



BILL KAELIN
MARKETING.EVENTS.CONSULTING

FOUNDY STREET MARKETING RECAP

APRIL 2023 - JUNE 2023

CAREFULLY CURATED BY BILL KAELIN MARKETING

THE STRATEGY

FOUNDY STREET

BKM's objective was to create strategic marketing concepts, plan signature events, and curate a robust online presence for Foundy Street.

Partnering with your management, our team:

- Vetted, established and managed all strategic partnerships
- Increased brand awareness through on-site events, activations, giveaways, influencers and social media platforms
- Targeted your desired demographic and curated experiences for guests and local patrons
- Built strong relationships with the Foundy Street tenants by working with them directly to address their marketing concerns & ideas, build social media posts directly promoting them, meeting individually with them, etc.



FOUNDY STREET Q2 SNAPSHOT

6

EVENTS

700+

LOCALS IN
ATTENDANCE

150K

TOTAL
IMPRESSIONS

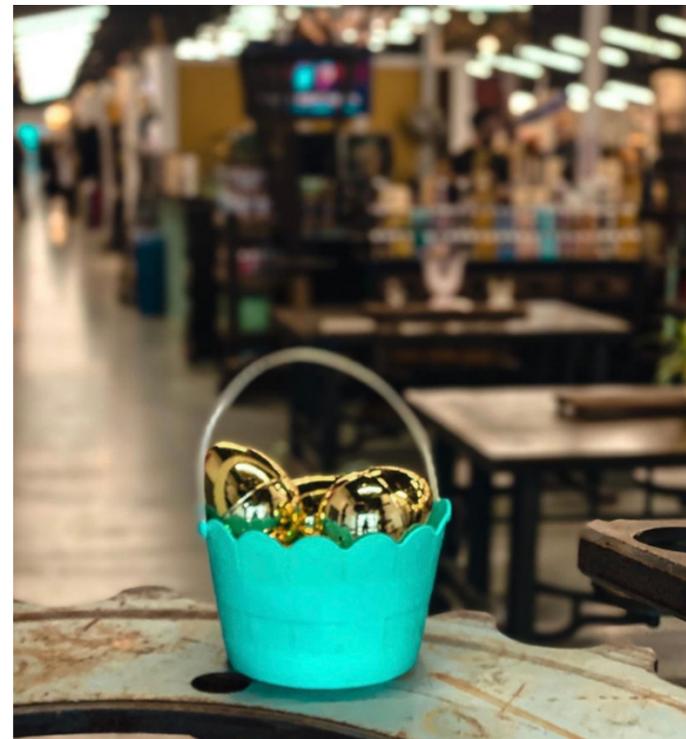
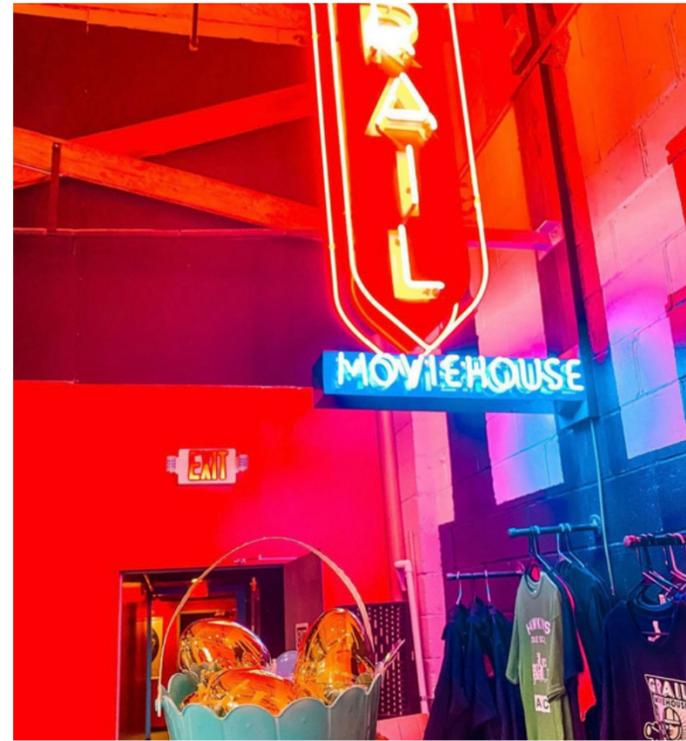
EVENT HIGHLIGHTS

Foundy Street Easter Egg Hunt

BKM hosted a fun Easter Egg Hunt activation on April 7-9 to encourage participants to visit Foundy Street's tenants in the hunt for 6 golden eggs.

To enhance the event:

- Each egg contained a gift card to the business that it could be found in
- Tenants were engaged and excited to help hide the egg and promote on social media
- We promoted the activation on Foundy's stories and feed, leaving hints





EVENT HIGHLIGHTS

THE FOUNDATION FUNDRAISER AND PLEB ACID ON THE RIVER EVENT

BKM worked with Foundy Street tenants to amplify events that they planned; seeing how we can enhance their ideas and help promote on Foundy's outlets.

- For The Foundation Skatepark's fundraising event, we reached out to Foundy tenants to encourage raffle donations with proceeds benefitting the skatepark, we received donations from 5 tenants
- We reached out to community partners on behalf of The Foundation Skatepark and met with the skatepark team to see how else we can assist
- We promoted both events, live posted stories during them, and captured content to share on Foundy's feed

600+

LOCALS IN ATTENDANCE

3500+

IMPRESSIONS



06.03.2023
9pm - 12am

FOUNDY STREET FULL MOON DANCE PARTY

Join us at Wedge Brewing on Foundy Street for a special pop-up night market and dance party under the stars featuring DJ Griffin White and Altumatum as we welcome the full moon.



Saturday, June 3
Wedge Brewing Patio
5 Foundy Street, Asheville

EVENT HIGHLIGHTS

FOUNDY STREET'S FULL MOON PARTIES

BKM worked with Wedge Brewing to create epic Full Moon Dance Party and pop-up night market on June 3. This event was a great success, and the Wedge, vendors, and attendees demanded it to be an on-going event.

- We hosted DJ Griffin White and Altumatum to play for the dance party
- We had 6 local vendors set up tarot readings, psychic readings, candles, henna, jewelry and more
- We had Ganymede the drag queen attend to engage the crowd
- We promoted on social media, through press releases, and shot live content
- We received mentions from AVLtoday and Travel Guide Asheville as well as local media attendance at the event



250+

LOCALS IN ATTENDANCE

10K+

IMPRESSIONS

SOCIAL MEDIA GIVEAWAYS

MEMORIAL DAY GIVEAWAY WITH THE RESTORATION HOTEL

BKM worked with The Restoration Hotel to give away dinner at Rosabees, a Marquee shopping experience, a movie night at Grail, and a round of drinks at The Draftsman for Memorial Day weekend.

People liked the post, followed Foundy and The Restoration, and tagged a friend to enter.



200

NEW FOLLOWERS

3K+

IMPRESSIONS



THE GOLDEN GAYS GIVEAWAY

BKM worked with The Golden Gays to organize a VIP giveaway on June 12 to giveaway a weekend package for their drag extravaganza weekend in Asheville, a Marquee shopping spree, and a Pleb gift card.

People liked the post, followed Foundy and The Golden Gays, and tagged a friend to enter.

24

NEW FOLLOWERS

5K+

IMPRESSIONS

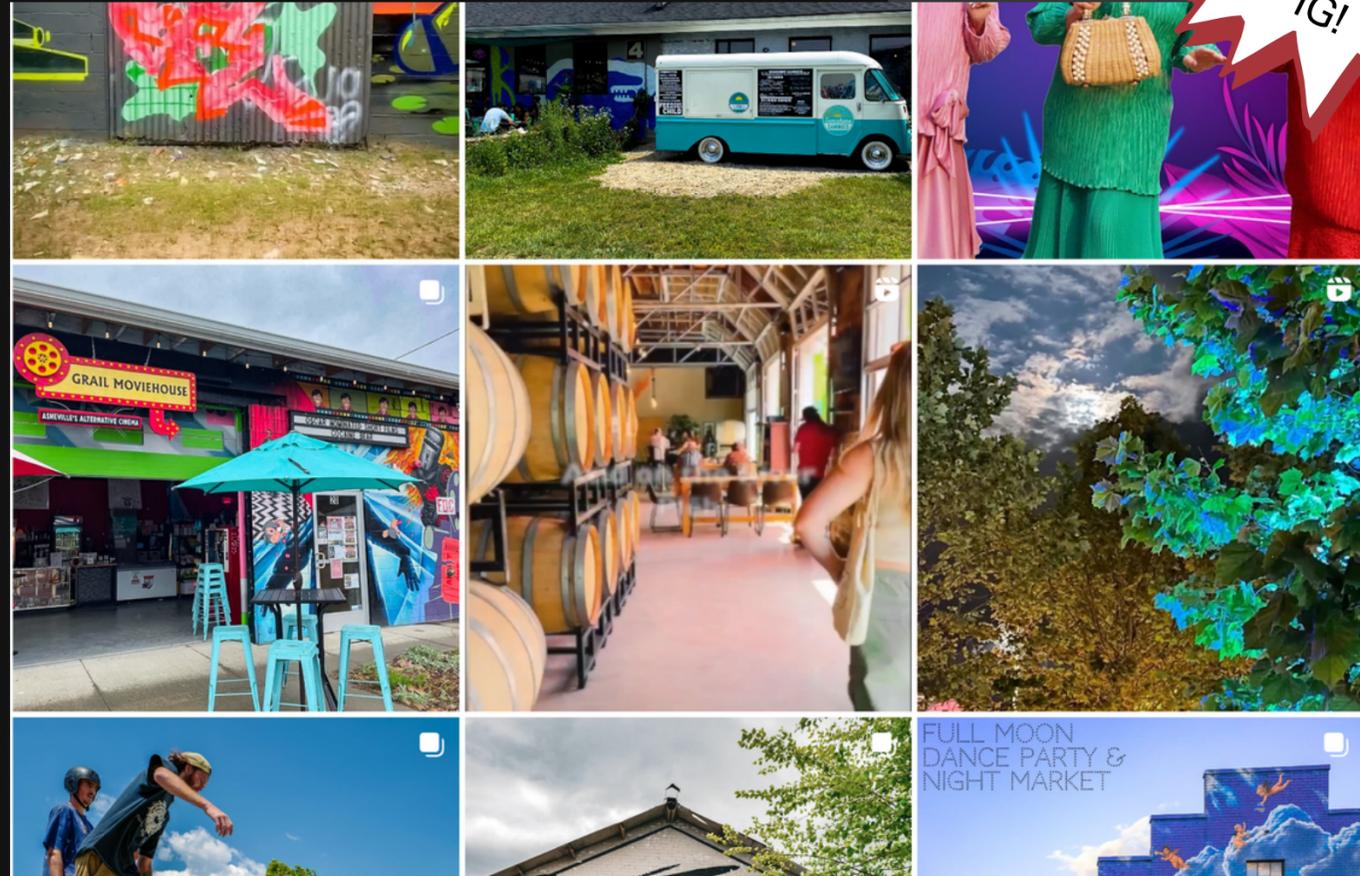
SOCIAL MEDIA HIGHLIGHTS

Encapsulate the vibrant Foundy Street story and experience online.

Discover the artistic and adventurous Foundy Street through the curated social media feed by the Bill Kaelin Marketing team. Engaging with the tenants, we brought Foundy Street's followers the latest on-site happenings, events, and promotions, and offered live coverage of major events to keep them up-to-date.

- BKM connects with Foundy Street tenants on an individual basis to ask them how we can amplify and promote them.
- Partnered with The Restoration Hotel to giveaway the full Asheville experience to one lucky winner, which included dinner at RosaBees, Shopping at Marquee, Movie at Grail Moviehouse, and more!
 - Gained over 200 followers!

Reached 5.6K Followers on IG!



537

INSTAGRAM
FOLLOWERS GAINED
SINCE APRIL

48

FACEBOOK
FOLLOWERS GAINED
SINCE APRIL

4.8%

ENGAGEMENT
RATE

100.5K

COMBINED
IMPRESSIONS
SINCE APRIL