

WHEATON

FY14 Marketing Report

In the fall of 2012, the Wheaton Urban District unveiled a new brand identity for Downtown Wheaton with the creation of a new logo and website. Over the past two years, branding efforts have continued with the creation of signage, banners, marketing collateral and giveaway items incorporating the new look and feel.

- “Keep Wheaton Clean” trash can signs
- New spring and summer seasonal banner
- New pedestrian banners (red banners)
- Wheaton branded pop up event tents
- Holiday lighting



Good Eatin' In Wheaton

Feral Urbanism's Delicious Underbelly



[← Recent Wheaton Food Stuff](#)

[Road Trip: Buffalo Wings -](#)

Best...Taste...Ever

Posted on June 8, 2014 | 1 Comment

The 2014 Taste of Wheaton has charcoal and citrus in the nose, with a sweet corn bouquet; it hits your palate with a blast of graphite, hints of soy and fish sauce, and meaty undertones, before receding into a lingering, feral, umami-saturated finish.



All of which is to say, and I think

The DMV Food Truck Association partnered with the Wheaton Urban District for its **Curbside Cookoff Food Truck Festival**. The event, was a huge success, attracting approximately 2500 attendees. It was the first of its kind in Montgomery County and was a welcomed addition to downtown Wheaton's roster of events.

The Wheaton Urban District continues to cultivate New community partnerships and sponsorships to create new and enhance current events for downtown Wheaton

Downtown Wheaton's signature event, the 19th annual **Taste of Wheaton** took place on Sunday, June 8, 2014. Highlights included a food and wine tasting tent sponsored by the newly opened Safeway, a Yelp sponsored cooking demo area featuring Thai Taste, Green Plate Catering, and Ana G. Mendez Culinary School. The urban district partnered with the Mid-County United Ministries (MUM) food pantry for a second year with proceeds from the wine tasting tent benefitting the pantry. MUM's donation doubled from the previous year.





The **TGIF Summer Series** featured both music and Movies, expanding the series from the 2nd and 4th Friday July through August, to every Friday July though August. The series received its highest attendance ever since its debut in 2008.

Over the past three years, The Wheaton Urban District has collaborated with The Office of Community Partnerships and COTSA to celebrate **Salvadoran American Day Festival** with live music, great food, a health fair and arts and craft vendors. This has quickly become A highly attended event for downtown Wheaton.



The Wheaton Urban District partnered with Milk Lady Markets to enhance the **Wheaton Farmers' Market**. The market increased from one to six farmers offering produce, meats, cheeses, baked goods and jams/jellies. The market also hosted a Fall Fling event with kids activities, wine tasting, pumpkin painting and live music.

The Wheaton Urban District communications program includes media relations, advertising, email marketing and digital communications including www.wheatonmd.org, Facebook and Twitter.

Website sessions (unique visitors)

FY13: 550 daily average/200,618 total

FY14: 523 daily average/190,852 total

Mobile site sessions

FY13: 123 daily average/44,857 total

FY14: 267 daily average/97,446 total

Facebook

FY13: 462 Fans

FY14: 545 Fans

Twitter

FY13: 1112 Followers

FY14: 1423 Followers

The Wheaton Urban District created new partnerships in FY14 to enhance its event programming and increase visibility within the community and the DMV Region.

Safeway

Yelp

DMV Food Truck Association

The George Apartments

