





DOWNTOWN
Rochester, Minnesota

About World Cup Viewing Party







2022 GOALS:

-  Test the concept of a giant screen in Peace Plaza in response to a community desire.
-  Try a more international event and gauge interest from Rochester community. Additionally, attempt a new winter event.
-  Learn about broadcasting rights needed to produce such an event.
-  Create a procedure template of what it takes to display a giant screen in Peace Plaza for others' future implementation.



KEY LEARNINGS:

-  The 19-foot LED screen implemented brought a wow-factor to this new concept of an event, which drew energetic attendees who watched outdoors and inside at a nearby hotel and restaurant.
-  This event's universal reaction was positive and helped make its attendees feel like Rochester was a welcoming community.
-  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

t 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

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media mentions:

474,902

estimated reach

Generated
media:

1,935,000

estimated reach



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

DOWNTOWN
Rochester, Minnesota

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Have questions/interested in partnering with us?

Contact Kanika Couchene, director of events & strategic partnerships,
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