



**ARPA funding
October -
December 2022
Recap**

DOWNTOWN
Rochester, Minnesota

ARPA program overview

The Deck on 4th and Zumbro:

Tucked along the riverfront area of downtown where 4th Street Southeast and the Zumbro River cross is a destination waiting to be discovered. Through a series of activations, The Deck will highlight what is possible along the beautiful Zumbro River and help make the space a place for people to gather. See the transformation for yourself by enjoying pop-up food and beverage vendors, music, games, and wellness activities.

Art Walk Guided Tours:

What has historically been a self-guided tour of art within the downtown became a more interactive activity in 2022. In collaboration with Rochester Art Center, artists led guided walking tour of murals, sculptures, and architecture throughout downtown.

Mural Grant Program:

The Mural Grant program helps encourage collaboration and creativity between business and artists to enhance the vitality of downtown. Downtown business owners are eligible to receive matching funds for the production of murals on exterior facades of downtown properties.

Art Outdoors:

Art Outdoors pairs area artists and local businesses together to create stunning works of art on exterior doors.

Peace Plaza / Heart of the City rentals relaunch:

A public space, the Peace Plaza is open to the public to enjoy all year and is also available for rentals to host private and organized public events. As Heart of the City work comes to completion, private rentals of Peace Plaza return.

World Cup:

In December, we prototyped a screen concept in Peace Plaza, tried a new winter activation, and welcomed Rochester's international community to the Heart of the City with a World Cup Viewing Party over the last eight games of the series.



	Overall program	Art Walk Guided Tours*	The Deck Activations	Mural Grant + Art Outdoors	Peace Plaza
Days of programming / events	-	6	3	-	11
Number of musicians / artists hired	-	6	-	14 in progress (4 murals and 10 doors)	-
Works installed	-	-	-	14 in progress (4 murals and 10 doors)	-
Attendance	-	45	60	-	22,300
Web page views	-	385	589	645	1,376
Unique page views	-	318	500	459	1,130
Social media reach / Twitter impressions	29,095	-	-	-	-
Social media engagements	638	-	-	-	-
Social media story views	-	-	-	-	-
Public social media mentions	-	11,957	108,185	232,362	-
Estimated generated media	-	-	223,000	697,000	-

*Data from September 11 to October 16, 2022

Remaining data from September 11 to December 31, 2022

Program reflection

Goals:



To provide more opportunities for community members and visitors to connect with public spaces downtown with the addition of public art, pop-up programming, and artist-led tours. To engage people in and enliven downtown's public spaces, build connections with our downtown, and instill habits of seeking regular opportunities to spend time downtown.

Key learnings:



There is a strong interest in creating more public art among the artists in our community, and while many business/property owners are in support of the program, getting financial commitments has been challenging.

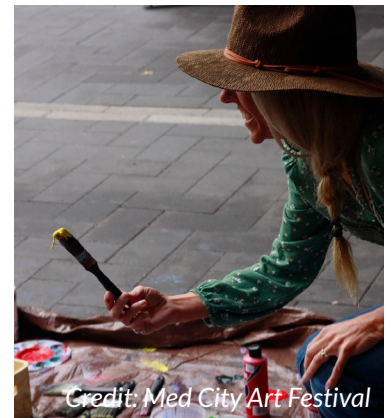


We saw a decrease in events on the Peace Plaza during 2022, as many dates were blocked because of planned construction which faced several delays. Events, however, are making a comeback and 2023 is slated to be a strong year for rental events.

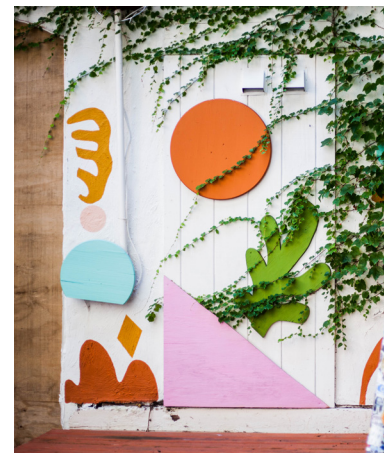
Budget:

	Actual Expenses	Income
Art Walk Guided Tours	\$ 1,500.00	
The Deck Activations	\$ 2,275.00	
Peace Plaza rentals	\$ 300.00	\$ 9,000.00
World Cup Viewing Party	\$ 14,500.00	\$ 6,000.00
Public space improvements (<i>umbrellas, poster stands, etc.</i>)	\$ 12,156.00	
Marketing and design	\$ 7,425.20	
Contracted staffing (<i>rental guideline update, public space coordination</i>)	\$ 10,714.00	
Total	\$ 48,870.20	\$ 15,000.00

Partners/Collaborations:



Credit: Med City Art Festival



Marketing and communication analytics*



Program website and blog:

- 7,208 pageviews
- 4,999 unique pageviews
- 413 blog views



Marketing and social media:

f Facebook pages and Facebook event

- 27,623 reach
- 606 engagements

@ Instagram

- 8,574 reach
- 247 likes
- 945 stories views

🐦 Twitter

- 1,472 impressions
- 32 engagements



Communications and media relations:

- Event generated media: 920,000 estimated reach
- Public social media mentions: 352,504 estimated reach



Event generated
media:

920,000
estimated reach

Public social
media mentions:
352,504
estimated reach

*Data from October 1 to December 31, 2022

Upcoming ARPA programs



The Deck:
Twice a month
May - October



Games on the Go:
Daily
May - October



Sidewalk Sessions:
Tuesdays and Fridays
May 16 - September 15



Pop-Up Art Cart:
Tuesdays and Fridays
May 16 - September 15



Mural Grant Program:
Ongoing



Art Outdoors:
Ongoing

DOWNTOWN
Rochester, Minnesota

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Rochester, MN 55904