



Here Comes Santa Claus

# EVENT RECAP 2016

**November 25**

**6:00-8:00 p.m.**

**Old City Hall, Peace Plaza &  
Shops at University Square**

Here Comes Santa Claus, downtown Rochester's cherished holiday tradition, celebrated its 42nd year in 2016.

**Attendance: Approximately 1,500 people**

### **Schedule of Events**

4 - 6 pm: Cambria presents, Cookies and Cocoa - a festive get-together offering cookies and hot cocoa at the Cambria gallery

6 pm: Santa rescued from atop Old City Hall

6:30 pm: Holiday Tree Lighting Ceremony - the city's largest switch-flipping ceremony took place with the community countdown led by Rochester Mayor Ardeell Brede

Following the tree lighting ceremony was a meet and greet with Santa and Mrs. Claus inside the Shops at University Square.

### **Marketing**

#### **Posters & Signage**

- Posters distributed to 150 locations downtown and greater Rochester
- Peace Plaza poster stands
- Peace Plaza Large format signage

#### **Digital**

- Desktop banner ad and mobile box ad on PB.com. Total 44,000 impressions
- RDA web header image
- RDA dedicated event webpage
- RDA event listing on event calendar
- E-Newsletter features
- Web Metrics
  - DowntownRochesterMn.com
    - Pageviews: +12.27% (35,650)
    - Unique Pageviews: +17.42 (29,218)
  - /events/here-comes-santa-claus
    - Pageviews: -8.05% (1,885)
    - Unique Pageviews: -8.84% (1,609)

#### **Social Media**

- Awareness campaign with intermittent posting. Overall, social media campaign drove low engagement.
- Facebook Event Page
  - 60 interested, 34 went, 36 invited
  - Reach: 1.3k
  - Viewed: 208
  - Responded: 103
- Rochester Mom's Blog Sponsored and Boosted (\$5) post

**DOWN  
TOWN**  
Rochester, MN

**SAVE THE DATE: NOVEMBER 24, 2017**