AIRGLOW

Airglow features interactive elements, inflatable igloo, and unique lighting installations. The Rochester Downtown Alliance, in partnership with Destination Medical Center Economic Development Agency (DMC EDA) and with support from Northern Sun Productions, will seek to test approximately seven concepts outlined in the Heart of the City plan.

ATTENDANCE - 14,246 ESTIMATED

ECONOMIC IMPACT- $212,513 ESTIMATED

AIRGLOW RECAP

Participating Organizations

- Destination Medical Center (DMC)
- Northern Sun Productions
- Med City Beat

Activities

- Interactive Entrance, 40ft Inflatable Igloo, Waterfall Lights, Info Alley @ Airglow, Interactive Alley, and Silent Disco @ Airglow
- Silent Disco @ Airglow
    - Friday, November 10th Family Friendly - 56 Tickets Sold
    - Friday, November 10th Ages 16+ - 38 Tickets Sold
    - Saturday, November 11th UMR Student Night - 47 Tickets Sold (UMR Purchased)
    - Saturday, November 11th Ages 16+ - 39 Tickets Sold
- Limited Additional Wristbands - 20 Sold

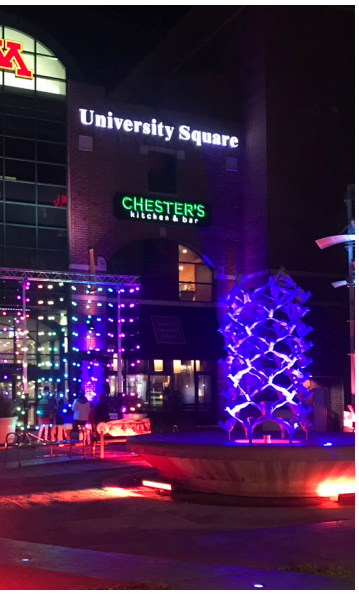
Survey Results

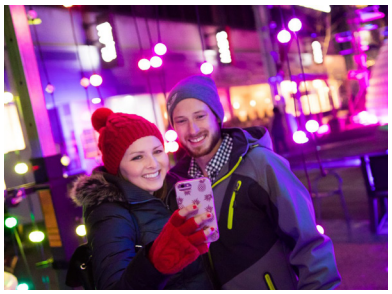
- 75.31% heard about Airglow through Social Media
- 91.36% of attendees are Rochester Area Residents
- 66.25% view Rochester as a more innovative place after attending
- 54.32% feel more connected to community after attending Airglow
- 76.54% would attend Airglow again next year
- 60.76% do not have a better understanding of the Heart of the City Design Plan

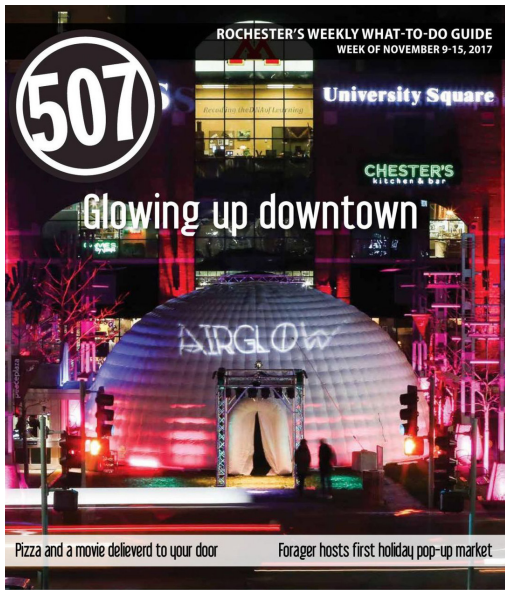
Info Alley Survey Results

- 53.25% want to see storytelling projected in Info Alley
- 61.04% want to see event information and opportunities for community engagement
- 42.86% want to see community news
- 7.79% want other (music videos, no noise, and don't understand info alley)

Event Photos







AIRGLOW RECAP

Digital Marketing

- DowntownRochesterMN.com Website Slider
- DowntownRochesterMN.com Event Page - #1 Most Visited Page 10.16 to 11.11 (3,920 Page Views)
- RDA E-Newsletter - Weekly Updates Beginning Mid-October
- Post Bulletin Website Banner Ad - 10.16 to 11.11 (39,000 Impressions)
- Ticket Giveaways
    - Rochester Moms Blog (105 Likes, 89 Comments, and 2 Shares)
    - Med City Beat (91 LIkes, 42 Comments, and 26 Shares)
- Townsquare Media Coverage
    - http://kroc.com/the-silent-disco-is-coming-to-rochester/
    - http://kroc.com/giant-40-foot-igloo-to-be-installed-at-rochesters-peace-plaza/
    - http://quickcountry.com/3-things-you-need-to-know-about-airglow/
- Post Bulletin Coverage
    - http://www.postbulletin.com/opinion/our_view/our-view-puffy-glowing-igloo-is-a-sight-to-behold/article_28ccf642-a4d3-5465-b57b-16529f53da42.html
    - http://www.postbulletin.com/news/local/what-will-airglow-teach-us/article_14236973-49f0-57a2-b2e1-fb2c9ba9ef75.html
    - http://www.postbulletin.com/entertainment/get-down-to-the-sound-of-silence/article_9adecb77-e0bf-5f97-a422-8a975ed54962.html
- Other Coverage
    - https://dmc.mn/lighting-up-the-night/
    - https://theparkerrochester.com/five-area-events-to-say-hello-to-november/
    - http://www.themedcitybeat.com/news-blog/2017/slideshow-silent-disco-at-airglow

Print Marketing

- Full Page Ad in October Issue of Shop Rochester
- 225 11” x 17” Posters Distributed Throughout Greater Rochester
- Press Releases Sent to Media Outlets
- Front Page of 507 Magazine
- Region Section B of Post Bulletin

Traditional Marketing

- MN97.5 On-Air Coverage
- 102.5 the Fox On-Air Coverage

Social Media Marketing

- Airglow Facebook Event Page
    - Posts 4 (51 Like, 18 Comments, 30 Shares, and 4,300 Views)
    - Attendees (1,200 Interested and 28,000 Impressions)
- Downtown Rochester MN Facebook Page
    - Posts 7 (140 Likes, 7,305 Views, and 19,862 Impressions)
- Downtown Rochester MN Twitter
    - Tweets 5 (55 Engagements and 2,508 Impressions)
- Downtown Rochester MN Instagram
    - Posts 10 (525 Favorites)
    - Videos 3 (1,877 Views)
- Snapchat Geofilter (1,600 Swipes, 271 Uses, and 35,400 Views)