



EVENT RECAP 2017

Presented by:



With support from:



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Movies in the Park
Presented by Premier Banks
Four Saturdays June – 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.

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 Activities Partner – Charter House

Movies Recap

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

Cool Runnings

- Ice Cream provided by the Boys and Girls Club of Rochester (150) – The Chocolate Twist
- Water and glow in the dark hair accessory

The Secret Life of Pets

- Puppy chow and water (100)
- Chuck and Dons on-site

Rogue One

- Search for Kyber Crystals (50)
- Free Star Wars character masks (80)
- Free pizza from zpizza (8) and water
- Three prizes worth \$25 (drawn randomly)



Movies, Dates & Attendance

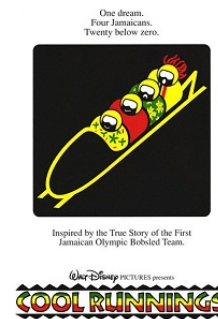
JUNE

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



JULY

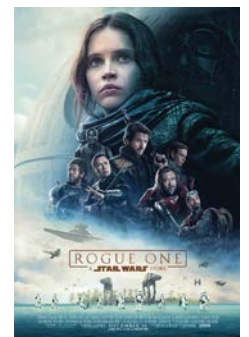
7.15 Cool Runnings (150)



AUGUST

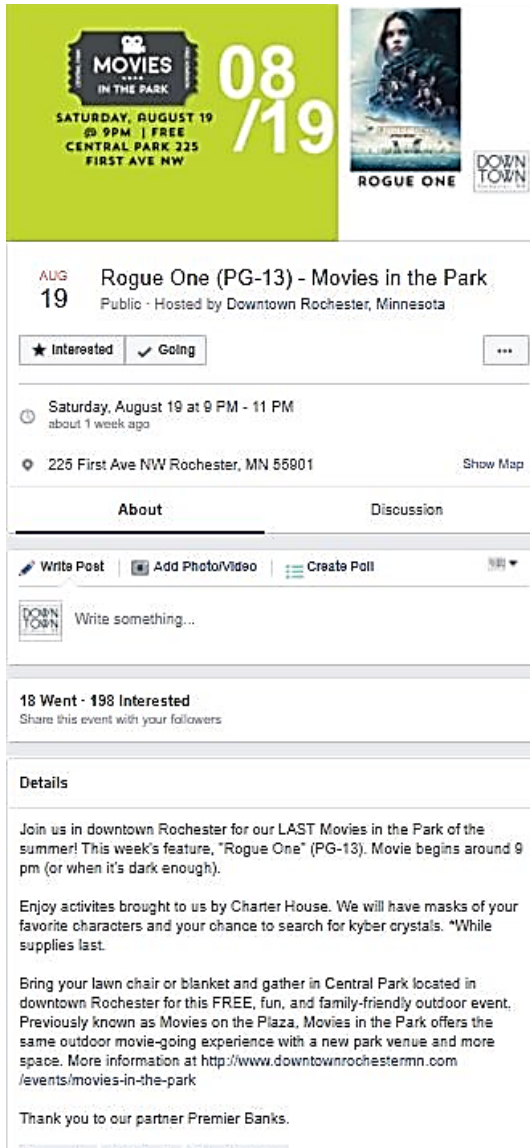
8.5 The Secret Life of Pets (100)

8.19 Rogue One (180)



Total Attendance: Approximately 430

Marketing



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: 34,300
 - Total event responses: 1,146
 - Reach: 3,460
 - Interested/went: 1,000

Banners, Posters & Signage

- 11" x 17" posters distributed to 150 locations (downtown and greater Rochester), and Peace Plaza outdoor poster stands.

Digital

- 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

Survey Results

*survey given to both attendees and non-attendees – 186 surveys completed

77% heard about Movies in the Park from Social Media

69% would like Movies in the Park during the Summer and Fall

48% like having Movies in the Park on Saturday and **35%** would like to have Movies in the Park on a Friday

42% like to attend Movies in the Park with their partner for date night and **29%** like to attend Movies in the Park with their children

40% prefer to watch comedies, **19%** prefer to watch animated and **17%** prefer to watch romantic comedies

If food/beverage are offered, **86%** would be more inclined to attend

