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# WHEATON

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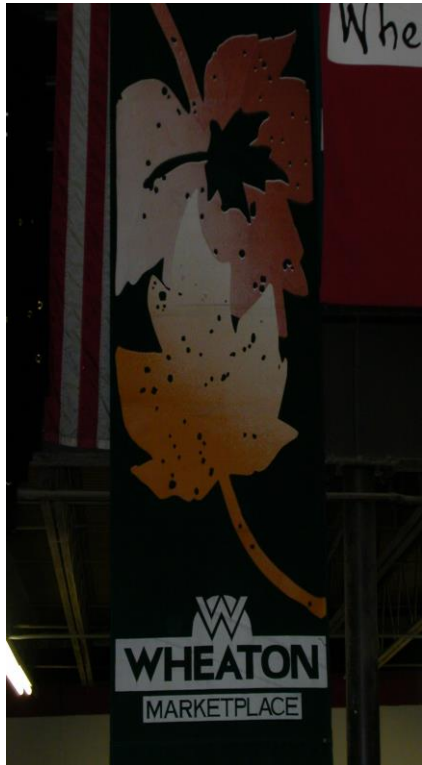
# WHEATON BRANDING

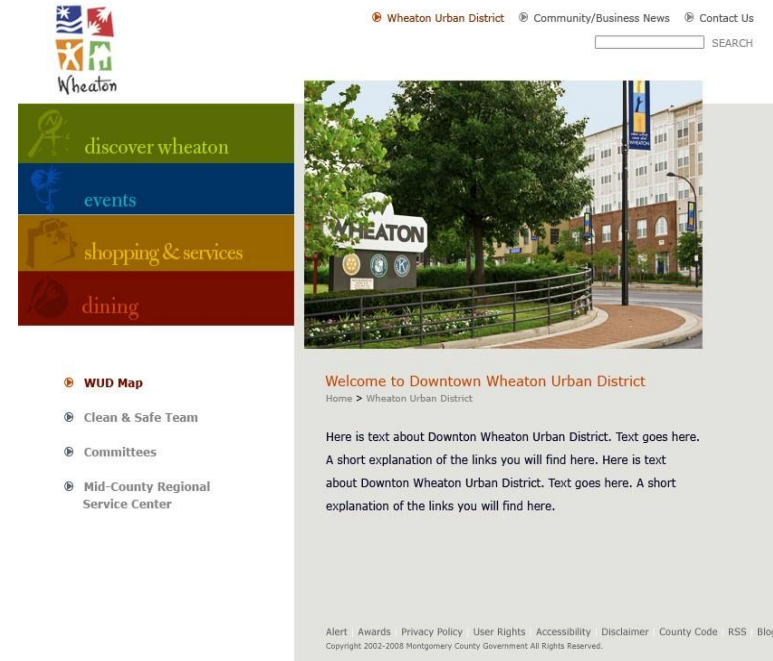
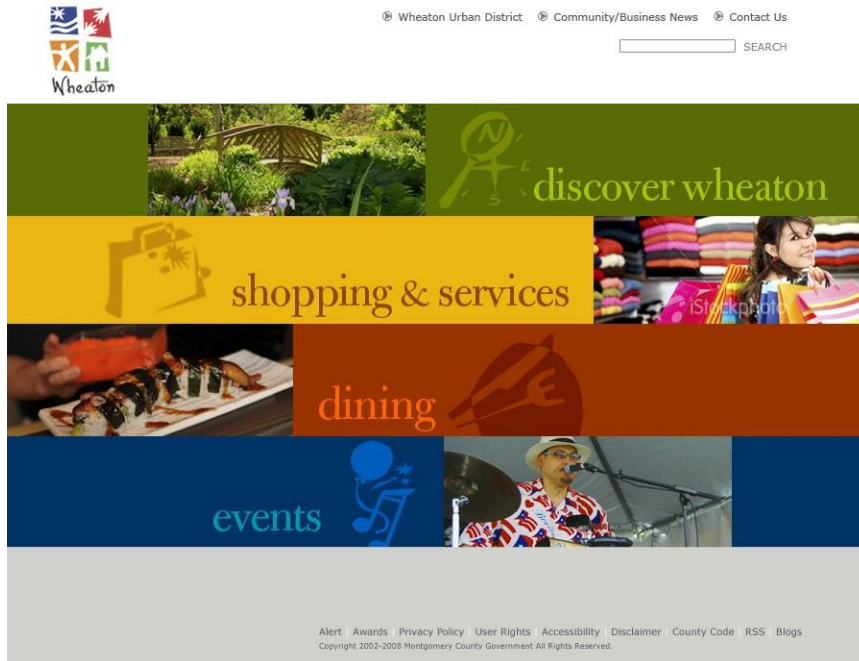
- Website & Logo (past and present)
- Look and feel



Wheaton

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2008 Website design: Nana Design (Wheaton Business Incubator)  
Winner of American Graphic Design & Advertising Competition (2008)

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# WHEATON

Designed by local graphic designer Jeannette Feldner, Letterforms

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# WHEATON

Taste *of*  
WHEATON



WHEA  EON  
DISTRICT

2012 logo redesign

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# WHEATON

DISCOVER

DINING

EVENTS

A&E DISTRICT

GETTING HERE

WHEATON URBAN DISTRICT

## WHEATON ARTS AND ENTERTAINMENT DISTRICT

Wheaton is alive with culture and arts! Musicians will be in heaven shopping Chuck Levin's Washington Music Center, and stay to take a walk around the downtown to discover public art, take a dance class, or enjoy live music at a local restaurant. [Read More.](#)



@WheatonMD

20 minutes ago.

RT @OneMontgomeryG: It's all about climate friendly transportation at our next Green Drinks, 5:30-8pm, 2/28, at Hollywood East Cafe @Wheato...

WELCOME TO WHEATON!

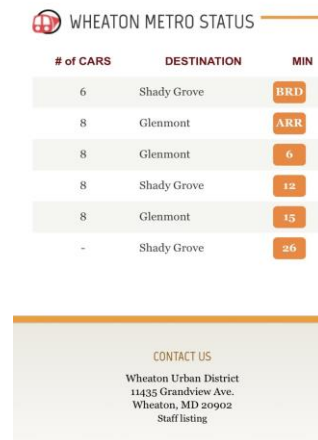
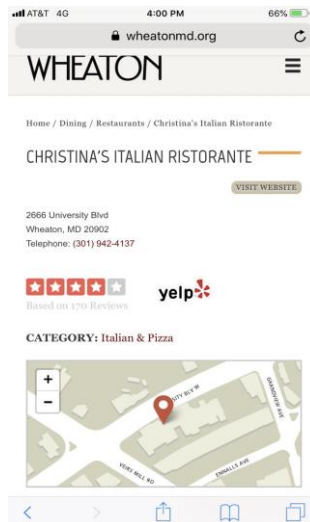
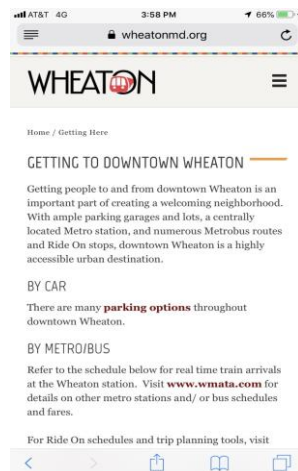
 WHEATON REVITALIZATION PROJECT

2012 website redesign





## WELCOME TO WHEATON



# Website enhancements





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# EVENTS

- Current events
- Past events
- Past projects and initiatives



2008



2009



2010



2012



2015



2017



2018

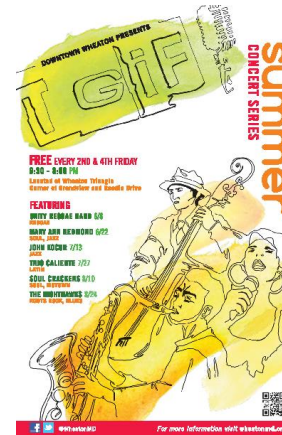




2008



2009



2012



2016



2017



2018



Carla Hall  
chef and owner of Richway Catering

## Lamb Confit on Brioche Rounds

### Lamb Confit

Serves 8-10

- 5 tablespoons kosher salt
- 8 cloves garlic
- 2 shallots, peeled and roughly chopped
- 2 teaspoons fresh rosemary leaves
- 1 tablespoon cumin seeds, toasted and ground
- Coarsely ground black pepper
- 1 boneless leg of lamb
- About 6 cups duck and/or pork fat

1. Combine the first 6 ingredients in the bowl of a food processor, and process until the mixture forms a paste. Make 1" deep slits in lamb leg 2" apart. Slather leg with salt and herb mixture. Cover and refrigerate for 1 to 2 days.
2. Preheat oven to 225°F. Melt the duck and/pork fat in a medium saucepan. Wipe the excess salt mixture off the lamb. Place the meat in a high-sided baking dish or ovenproof saucepan. Pour the melted fat over the lamb (it should be covered by the fat). cover the pot with a fitted or foil, and place the pan in the oven. Cook the confit at a very slow simmer—just an occasional bubble—until the lamb is fork tender, 3-4 hours. Remove the confit from the oven. Remove lamb from fat and shred. Refrigerate until ready to use. (The confit may be stored in the fat and will keep in the refrigerator for several weeks.)

### Brioche Rounds

30 pieces

- 8 slices brioche bread
- Olive oil spray



1. Preheat oven to 350°F. Using a 1½" round cookie cutter, cut at least four rounds out of each slice of bread. Place rounds in a single layer on sheet pan. Lightly spray both sides of the rounds with the olive oil spray.
2. Place pan in oven and toast the rounds for about 6 minutes on each side, flipping the rounds over halfway through. Remove the pan from the oven and let rounds cool on a wire rack.
3. Store rounds in air-tight container. Rounds may be made 2 days in advance. If rounds get soggy or soft, return them to a sheet pan and re crisp in a 300° oven.

## Tent Assignments

### Restaurants by tent number

- |                                    |                                        |
|------------------------------------|----------------------------------------|
| 1. Ledo Pizzeria                   | 9. DeJaded Café                        |
| 2. Starbucks                       | 10. Lucia's Authentic Italian          |
| 3. Sergio's Place                  | 11. Los Gohanos                        |
| 4. Ming Tree                       | 12. Alamo Grill Tex-Mex                |
| 5. Dunkin Donuts                   | 13. Pollo Saucos                       |
| 6. Saigonese Vietnamese Restaurant | 14. Marchese's Italian Deli Restaurant |
| 7. Crisp & Juicy                   | 15. Buffalo Wings & Beer               |
| 8. Hollywood East Cafe             | 16. Moby Dick Seafood & Sushi          |

### Businesses by tent number

- |                                                                  |                                                         |
|------------------------------------------------------------------|---------------------------------------------------------|
| 17. State Farm Insurance                                         | 29. Montgomery County Department of Correction          |
| 18. Montgomery Housing Partnership                               | 30. Kensington Volunteer Fire Department                |
| 19. Wild Bird Center                                             | 31. No 2 U Computers                                    |
| 20. LEDC/Local First Wheaton                                     | 32. Montgomery County Volunteer Center                  |
| 21. Dept. of Commerce/NOAA Office of National Marine Sanctuaries | 33. Montgomery County Department of Permitting Services |
| 22. The Wheaton Sustainable Initiatives Sub-Committee            | 34. Montgomery County DPWT-Commuter Service             |
| 23. Brookside Gardens                                            | 35. Montgomery County Public Library-Wheaton            |
| 24. Westfield Wheaton                                            | 36. BBGT Bank                                           |
| 25. Evergreen School                                             | 37. Latino Health Initiative                            |
| 26. Montgomery County Division of Solid Waste Services           | 38. Montgomery County State's Attorney's Office         |
| 27. Wheaton Ice Arena                                            |                                                         |
| 28. Wheaton & Kensington Chamber of Commerce                     |                                                         |



## Save the Date

DOWNTOWN WHEATON EVENTS

### TGIF Summer Concerts

2nd & 4th Fridays June - August

### Farmers' Market

Sundays June - October

### Wheaton Sparkles

4th of July



## Thank You!



The Wheaton Urban District would like to thank our sponsor Telemundo. A special thanks to our Mistress of Ceremony, Rosana Solano, Entertainment Reporter, Telemundo's Washington.



The Wheaton Urban District would also like to thank everyone who helped to make the 14th Annual Taste of Wheaton a success, especially the Wheaton Redevelopment Program, the Mid-County Regional Center, and all the event volunteers.

For more information visit [wheatonmd.org](http://wheatonmd.org)



A celebration of the eclectic and diverse restaurants in downtown Wheaton

Taste highlight: Top Chef Carla Hall





World of Montgomery  
Festival



**WHEATON FARMERS' MARKET**  
*Fall Fling*  
Sundays,  
Starting October 28  
8:00 am to 3:00 pm

Come get to know  
our local farmers, grab  
some cider, pick out a pumpkin  
and celebrate the coming of fall

**Wine tasting  
Moon bounce  
Artisan vendors  
Live music  
Pumpkin painting**

2425 Reddie Drive, Wheaton, MD 20902  
Accept credit cards, LevelUp, WIC,  
Independence Cards & King Cash

Stay informed  
[wheatonmarket.org](http://wheatonmarket.org)  
@Wheatonfarmersmarket @WheatonMD

## Downtown Wheaton Flea Market

VENDORS selling  
ANTIQUES,  
COLLECTIBLES,  
JEWELRY,  
VINTAGE CLOTHING,  
CRAFTS, BOOKS,  
NEW MERCHANDISE,  
USED MERCHANDISE  
and much more



**FREE  
ADMISSION**

**Sunday, November 1  
9 am - 3 pm**

**Wheaton Triangle**  
Reddie Drive & Grandview Avenue  
(Near Wheaton Metro & Westfield Mall)

For information or vendor application, visit [wheatonmd.org](http://wheatonmd.org),  
call (301) 649-1915 or e-mail [Ljohnsonshows@aol.com](mailto:Ljohnsonshows@aol.com)



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 picking 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!



## downtown wheaton holiday guide

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

Enjoy holiday gift wrapping, store discounts, mall demonstrations and Santa every weekend through December 20.

**Friday, December 11 – all day, mall wide**

**Ways to Give Event:** Embrace the holiday spirit and give back to the community. The first 100 guests to donate \$7 or more in food, clothing or toys will receive a holiday ornament.

**Saturday, December 12 – all day, mall wide**

**Green Ideas Event:** Pick up new ways to Go Green for the holidays at the Westfield Concourse. Enter to win a new smart for two vehicle.

**Sunday, December 13 – mall wide**

**Blessa Wrapping Event:** Westfield's holiday elves will wrap two gifts (purchased in the center) for FREE. The Gift Wrap Station is located on the upper level near the Food Court.

### *Deck the Halls with...Everything!* **Downtown Wheaton Flea Market**

**Sundays – 9:00 am to 3:00 pm**

Wheaton Triangle (Reedie Dr. @ Grandview Ave.)

Still trying to decide what to get everyone on your gift list? Get inspired and find wares ranging from antiques and collectibles to books, clothing and jewelry every Sunday during the holidays and beyond.

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

**Through January 3, 2010 – 5:30 pm to 9:30 pm**

*(Open every night except December 24 & 25)*

Walk along the easily accessible paths and enjoy 940,000 twinkling colorful lights shaped in imaginative displays throughout the gardens. You'll see hundreds of wrapped trees and shrubs, beautifully lighted gazebos, and cascading fountains.

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

**Through December 24 – 10:00 am to 5:00 pm**

Wheaton Triangle (Reedie Dr. @ Grandview Ave.)

### *Santa Claus is Coming to Wheaton!* **Angels For Children Toy Drive**

**Through December 24**

Support the 11th Annual "Angels for Children" Toy Drive sponsored by the Wheaton Volunteer Rescue Squad and the Wheaton & Kensington Chamber of Commerce. All collected toys are delivered to local children in Wheaton for Christmas by Santa and his helpers.

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

The Little Bits Shop   11244 Triangle Ln	Royal Mile Pub   2807 Price Ave
Nuthouse Pizza   11419 Georgia Ave	Marian's Connections   11221 Rose Ln
DeJaBél Café   2519 University Blvd W	Moby Dick   11220 Triangle Ln
Sergio's Place   11324 Fern St	El Pulgarcito del Callao   11383 Elkin Ave
Brazilian Market   11425 Grandview Ave	Speedy Signs   2664 University Blvd W

Limit of one (1) use at each participating business. Discount does not include tax or gratuity.

# Wheaton Holiday Guide

# meet & mingle

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

## Enjoy

fun activities and demonstrations by local businesses.

## Learn

about and get involved with local organizations and committees.



LOCAL FIRST  
WHEATON

[www.wheatonmd.org](http://www.wheatonmd.org)  
[www.localfirstwheaton.org](http://www.localfirstwheaton.org)

METROPOINTE  
[www.metropointeapts.com](http://www.metropointeapts.com)

## MetroPointe Apts Meet & Greet

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# A&E PROJECTS

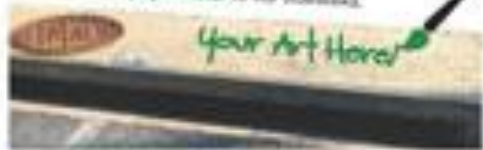
- Wheaton clocktower
  - Storm drain art
  - A&E video campaign w/Gandhi Brigade
  - Public art website directory
  - Ethnographic study
-



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 pop of color to our sidewalks.



Winning art from 2017 was painted in Germantown

**Entry Deadline:** 4 pm EST, February 16, 2018

For how to enter, rules and restrictions, visit  
[mygreenmontgomery.org/art](http://mygreenmontgomery.org/art)





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# SOCIAL MEDIA

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



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# CURRENT PROJECTS & EVENTS

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

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# LOOKING FORWARD

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

