

MOVIES ON THE PLAZA

2015 Event Recap

Movies on the Plaza, presented by Premier Banks, is a summer-long outdoor movie event where we invited the community to join us on the Peace Plaza in downtown Rochester on select Saturday nights for family movie night. This year, the movie series ran from June 13 through August 8. The movies began at 9:00pm and were FREE to attend. Families and attendees were encouraged to bring a lawn chair or blanket and gather on the grassy side of the Peace Plaza for this fun outdoor event.

The mission of Movies on the Plaza is to create a welcoming environment that encourages families to come downtown on a weekend evening.

MOVIES, DATES, & ATTENDANCE

JUNE

6.13 MARY POPPINS

**6.27 MUPPETS MOST
WANTED**

JULY

7.11 MIRACLE

7.25 FINDING NEMO

AUGUST

8.1 HOMEWARD BOUND

8.8 INTO THE WOODS

TOTAL ATTENDANCE:

1,480



MARKETING

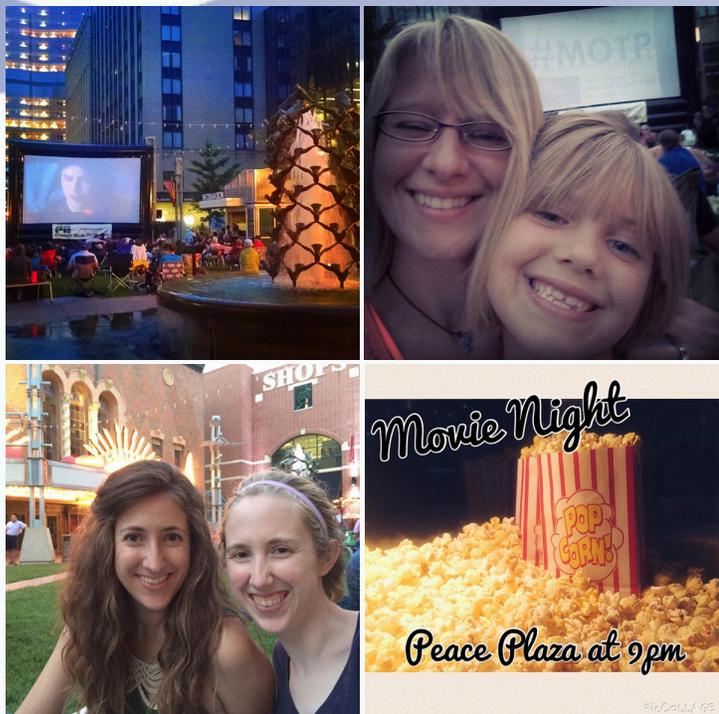
The RDA had the unique opportunity to partner with the Rochester Parks and Recreation Department to hang official movie posters in the empty showcases featured on the front of the Historic Chateau Theatre (see picture left). This helped create word-of-mouth buzz with little cost to the RDA.

Event posters were also distributed throughout the Peace Plaza and to local businesses owners. Lastly, Social Media channels like Facebook, Twitter, and Instagram were utilized in the form of contests and informative posts to raise awareness and increase user engagement. The #MOTP photo contest awarded \$20 downtown Rochester gift cards to users chosen from attendees who uploaded photos via Facebook, Twitter, or Instagram (see examples on page 3).

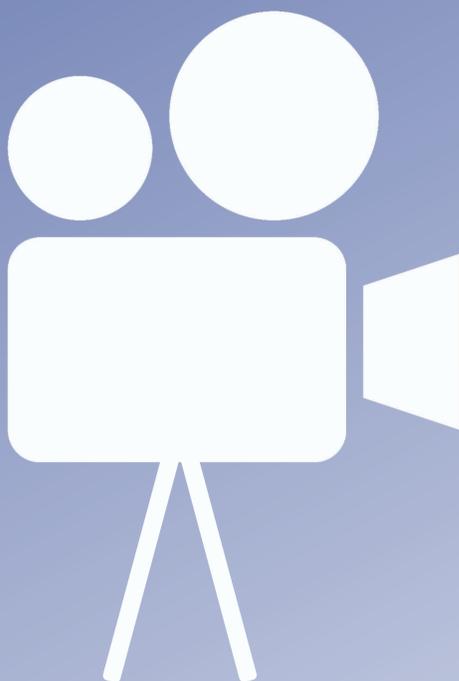


Photo showing the front of the Historic Chateau Theatre and movie posters

During each movie night, attendees were given the opportunity to participate in the #MOTP Photo Contest for a chance to win a \$20 downtown Rochester gift card. #MOTP stands for "Movies on the Plaza." Aside from choosing winners for the contest, utilizing this hashtag allowed us to engage and communicate with our attendees. It also served to help spread the word about the event. It even offered us a chance to collect attendee feedback and answer questions we may have otherwise missed. Social media also encouraged our event partners to help promote the event and their product. (See Carrol's Corn Instagram photo, bottom right).



From left to right, top to bottom: #MOTP photos from users @andreabeatrix, @swilson0929, @henambj, @carrollscorn



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