWS You Can Use)	Andrea	
18-20	AAA Welcome Center Mission to NorthernVA	Andrea	
8-9	SYTA here for CNU Half Marathon/brunch w/VML	Barb	Complete
10	End of Month Report to industry	Lisa	Completed
10	Puzzle Mailer for Rejuvenate Marketplace follow-up	Cheryl	Completed
11	Social Media Promo: Veteran's Day tribute [tie in with VA War Museum?]	Jocelyn	Completed
14-16	Meeting Planner Familiarization Tour	Cheryl	Completed
20-22	AAA Superbowl of Knowledge Greensboro NC	Barb	Completed
14 - 23	Social Media Promo: Cider Week – highlight best places in NN for cider [2015]	Jocelyn	
16	Social Media Promo: Santa at Pat Henry Mall until December 24	Jocelyn	Completed
17	2013 Coupon Book Available at VC	Cheryl	Not done
20	Social Marketing Video – Restaurants	Cheryl/ Jocelyn	Moved to Dec.
30	Follow-up from Superbowl of Knowledge and Syta Board (puzzle mailers)	Barb	Completed
21	Blog Post: Holiday Shopping	Jocelyn	Completed
21 - 25	Facebook Contest: Thanksgiving family traditions	Jocelyn	Completed
24	Thankful for your Business Local Sales Calls	Cheryl	Completed
25	Social Media Promo: Celebration in Lights (through Jan. 1)	Jocelyn	Completed
26	Social Media Promo: Port Warwick Holiday Tree Lighting	Jocelyn	Completed
26	New Kent Welcome Center Demo	Andrea	Completed
27	Celebration in Lights Opens	FYI	
28	Blog Post: Holiday Accommodations	Jocelyn	Completed
TBD	Media Releases	Becky	Completed
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing
<u>Dec 2014</u>			
1	Update/Index Website	Jocelyn	Completed
1	Ensure website is linked within relevant industry sites	Jocelyn	
2 - 5	Social Media Promo: Hollydazzle	Jocelyn	Completed
Dec 3-8	Hi-Lite Hampton Roads AAA Holiday FAM	Barb	Complete
Dec 5	Sports Leisure here for site visit w/Cindy	Barb/Cindy	Complete
4	City Channel interview for One City Marathon	Cheryl moved to 1/9/15	
5	Monthly Revenue Report	Lisa	Completed
5	Restaurant Week Website launched	Jocelyn	Completed

6	Skippers Welcome Center Demo for CIL	Andrea	Completed
9	Facebook Contest: Holiday themed	Jocelyn	Completed
10	End of Month Report to industry	Lisa	Completed
12	Blog Post: Holiday Things to Do	Jocelyn	Completed
15	Holiday Cards out to clients	Cheryl	Completed
15	Happy Holidays Local Sales Calls	Cheryl	Completed
15	E-mail blast to AAA's, visitor and welcome centers	Andrea	
17	Christmas Sales Calls to Area Operators	Barb	Complete
20	Social Media Promo: Holiday Blog post	Jocelyn	Completed
22	Postmaster Email to City Employees for NN Ambassador Pass	Janie/ Lisa	Completed
22	Social Media Promo: Ambassador Passes	Jocelyn	Completed
23	Facebook Contest: Holiday themed	Jocelyn	Completed
24	Social Media Promo: Restaurant Week	Jocelyn	Completed
26	Blog Post: New Year's Eve itinerary	Jocelyn	Completed
30	Social Marketing Video – Restaurants	Cheryl/ Jocelyn	Completed
30	New Coupon Book ready for 2014	Cheryl	Completed
30	Eblast – Christmas Student and Adult	Barb	Complete
1,8,15,22,29	Weekly Events Calendars to Consumers and Industry	Lisa	Completed
TBD	Final Proofing for 2014 Visitor Guide	Becky/Janie	Completed
TBD	Media Releases	Becky	Completed
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing

Jan 2015

1	Last Night for Celebration in Lights	FYI	
1	Update/Index Website	Jocelyn	Completed
1	Ensure website is linked within relevant industry sites	Jocelyn	
1	Upload new VG and list on City Internet/other relevant sites	Jocelyn	Completed
1 - 31	Social Media Promo: Restaurant Week	Jocelyn	Ongoing
5	Monthly Revenue Report	Lisa	Completed
6	Get NTTW Lunch date on Mayor's calendar	Janie	Completed
9	CIL Consignment pick up	Janie	Completed
9	City Channel interview for One City Marathon	Cheryl	Completed
9	Restaurant Week Commercial w/City Channel	Cheryl	Completed
9-15	ABA Annual Conference, St Louis, MO	Barb	Complete

3,10,17,24,31	Weekly Events Calendars to Consumers and Industry	Lisa	Completed
9	Social Media Promo: Ambassador Pass	Jocelyn	Completed
10	Broadcast Electronic Marketing: Order VG/ This Week in NN	Jocelyn /Janie	Completed
10	End of Month Report to industry	Lisa	Completed
12	Blog Post: Newport News Restaurant Week	Jocelyn	Completed
16	Social Media Promo: Ambassador Pass	Jocelyn	Completed
16 - 31	Facebook Contest: Restaurant Week gift certificates	Jocelyn	Completed
17-31	NNHA Restaurant Week	Cheryl/Jocelyn/Becky	Completed
16	2014 Stats Completed	Janie	Completed
16	Begin Customer Service Trainer Search	Janie	Completed
20	NTTW Meeting (lunch location & contest)	Janie	Completed
19	Facebook Promo: MLK day	Jocelyn	Completed
20	Request sporting events update from P & R (Kevin Myers)	Barb	Complete
21	Electronic Eblast to Brides re: Bridal Show at Marriott on 25th & #weddingwednesday	Cheryl	Completed
22	Facebook Promo: Ambassador Pass	Jocelyn	Completed
22-23	MATPRA Quarterly Meeting (Charlottesville)	Becky	Attended
25	Group Newsletter Out	Cheryl	Completed
26-27	Send statewide Welcome Center staff VIP passes	Andrea	Completed
29	VTC Virginia Tourism & Hospitality Day on the Hill	Cheryl	Completed
30	Hotel State Visitation & Market Segment Report (Not this year)	Lisa	
30	Blog Post: Newport News Visitor Guide	Jocelyn	Completed
TBD	Media Releases	Becky	In progress
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing

Feb 2015

1	Update/Index Website	Jocelyn	
1	Ensure website is linked within relevant industry sites	Jocelyn	
1	Update Department Head / Council groups in ACT as needed	Lisa	Completed
1	Work booth at Game Day 10k/5k City Center	Andrea	Completed
1	Facebook Promo: Black History Month	Jocelyn	Completed
2	Press Release to AAA and Group Magazines (Black History)	Barb/Becky	Completed
5	Monthly Revenue Report	Lisa	Completed

5-6	VACVB Winter Quarterly Meeting – Smithfield	Cheryl	Completed
8-13	Your Military Reunion Connection (YMRC) Myrtle Beach, SC	Cheryl	Moved to 3/3 – Columbus, GA
8 - 14	Facebook Promo: Valentine’s Day Ideas	Jocelyn	Completed
9	Go over NTTW Invite List	ALL	In progress
10	Follow-up to AAA FAM	Barb	Complete
10	End of Month Report to industry	Lisa	Completed
12	Send out Gregory Cherry Nomination Ballot	Janie	Completed
12	Letter to NN Restaurants for NTTW Participation	Janie	Completed
12	Direct Mail to Planners (Military Reunion Planners – Puzzle)	Cheryl	Moved to 3/10 after YMRC show
12	Local Valentine’s visits to AAA and Info Centers	Andrea	Completed
12-13	Valentine’s Day Local Sales Calls	Barb	Completed
13	Puzzle Mailers – followup from ABA	Barb	Complete
15	Social Marketing Video – Weddings	Cheryl/ Jocelyn	Completed
15-16	AAA Show in Reading, PA with HI-Lite Team	Barb	Complete
17	Set up NTTW Prize Packages	Janie	In progress
18	Set Up NTTW FAM & get attractions approved	Janie	Completed
20	Blog Post: Say Yes to Newport News // Wedding Video	Jocelyn	Completed
3,10,17,24	Weekly Events Calendars to Consumers and Industry	Lisa	Ongoing
24	Yearly Newsletter copy to WB	Becky	Due March 2 this yr
27	Blog Post: Pfac exhibit // Black History events	Jocelyn	
28	Tourism Industry Yearly Photobook	Lisa	In progress
28	End of Year Report for various revenue/taxes collected	Lisa	In progress
28	Update Website Photo Galleries	Jocelyn	
28	Follow-up from AAA Show	Barb	No way to do this
TBD	Media Releases	Becky	Completed
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing
<u>Mar 2015</u>			
TBD	Marriott’s Religious Planner FAM	Cheryl	They did not do one
1	Update/Index Website	Jocelyn	Completed
1	Ensure website is linked within relevant industry sites	Jocelyn	Ongoing
TBD	Meeting of the Minds/Roundtable meetings with industry	will be discussed during April staff meeting	
TBD	Facebook Contest: St Patrick’s Day	Jocelyn	
2,9,16,23,30	Weekly Events Calendars to Consumers and Industry	Lisa	

3-5	YMRC – Columbus, GA	Cheryl	Completed
5	Monthly Revenue Report	Lisa	
7	March – May Industry Newsletter Sent	Andrea	Completed
10	End of Month Report to industry	Lisa	
13	Follow-up Group Planner mailer to YMRC leads	Cheryl	Completed
13-14	HT at Health and Wellness Expo for Marathon	Andrea	Completed
15	Tourism Booth at One City Marathon	Andrea and others	Completed
16-20	Sales Mission – North Carolina	Cheryl	Moved to April to join VTC's
17	Local “St. Patrick’s Day” Sales Calls	Cheryl	Moved to April 3
26	2 New Shows for What’s New – NTTW & VLM	Cheryl	Completed
TBD	Maryland Motorcoach Association Tradeshow	Barb	Not Going
TBD	Send out Tourism Currents E-blast	Jocelyn	Moved to April
17-19	VA Visitor Center Seminar - Eastern Shore	Janie	
TBD	Media Releases	Becky	In progress
TBD	NNTDO and CW 150 Calendar Updating	Becky	Ongoing

Apr 2015

1	Update/Index Website	Jocelyn	Ongoing
1	Ensure website is linked within relevant industry sites	Jocelyn	Ongoing
1	Semi-Annual Budget Report for all staff	Lisa	
3	New Kent Welcome Center Demo for Easter Weekend	Andrea	Completed
3	Outside Local Sales Calls spring/Easter theme	Cheryl	Completed
5	Monthly Revenue Report	Lisa	
7-10	VTC Sales Mission (NOVA/Central PA/MD)	Barb	Completed
6,13,20,27	Weekly Events Calendars to Consumers and Industry	Lisa	
10	End of Month Report to industry	Lisa	
10-11	VACVB Spring Quarterly Meeting in Loudoun County	Cindy	
13-16	Outside Sales Calls to Meeting Planners and Corporate Markets in Philly w/VTC	Cheryl	Completed
17	MATPRA Quarterly Meeting	Becky	
22-23	Blue Ridge Region Sales Mission	Andrea	Completed
27-30	Update VC Presentation for NTTW	Andrea	In Process
28	Customer Service Training – Crown Plaza Hampton Marina	Janie	
28-30	55+ Senior Expo, Dover DE HLHR	Barb	

29	Site Inspection with 5 th Communications Group Assn. (5 th Air Force)	Cheryl	Completed
30	Tour Operator EBlast	Barb	In Process
TBD	Visit Va. Film Office/VTC in Richmond or invite them here for FAM	Becky	
TBD	Media Releases	Becky	
TBD	NNTDO and CW 150 Calendar Updating	Becky	

May 2015

1	Update/Index Website	Jocelyn	Ongoing
1	Ensure website is linked within relevant industry sites	Jocelyn	
1	Welcome Center Blitz Set Up and demo New Kent	Andrea	
2	NN Children's Festival of Friends, NN Park	Andrea	
4,11,18,25	Weekly Events Calendars to Consumers and Industry	Lisa	
5	Monthly Revenue Report	Lisa	
2-10	2014 National Travel & Tourism Week	JT/ALL	
3-5	VSAE Annual Conference –Wyndham VA Beach	Cheryl	Completed
5	NTTW FAM Tour	Janie/Janet	
6	NTTW Luncheon - Pfac	Janie/ALL	
8	NNHA Hospitality Day	ALL	
9	Thanks the Visitor Day – Norfolk Airport & East Coast Welcome Center	Janie/Dia	
10	End of Month Report to industry	Lisa	
11-15	Update hotel info in Visitor Center lobby (use Becky's forms from VG)	Andrea	
11-15	Update Industry Notebooks/ Cheatsheets information	Andrea	
13-14	ABA Education sub-committee meetings in Louisville	Barb	
12-13	SATW Pre-Conference Media Tour	Becky	
15	Review Photo Library and update if needed	Jocelyn/CB/BC	
15	SATW half-day Media Tours	Becky	
20	Social Marketing Video – Reunions	Cheryl/ Jocelyn	Completed
20	Electronic mailer to military reunion planners (Memorial Day)	Cheryl	Completed
20	Site Inspection with 11 th Engineer Battalion Assn.	Cheryl	Completed
21	Thank you notes for NTTW Sponsors	Janie	
TBD	Farmers Market @ Port Warwick on Facebook	Jocelyn	Completed
23	Welcome Center demo New Kent	Andrea	
28	Industry Newsletter mailed to AAA, WC and VC	Andrea	
28	Student Market piece (TBD)	Barb	

31	Revamp of newport-news.org Completed by this date	Jocelyn	Final stages Completed
31	Social Media Promo: Visitor Guide	Jocelyn	
30	Reunion Workshop	Andrea	
29	What's New Newsletter Out	Cheryl	
TBD	Media Releases	Becky	
TBD	NNTDO and CW 150 Calendar Updating	Becky	
<u>June 2015</u>			
1	Break down New Kent Blitz & Set Up for Fredericksburg Blitz	Andrea	
1	Update/Index Website	Jocelyn	
1	Ensure website is linked within relevant industry sites	Jocelyn	
3	Central Virginia Sales Mission	Andrea	
1,8,15,22,29	Weekly Events Calendars to Consumers and Industry	Lisa	
6-11	Travel Alliance Partners Oklahoma City, OK	Barb	
6	King-Lincoln Park Day	Andrea	
5	Monthly Revenue Report	Lisa	
7-12	Ministers' Conference – industry hospitality table	Cheryl	
10	End of Month Report to industry	Lisa	
10	Tidewater Sales Mission	Andrea	
13	Lee Hall Wine Festival	Andrea	
14	Social Media Promo: Combo ticket	Jocelyn	
17	Central Virginia Sales Mission	Andrea	
19	New Kent Demo with Bruce Newton, pre-Father's Day Weekend	Andrea	
15-19	Hi-Lite Hampton Roads AAA Sales Mission	Barb	
23-25	South West Virginia Sales Mission	Andrea	
30	Welcome Center Demo and Blitz Breakdown Fredericksburg	Andrea	
30	Group Planner Complete	Cheryl/Barb	
30	Marketing Video Complete	Cheryl	
TBD	Inventory for NNVC Gift Shop	Janie	
TBD	Send Film Office updated photos of Newport News	Becky	
TBD	Media Releases	Becky	
TBD	NNTDO and CW 150 Calendar Updating	Becky	

