

Schedule A - 2024 Promotion of Music, Market & Park It

Planning Phase

- March 14: 17 days after the 2024 budget passed, news release announcing Music, Market & Park It was published on the Township website, shared on the Township social media channels and emailed to subscribers and media contacts.
- March 14: A new webpage was created on the Township website, to serve as the hub of all information about Music, Market & Park It.
www.westlincoln.ca/musicmarketparkit
- March 14: Graphic added to lobby screen in Community Centre directing to webpage for more information.
- March 21: Social media post calling for interested vendors to reach out to staff
- March 27: Social media post calling for interested vendors to reach out to staff
- March 26: Survey sent to 54 prospective vendors, which garnered 24 responses.
- April 30: Music, Market & Park It staff report included in April edition of Council Newsletter
- May 7: Social media post that applications were open for vendors
- May 8: LED signs at Admin and Community Centre calling for vendors
- May 8: Graphic added to lobby screen in Community Centre calling for vendors.
- May 15: Social media post for vendors
- May 22: Social media post for vendors
- June 22: Social media post for classic car owners/clubs to join Music, Market & Park It
- June 22: Graphic added to lobby screen in Community Centre calling for classic cars to join

Event Phase

- June-July: Regular promotion of Canada Day event, including first special market of the season
- June 18: Facebook Event Pages created for each Music, Market & Park It event
- July 2: LED sign changed to promote event dates
- July 2: Community Centre lobby screen graphic changed to promote event dates
- July 2: Music, Market & Park It events added to website calendar (automatically emailed to subscribers every Friday)
- July 3: Music, Market & Park It promoted in June edition of Council Newsletter
- July 4: Free advertising on Real Estate postcard
- July 4: Social media post for first event
- July 9: Social media post for first event
- July 12: Social media post for first event
- July 15: Social media post for first event
- July 16: Social media post for first event
- July 16: Social media post that first event has started, list of present vendors included
- July 17: Music, Market & Park It photo album added to Facebook

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- July 17: Social media post for second event
- July 22: Social media post for second event
- July 23: Social media post for second event
- July 23: Social media post that second event has started, list of present vendors included
- July 25: Newspaper ad in News Now
- July 29: Social media post for third event
- July 30: Social media post for third event
- July 30: Social media post that third event moved indoors due to weather
- July 30: Post for third event moving indoors on Facebook Event page
- July 30: Series of Instagram and Facebook stories showcasing each individual vendor at third event
- July 30: Music, Market & Park It promoted in July Council Newsletter
- July 31: Market photos added to album on Facebook
- August 1: LED signs updated with just August event dates
- August 1: Newspaper ad in August edition of Niagara Farms
- August 6: Social media post that fourth event is moving indoors due to weather
- August 6: Post on Facebook Event page that fourth event is moving indoors due to weather
- August 6: Social media post that fourth event has started
- August 6: Series of Instagram and Facebook stories showcasing each individual vendor at fourth event
- August 9: Social media post for final two events
- August 12: Social media post for fifth event
- August 13: Social media post for fifth event
- August 13: Social media post that fifth event has started, list of present vendors included
- August 13: Series of Instagram and Facebook stories showcasing each individual vendor at fifth event
- August 16: LED signs updated to promote final event
- August 16: Social media post for last event
- August 19: Social media post for last event
- August 20: Social media post for last event
- August 20: Social media post that last event has started, list of present vendors included
- August 20: Series of Instagram and Facebook stories showcasing each individual vendor at final event