EVENT SUMMARY
SUMMER 2016
AT A GLANCE

ATTENDANCE
216,000

VENDORS
116 Artisan, Craft and Food Vendors Weekly

LUNCHTIME ENTERTAINMENT
26 Scheduled Performances on Two Stages

EVENING ENTERTAINMENT
52 Scheduled Performances on Two Stages

VOLUNTEERS
Alternative Learning Center
Century Football
John Marshall Softball
John Marshall-Lourdes Girls Hockey
THEMED
THURSDAYS

Historic 3rd Street; 12-8 pm

**Adventure Day (June 9)**
Build your own car and face painting courtesy of MN Childrens Museum
Fearless repellers from Over the Edge descended 9 stories
Rochester Public Library Book Bike and button making
Climbing wall from Prairie Walls

**Pop-Up Park (June 16)**
Flowers and shrubs provided by Greenwood Plants
sPARKit trailer filled with games and activities

**Farm In The City (July 7)**
Hasse Family Petting Zoo
People’s Food Co-op with farm fresh programming
Tasty treats from Kapper’s Big Red Barn
Famous Bull on-site for photo-ops

**IBM Rochester Day (July 14)**
IBM Celebrates 60 years of Innovation
Cognitive solution demos,
“IBM Wheel of Knowledge” to win prizes and free balloons for kids

**The Great Outdoors (July 28)**
Oxbow Park engaged attendees with an owl and a snake
Rock climbing wall from Prairie Walls
Air Gun Shooting Range presented by SCHEELS
Quarry Hill Nature Center featured a fossil sorting activity
The Exquisite Mile: Pollination as a Pathway

**Pay It Forward (August 18)**
Six non-profits with fun and interactive games
Pay It Forward dunk tank
WEBSITE

ANALYTICS
June 1 - August 26
DowntownRochesterMN.com
Page Views: 210,023
Unique Views: 172,605
/Thursdays on First *
Page Views: 69,613
Unique Views: 57,433
*Most viewed page on website

FACEBOOK

STATISTICS
May 1-August 25
Page Likes: 9,766
Post Reach: 78,392
Shares: 207
Likes: 595
Comments: 137
TWITTER

STATISTICS
June 1 - August 26
Followers: 2,963
Post Impressions: 106,838
Post Engagements: 2,890

INSTAGRAM

STATISTICS
Followers: 1,450
Total TOF Posts: 20
Total Favorites & Video Views: 1,301
PARTNERS

Thank you to our partners who help in making Thursdays on First & 3rd a success!

### 2016 EVENT PARTNERS

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<thead>
<tr>
<th>Bremer Bank</th>
<th>People’s Food Co-Op</th>
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<tr>
<td>Rochester International Airport</td>
<td>Winona State University Rochester</td>
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<td>Post Bulletin</td>
<td>Epilepsy Foundation MN</td>
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<td>Sterling State Bank</td>
<td>125 Live</td>
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<td>Townsquare Media</td>
<td>Rochester Art Center</td>
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<td>IBM</td>
<td>Rochester Epidemiology Project</td>
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<td>iHeart Media</td>
<td>CW Rochester</td>
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<td>Kahler Hospitality Group</td>
<td>Ability Building Center</td>
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