WHEATON
WHEATON BRANDING

- Website & Logo (past and present)
- Look and feel
2008 Website design: Nana Design (Wheaton Business Incubator)
Designed by local graphic designer Jeannette Feldner, Letterforms
2012 logo redesign
2012 website redesign
Website enhancements
EVENTS

- Current events
- Past events
- Past projects and initiatives
Lamb Confit on Brioche Rounds

Lamb Confit
Serves 8-10
5 tablespoons lemon zest
8 cloves garlic
2 tablespoons preserved and roughly chopped
2 tablespoons fresh rosemary leaves
1 tablespoon caraway seeds, toasted
1 teaspoon allspice
1 tablespoon leg of lamb
About 1/2 cups duck and/or pork fat

1. Preheat oven to 300°F. Melt the duck and/or pork fat in a medium saucepan. Pour the melted fat over the lamb (it should be covered by the fat) and salt the meat with a little salt or salt and pepper. Cook the meat at a very slow simmer—just a occasional bubble—until the lamb is fork tender, 3-4 hours. Remove the meat from the oven. Remove lamb from fat and chill. Refrigerate until ready to use (the meat may be stored in the fat and will keep in the refrigerator for several weeks).

2. Season lamb with salt and pepper. Place lamb, skin-side down, on a large rimmed baking sheet. Roast lamb at 300°F until the internal temperature reaches 135°F, about 2 1/2 hours.

3. Once the lamb is cooked, remove it from the oven. Let rest for 15 minutes. Then, remove the fat and store for later use.

4. To serve, slice the lamb into thin rounds and place on a bed of fresh arugula. Drizzle with a mixture of olive oil and lemon juice. Top with fresh herbs and serve immediately.

Tent Assignments
Restaurants by tent number
1. Le Peep
2. Sophie's Place
3. Volare
4. Matador
5. Sagra
6. Buca Di Beppo
7. Ciao Bella
8. Bistro Etoile
9. The French Laundry
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Save the Date
Downtown Wheaton Events
TGIF Summer Concerts
Every Friday June - August
Farmers’ Market
Saturdays June - October
Wheaton Sparkles
4th of July

Thank You!
The Wheaton Urban Center would like to thank our sponsors: The Wheaton Urban Center, Hines Development, and Wheaton Bank. For more information visit wheatonurbanc.org

Taste highlight: Top Chef Carla Hall
World of Montgomery Festival

Parking Day
It’s beginning to look a lot like the holidays in downtown Wheaton, and there are so many things to see and do.

Whether it’s putting out the perfect holiday tree, being fascinated by thousands of colorful holiday lights, finding a gift for that special someone or giving back to others during the holiday season—look no further than downtown Wheaton!

**Deck the Halls with...Everything! Downtown Wheaton Fine Market**

- Sundays: 9:00 am to 4:00 pm
- Wheaton Plaza (Bedeck Dr. & Goodnow Ave.)

Still trying to decide what to get everyone on your gift list? Get inspired by Nordstrom’s gift ideas ranging from whimsical and collectable trinkets, clothing and jewelry every Sunday during the holidays.

**Walking in a Winter Wonderland Brookside Gardens’ Garden of Lights Display**

- Through January 3, 2020; 5:00 pm to 9:00 pm
- (6:00 pm every night except December 24 & 25)

Walk along the walkway, experience paths and enjoy 10,000 holiday colored lights shaped in imaginative displays throughout the gardens. You’ll see hundreds of wrapped trees and shrubs, beautifully lit gardens, and cascading fountains.

**Oh Christmas Tree, Oh Christmas Tree! Wheaton Volunteer Rescue Squad Holiday Tree Sale**

- Through December 24; 9:00 am to 4:00 pm
- Wheaton Plaza (Bedeck Dr. & Goodnow Ave.)

**Santa Clause is Coming to Wheaton! Angels for Children Toy Drive**

- Through December 24
- Support the 8th Annual "Angels for Children" Toy Drive sponsored by the Wheaton Volunteer Rescue Squad and the Wheaton-Warrenville Chamber of Commerce. All collected toys are delivered to local children in Wheaton for Christmas by Santa and his helpers.

**On the 1st Day of Shopping, Westfield Wheaton gave to me... 12 Days of Shopping at Westfield Wheaton**

- Enjoy holiday gift wrapping, store discounts, free demonstrations and Santa every weekend through December 23
- Fridays: December 13 – all day, mall-wide
- Winter Gift Event: Receive the holiday spirit and give back to the community. The first 100 guests to donate $10 or more in food, clothing or toy will receive a holiday ornament.
- Saturday, December 14 – all day, mall-wide
- Secret Santa Event: Pick up a newwrapped gift to support the holiday efforts of those in need.
- Sunday, December 15 – mall-wide
- Bassa Shopping Dash: Wheaton’s holiday dash will wrap up gifts purchased in the center for FREE. Turn in you dash list located on your event map at the event court.

**Shop Local First Wheaton and receive 15% off at those participating businesses**

- The Little Bit Shop
- 1024 N. Main St.
- 630-951-5160
- 630-951-6701
- 630-951-5160

- Brazil Market
- 11425 Main St.
- 630-951-6799
- 630-951-6799

Wheaton Holiday Guide
MetroPointe Apts Meet & Greet

Gather with fellow MetroPointe residents and local Wheaton business owners and see why there is so much to love about Wheaton!

Tuesday, February 9, 2010
6:30 PM – 8:30 PM
MetroPointe Clubroom

Experience
the taste and aroma of wine and test
your knowledge of wine facts and
trivia presented by Girasolnde Wine
Adventures. Wines will be paired
with tasty bites from local restaurants
Hollywood East Cafe, Moby Dick
Sushi & Sashimi and DeJaBel Cafe.

Enjoy
fun activities and demonstrations
by local businesses.

Learn
about and get involved with local
organizations and committees.

MetroPointe
www.metropointeapt.com

www.wheaton-md.org
www.localfirstwheaton.org
A&E PROJECTS

- Wheaton clocktower
- Storm drain art
- A&E video campaign w/Gandhi Brigade
- Public art website directory
- Ethnographic study
Make WHEATON Your Canvas!

The 2018 Storm Drain Art Contest

We’re looking for artists of all ages to help us share ways to keep our streams and water clean, while adding a jep of color to our sidewalks.

Entry Deadline: 4 pm EST, February 16, 2018

For how to enter, rules and restrictions, visit mygreencmontgomery.org/art

Contests presented by WHEATON
SOCIAL MEDIA

- Facebook: 989 Likes (2018)
- Twitter: 2073 Followers (2018)
- Website: 53K Users, 65K Sessions (2018)
- Trends
- Recommendations
CURRENT PROJECTS & EVENTS

- “Show you love for Wheaton” social media campaign
- Taste of Wheaton/TGIF planning
- Website public art directory
- New light pole banners
LOOKING FORWARD

- Town Square construction “Open for Business” marketing initiative
- Town square events proposal