



EVENT RECAP 2016

Presented by:



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Movies in the Park
Presented by Premier Banks
Saturdays – June, July & August at 9 p.m.
Central Park, Downtown Rochester



About

Movies in the Park, presented by Premier Banks, is an outdoor movie event occurring select Saturdays, June-August.

New in 2016: Movies in the Park relocated to Central Park in downtown Rochester for a greater viewing experience.

Movies in the Park is a FREE event for all to attend. Movie goers are encouraged to bring their own blankets or chairs for comfort.

NEW this year: Pizza + Movie Deal

MOVIE NIGHT IS PIZZA NIGHT WITH ZPIZZA



Get a Single topping XL Pizza, Order of bread sticks, 1 Liter Pop, All for \$25 from Zpizza. No charge for delivery to the park!

The Rochester Downtown Alliance partnered with downtown business, *zpizza*, for a special Movies in the Park pizza deal during each event. Free delivery to the park was included!

Movies, Dates & Attendance

JUNE

6.11 The Intern (80)

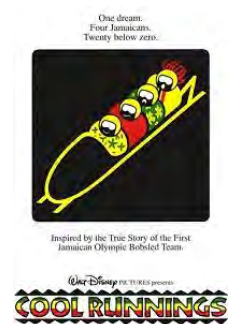
6.25 Alexander and the Terrible, Horrible, NO GOOD, VERY BAD DAY *Rained Out



JULY

7.9 Jurassic World (250)

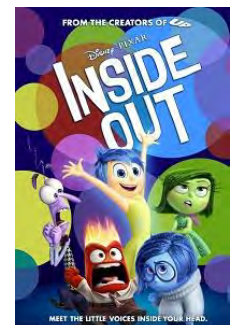
7.23 Cool Runnings *Rained Out



AUGUST

8.6 Beethoven (50)

8.20 Inside Out (60)



Total Attendance: Approximately 440

Marketing



Downtown Rochester, Minnesota shared their event.

Published by End Goc [?] · August 19 ·

Last chance: "Inside Out" at Movies in the Park tomorrow at 9 pm (dusk). Catch our last installment of the Movies in the Park movie series with this FREE family fun movie night. #RochMN Thank you Premier Banks for making this event possible.



AUG 20 **Inside Out (PG) - Movies in the Park**
Sat 9 PM · Rochester
157 people interested · 25 people going

★ Interested

Details

Join us in downtown Rochester for our last Movies in the Park of the summer! This week's feature, "Inside Out" (PG). Movie begins around 9 pm (or when it's dark enough).

Bring your lawn chair or blanket and gather in Central Park located in downtown Rochester for this FREE, fun, and family-friendly outdoor event. Previously known as Movies on the Plaza, Movies in the Park offers the same outdoor movie-going experience with a new park venue and more space. More information at <http://www.downtownrochestermn.com/events/movies-in-the-park>

MOVIE NIGHT IS PIZZA NIGHT WITH ZPIZZA

Movie night just got better with Zpizza's special Movies in the Park pizza deal. Pizza delivered fresh to you at Central Park!

Get a Single topping XL Pizza, Order of bread sticks, 1 Liter Pop, All for \$25. No charge for delivery to the park!

Call 507-424-0440 or visit <http://www.zpizza.com/>

Thank you to our partner Premier Banks.

Social Media

- Facebook Event Pages Metrics Totals (created for each movie. Includes canceled movies)
 - Ad Campaign created for each event with the objective of increasing event responses.
 - Total ad reach: **20,821**
 - Total event responses: **163**
 - Reach: **50,500** (rounded)
 - Interested: **1,030**
 - Going/Went: **145**
- Intermittent posts were also made on the RDA Facebook page that coordinated with each movie
- Twitter: intermittent posts reflecting content and post similar to Facebook
- Instagram: intermittent posts reflecting content and post similar to Facebook

Banners, Posters & Signage

- 8' x3' vinyl banner displayed intermittently during the months of June, July, August located at northeast corner of Central Park
- 11" x 17" posters distributed to 150 locations (downtown and greater Rochester), and Peace Plaza outdoor poster stands.
- Skyway & Subway billboards, x3 1/3 panels during the months of June, July, August

Marketing

Coming Soon: Movies in the Park, "Inside Out" (PG)



Movie: "Inside Out" (PG)

Date: Saturday, August 20 at 9 pm /
Dusk

Location: Central Park, 225 First Ave
NW

Cost: **FREE**

Our final movie of the summer is "Inside Out." Family night is movie night with Movies in the Park. [Click here to let us know you're coming!](#)

Thank you to our event partner **Premier Banks**. Without their support, this event would not be possible.

Digital

- PB.com banner ad in rotation with other RDA event ads during the months of June, July, August. Total impressions 40k a month.
- Community Calendars: event published on over 30 online community calendars
- DowntownRochesterMN.com
 - Dedicated webpage /events/movies-in-the-park
 - Date Range May 11 – August 22 [30 days before 1st movie (campaign start) to 2 days after last movie]
 - Pageviews: **7,399**
 - Unique Pageviews: **6,544**
 - RDA e-Newsletter
 - Updates beginning May through August

RochesterFamilies.com

- Events listed on RochesterFamilies.com events calendar
- Editorial on each movie the week of the showing