



WEST TOWN QUARTERLY PRESS REPORT – Q4

SUMMARY

WHAT'S HAPPENING IN WEST TOWN

- Zapwater compiled the What's Happening in West Town monthly newsletter, as well as corresponding press releases, which the team disseminated to media on a monthly basis

FESTIVALS

WEST TOWN ART WALK

- Media:
 - Zapwater followed up on press release to media
- Social:
 - Organized and oversaw daily social media account takeovers; conducted outreach to businesses, hosted Q&A for participants, managed content submissions and posting schedule
 - Created and launched comprehensive organic and paid social media plan
 - Created graphics and drafted content to build awareness for retailer promotions/events, social media takeovers and the Public Art Walk

SPEND LOCAL, SAVE LOCAL

- Media:
 - Zapwater shared details with media, noting the cancellation of Winterfest and highlighting neighborhood businesses for gift guides, etc.
 - Zapwater drafted a statement on behalf of Kara and the Chamber for the Block Club Chicago piece outlined below
- Social Media:
 - Zapwater crafted dedicated Spend Local To Save Local content with a focus on weekly #SmallBusinessSaturday features.
 - Created targeted social media ads to drive traffic to Winterfest webpage
 - **Paid media push resulted in:** 48,952 impressions; 700+ link clicks; 692 engagements
 - Launched Spend Local, Save Local Giveaway
 - **Giveaway received:** 47 entries; 201 engagements; 2,897 impressions
- Influencer:
 - Secured partnership with **A Girl About Chicago** to promote local shopping on Small Business Saturday. Resulted in the following:
 - 78,1500+ Impressions; 1,481 post engagements; 2,400+ engagements with active West Town business tags



	<p>SOCIAL MEDIA</p> <ul style="list-style-type: none"> • Zapwater developed weekly content calendars for Instagram, Facebook and Twitter • Produced cross-promotional content for West Town Art Walk, Spend Local to Save Local, and the Pop-Up Project • Coordinated and executed social media takeovers with The Dandy Crown and Wickerpark Inn, Roots Pizza, West Town Bakery and The Movement Guild • Launched “Mural Monday” series <p>ADMIN</p> <ul style="list-style-type: none"> • In November, Zapwater executed the Chamber presentation, highlighting best PR, newsletter, and social media practices for neighborhood businesses • Teams had initial discussions and brainstormed around the 2021 plan; Zapwater drafted 2021 SOW
<p>MEDIA PLACEMENTS</p>	<p>Block Club Chicago (Online)</p> <ul style="list-style-type: none"> • Shop Local 2020: A Wicker Park, Bucktown and West Town Holiday Gift Guide • UVPM: 1,029,951 <p>Block Club Chicago (Online)</p> <ul style="list-style-type: none"> • Fashion Designer Launches First Pop-Up In West Town Chamber’s New Rotating Storefront • UVPM: 1,029,951
<p>MEDIA RELATIONS</p>	<p>PITCHING EFFORTS</p> <ul style="list-style-type: none"> • What’s Happening: Zapwater shared top submissions for the What’s Happening in West Town newsletter with local media monthly • West Town Art Walk Press Release: Zapwater to drafted and shared the West Town Art Walk press release in September • West Town Pop Up Project: Zapwater drafted and disseminated the West Town Pop Up press release • Spend Local, Save Local: Zapwater pushed Spend Local, Save Local messaging, highlighting neighborhood businesses holiday gift guides and winter spending



<p>SOCIAL MEDIA HIGHLIGHTS</p>	<p>WTCC FANS/FOLLOWERS</p> <p>October Growth:</p> <ul style="list-style-type: none">• Facebook: 18,304 (+301)• Instagram: 4,895 (+25)• Twitter: 1,956 (+2) <p>November Growth:</p> <ul style="list-style-type: none">• Facebook: 18,306 (+2)• Instagram: 5,085 (+190)• Twitter: 1,957 (+1) <p>December Growth:</p> <ul style="list-style-type: none">• Facebook: 18,288• Instagram: 5,235 (+150)• Twitter: 1,948 <p>TOTAL Q4 2020 GROWTH:</p> <ul style="list-style-type: none">• Facebook: +285• Instagram: +365• Twitter: -2
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