

DOWNTOWN
Rochester, Minnesota



EVENT RECAP 2016

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DOWNTOWN

Rochester, Minnesota



Saturday, October 15
10 AM-2 PM
Peace Plaza
Downtown Rochester

ABOUT

In its inaugural year, Fall Fest provided a day of fun with fall favorite activities for the whole family in the heart of downtown Rochester. The Rochester Downtown Alliance (RDA) looks forward to continuing this event in future years.

PARTICIPATING ORGANIZATIONS

- Dunkin Donuts
- Mac's Café and Restaurant
- Minnesota Children's Museum Rochester
- Olmsted Medical Center
- People's Food Co-op
- Rochester Area Builders



ACTIVITIES

- Petting Zoo
- Pumpkin Patch
- Decorate Your Own Tote Bag
- Tree Painting/Craft Area
- Temporary Tattoos
- Face Painting
- High Striker
- Corn Search for Hidden Treasure
- Fall Sensory Table
- Imagination Playground Blocks
- Fall Photo Opportunities on the Plaza
- Pumpkin Carving Contest



ATTENDANCE

Estimated 9,000

MARKETING

Communications

- Press Release distributed September 21
- Event Generated Media/Press
 - KTTC (taped video segment, pre-event)
 - Post-Bulletin (post event coverage)
 - KROC-AM (on-air interview, pre-event)

Print

- Shop Rochester
 - Full page ad in October Issue

Billboard

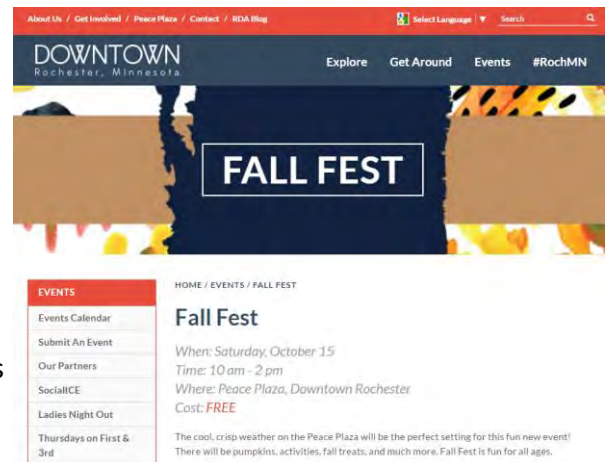
- Outfront Media (Skyway billboard)
 - 1/3 size ad panels (Qty. 3)
 - September 15 – October 15

Posters & Banners

- Posters
 - 11x 17 (Qty. 200)
 - Distributed downtown and greater Rochester locations
- Street Banners
 - 6' x 3' (Qty. 2)
 - Locations: 3rd Street Ramp and Peace Plaza
 - Placement week of October 3
- Peace Plaza Skyway Banners (NEW!)
 - Placement September 30 – October 15

Digital

- PB.com
 - Banner ad running 9/15 – 10/15,
 - Estimated **40,000** impressions
- Community Calendars
 - Published on over **30** online community calendars
- DowntownRochesterMN.com
 - Dedicated webpage /events/Fallfest
 - 2nd most viewed page as of 10/21/2016
 - Lifetime stats (page created on April 27, 2016)
 - Pageviews: **4,708**
 - Unique Pageviews: **4,210**
 - RDA Blog
 - Event Day Guide posted on October 12
 - Most viewed blog in rolling year
 - RDA e-Newsletter
 - Weekly updates beginning in September



Social Media

- Facebook

- Fall Fest Facebook Event Page
 - 2,700 clicked “Interested”
 - 622 clicked “Going”
 - Total Reach: 87,343
- RDA Facebook Page
 - Organic Content (9/16 – 10/17) 10 posts total
 - Total Post Reach: 40,638
 - Total Impressions: 106,570
 - Comment to Win Contest
 - Total Reach: 6,766
 - Total Comments: 222
 - Total Shares: 26
 - Total Likes: 141
 - Ads
 - Fall Fest Event Responses Campaign
 - Served on Facebook exclusively to drive event responses
 - Schedule: 9/30 – 10/15 (11 am)
 - Reach: 8,963
 - Event responses (objective): 471



- Twitter

- Campaign mirroring and complimenting content from Facebook campaign
- From 9/20 – 10/18
 - Total Tweets: 28
 - Total Impressions: 11,022
 - Total Engagements: 177
- Ads
 - Fall Fest Website Clicks Campaign
 - Schedule: 9/30 – 10/15
 - Total Impressions: 34,322
 - Total Clicks: 62

- Instagram

- Light campaign with total 4 posts
- Total favorites: 255

