



2022 Recap

Here Comes Santa Claus



DOWNTOWN
Rochester, Minnesota

About Here Comes Santa Claus

2022 GOALS:



Offer a family friendly event during the holiday season.



Continue to highlight events in Peace Plaza and Chateau Theatre.



Coincide this event with Small Business Saturday to increase foot traffic into downtown businesses.

KEY LEARNINGS:



We continue to see growing audiences for family-friendly events and we will continue to capitalize on this demographic.



This year, we shifted the event date to a Saturday rather than a Friday. Based on survey data, Saturday programming for Here Comes Santa Claus was positively received.



We will look into ways to spread out the event's activities so lines are manageable and the attendee experience is enhanced.



While this was the first year the event was tested on the Saturday after Thanksgiving, we will continue to collect data and feedback for the future by keeping it on its new day of the week in 2023.



"Thank you for another great event! This is always one of our favorites. I'm relieved not to have to pretend that I'm not in full-blown Christmas mode..."
-Social media comment

"Love this event so much!"
-Survey respondent

"We love this event, please continue to make it feel like a safe opportunity for kids!"
-Survey respondent

"It was a great event. Overall super fun and a great time!"
-Survey respondent

Event analytics



Website and blog analytics:

- 4,416 web page views (27.45% increase over 2021)
- 3,701 unique pageviews
- 1,252 blog views



Social Media:

f Facebook pages and Facebook event

- 57,147 reach
- 2,525 total post engagements (16% increase from 2021)
- 6,535 story views

@ Instagram

- 21,454 post reach (39% increase over 2021)
- 691 post likes (26% increase over 2021)
- 15,845 stories views

Twitter

- 7,630 impressions
- 117 engagements



Communications and media relations:

- Event generated media:
2.714 million estimated reach
- Public social media mentions:
1.654 million estimated reach
(15.49% increase from 2021)



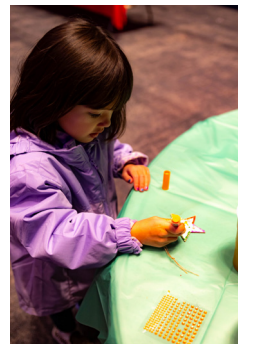
Estimated attendance:

- We saw 2,832 people enjoy the activities in the Chateau. Many more enjoyed watching the rescue of santa, the tree lighting ceremony and exploring downtown.



Estimated economic impact from event:

- \$66,610.06



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2.714 million
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Public social
media mentions:
1.65 million
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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