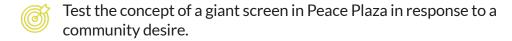


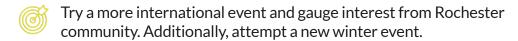
DOWNTOWN Rochester, Minnesota

About World Cup Viewing Party

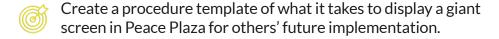


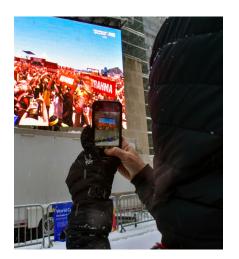
2022 GOALS:









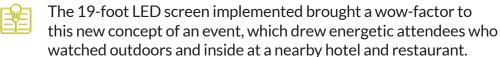


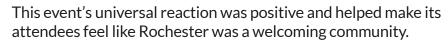






KEY LEARNINGS:





Amenities like fire pits and onsite restrooms are what helped elevate the event. We recommend adding food vendors in the future to encourage people to linger longer.

We learned the power panels in Peace Plaza are not sufficient to operate the equipment needed and required the assistance of a generator and an electrician.









Event analytics

Website analytics:

- 864 web page views
- 756 unique pageviews

Social Media:

f Facebook pages and Facebook event

- 22,636 reach
- 2,054 total post engagements
- 546 story views

Instagram

- 9,367 post reach
- 218 post likes
- 3,061 stories views

₩ Twitter

- 2,298 impressions
- 62 engagements

Communications and media relations:

- Generated media:1,935,000 estimated reach
- Public social media mentions: 474,902 estimated reach

Public social media mentions:

474,902

estimated reach









Generated media:

1,935,000

It's not too late to participate!

Upcoming partnership opportunities in 2023



Social-ICE & FAMJAM: February 24 - 25, 2023



Fresh Air Fitness: May 15 - September 16



Sidewalk Sessions: May 16 - September 15



Thursdays Downtown:
June 15 - August 17



Roller Disco: September 22 - 23



Dogs Downtown:
October 14



Here Comes Santa Claus: November 25