

SOCIAL-ICE

2023 Recap



Estimated economic
impact from event:

1.536 million

Estimated
attendance:

42,594 people

DOWNTOWN

Rochester, Minnesota

About Social -ICE

2023 MAIN GOALS:

- 🎯 1. Increase the return on investment for businesses, partners, and vendors by creating high foot traffic and more customers for downtown hospitality businesses in the winter season.
- 🎯 2. Grow attendance by enhancing this event by including a variety of experiences and family-friendly components.
- 🎯 3. Reduce expenses, given the reality of rising costs, by controlling expenses and increasing income.
- 🎯 4. Expand the marketing and communications strategies to attract diverse/new audiences and geographic areas of visitors.

2023 OUTCOMES:

- ✅ 1. Measured estimated economic impact as **\$1.536 million** (comparable to previous pre-pandemic economic impact)
- ✅ 2. Estimated attendance to **42,594 people** (comparable to previous pre-pandemic attendance of 20,000 per day)
- ✅ 3. Reduced total cost of projected expenses by **11%** (projected \$118,000 versus \$108,000)
- ✅ 4. See marketing and communications impact report on pages 4 & 5

*All materials translated into Spanish, Arabic, and Somali



Verbatims from downtown stakeholders

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*As one of the few winter events available to downtown businesses, Social-ICE is something we look forward to participating in. Thanks to the success of this year's event with popular programming and the incredible hard work of RDA staff, we were able to more than double our projected sales as compared to previous Social-ICE events. **Winter is a difficult time for businesses that rely on favorable weather to sustain foot traffic. This event accounted for five percent of our months revenue and made a huge impact on our ability to sustain ourselves through winter.***

”

Will Forsman of Café Steam,
Social-ICE vendor

“

Social-ICE is a tremendous event for downtown Rochester. This year in particular, Social-ICE FAM JAM, the family portion of the day, brought in thousands of people. Restaurants, hotels, and bars really benefit the entire weekend. It is fun to see so many locals attending.

”

Natalie Victoria of Victoria's Ristorante,
Social-ICE participating bar

“

Social-ICE was a great event for Chester's this year. We saw better than expected sales and both nights were well attended. I am hopeful that, with continued conversation and a collaborative effort with the City and SSD businesses, we can see continued success with this winter event.

”

Henry Clarin of Chester's Kitchen + Bar,
Social-ICE participating bar

“

*Social-ICE was an amazing experience for us. **We set our record in foot traffic sales that Saturday! Most of the customers were first-timers and some had never heard of us until they walked by our shop.** We can't thank RDA staff for putting on such a great event that positively impacts the community.*

”

D'Angelo Tines of Popus Gourmet Popcorn,
a downtown retail business

Earned media analytics

Total earned media 9.8 million reach
(50% increase over 2020)

- Local media coverage:
 - Print media
 - ▲ Post Bulletin (4 articles)
 - Television
 - ▲ KTTC TV (5 articles)
 - ▲ ABC 6 News (3 articles)
 - ▲ KIMT News 3 (4 articles)
 - Radio
 - ▲ 106.9 KROC and other Townsquare Media stations (32 total articles)
- Statewide coverage:
 - ▲ Explore Minnesota e-newsletter (11,348 views)
 - ▲ Minnesota Monthly article

Public social media mentions:
5.73 million estimated reach
(12% increase over 2020)



Digital media analytics



Website and blog analytics:

- 30,571 web page views (12% increase over 2020)
- 24,844 unique pageviews
- 8,902 blog views



Social media:

f Facebook pages and Facebook event

- 241,906 reach (220% increase over 2020)
- 7,750 responses
- 9,071 total post engagements (60% increase over 2020)
- 31,854 story views

@ Instagram

- 40,121 post reach
- 1,829 post likes (15% increase over 2020)
- 72,514 stories views

Twitter

- 31,625 impressions
- 553 engagements
- 3,276 views





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-Henry Clarin of Chester's Kitchen + Bar, Social-ICE participating bar



"Social-ICE is a tremendous event for downtown Rochester. This year in particular, Social-ICE FAM JAM, the family portion of the day, brought in thousands of people. Restaurants, hotels, and bars really benefit the entire weekend. It is fun to see so many locals attending."

-Natalie Victoria of Victoria's Ristorante, Social-ICE participating bar

"We may have hidden from the weather a few days ago but now, we celebrate it!"

-Attendee on social media



It's not too late to participate!

Upcoming partnership opportunities in 2023



Fresh Air Fitness:
May - September 16



Sidewalk Sessions:
May 16 - September 15



Thursdays Downtown:
June 15 & 29 - August 10



Roller Disco:
September 22 - 23



Dogs Downtown:
October 14



Here Comes Santa Claus:
November 25

DOWNTOWN
Rochester, Minnesota

Rochester Downtown Alliance
311 South Broadway South Suite A2
Rochester, MN 55904

Have questions/interested in partnering with us?

Contact Kanika Couchene, director of events & strategic partnerships,
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