



Ad Hoc Events Committee
2011 Work Plan

GOAL – Implement a full calendar of events to promote downtown Newark

OBJECTIVES FOR 2011

- Restaurant Week: Monday, January 24 – Sunday, January 30, 2011
- Newark's Wine and Dine Downtown: Saturday, April 2, 2011, 4 – 8 PM
- AZD/DNP 5K Walk/Run: Saturday, April 16, 2011, 9 AM
- Spring Concert Series: Thursday Evenings in May and June, 7 PM
- Newark Nite: Saturday, June 4, 2011, 4 – 8:30 PM
- Food and Brew Festival: Saturday, July 23, 2011– 2 – 10 PM
- Newark Film Festival: September 2011
- Community Day: Sunday, September 18, 2011, 11 AM – 4 PM
- Taste of Newark: Sunday, September 25, 2010, 12 - 3 PM
- Main Street Mile: Saturday, October 1, 2011, 8 AM
- Halloween Parade/Trick or Treat Main Street: Sunday, October 23, 2010, 3 – 5 PM
- Assist with Downtown Newark Holiday Promotions: Black Friday – New Year's Day
- Explore opportunities for a new retail event with the DNP Merchants' Committee.