

About Movies in the Park

Picture this: taking in a movie with family or friends on a mild-temperature night. What could be better? Bring your seating of choice (blanket or lawn chair) for an outdoor movie under the string lights of Historic Central Park in downtown Rochester.

Each month from June to
September, the free, family-friendly
Movies in the Park presented by
Premier Banks features a different
flick, activities, and movie-inspired
food and drink.







Movies in the Park estimated attendance:

405 Attendees*

*Two of the dates were moved indoors because of inclement weather

Estimated economic impact:

\$9,660



Food and
Activity Vendors
Throughout the
Season:

Movies
During the

Season:

Total
Partners:

Presenting Partner:



Premier Partner:



Experience Partners:





Movie Lineup:

- June: Harry Potter and the Sorcerer's Stone
- July: Crazy Rich Asians
- August: Ferris Bueller's Day Off
- **September:** The Birds

Participating Vendors:

- June: Cameo at the Castle and Carroll's Corn
- July: Cameo at the Castle and Carroll's Corn
- August: Grand Rounds Brewing Co. and Carroll's Corn
- **September:** Infuzn and Carroll's Corn























Extended Features





Activities:

- June: tarot card reading by Owl in the Oak Tree,
 make-and-take planters by Canvas & Chardonnay, and games
- **July:** Chinese lantern and take-out box crafts, origami station by the Rochester Public Library, and games
- August: inflatable obstacle course and lawn games
- September: Hand-paint a bowl for Channel One's Empty Bowls event and lawn games

Movies in the Park proposal September 21:

 Mike Aakre proposed to Kate Hocquard with a trivia question in the Movies in the Park pre-movie slideshow

She said "Yes!"

Survey Results:

- 98% of survey respondents would attend next year
- 88% of survey respondents felt more connected to the community after attending
- 86% of survey respondents went to or planned to go to a restaurant or bar while downtown for the event
- 75% of survey respondents were Rochester area residents
- 61% of survey respondents heard about the event through social media
- 42% of survey respondents were first time attendees
- 14% of survey respondents were Mayo Clinic employees

Surveys
Completed:
59

"Do the movies more often! Every Saturday all summer!" -Survey Respondent

Digital Marketing

- DowntownRochesterMN.com Marketing
 - o Website Sliders
 - The Birds Movie Preview Guide added September 6
 - o Event Page (From January 1 September 22, 2019)

• Pageviews: 6,349

• Page Views Day of Event: 5,332

• Average Time on Page: 1:32

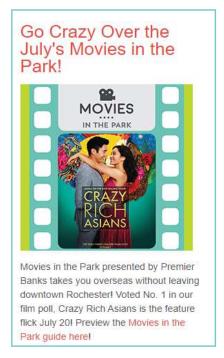
- o RDA eNewsletter (February through September)
 - Sent to 78,569 people throughout the season
 - Average weekly email list: 7,143 people
 - 18.27% average open rate
- o Community Calendars
 - Published on more than 30 online event calendars
- o Movies in the Park Blog Features on RDA Blog
 - Movies in the Park, A Feature Presentation in Downtown Rochester May 28
 - June Preview: Harry Potter June 15
 - July Preview: Crazy Rich Asians July 9
 - August Preview: Ferris Bueller August 6
 - Ferris Bueller Day in Downtown Rochester August 8
 - September Preview: The Birds September 6

o Press Releases

- Picture This: An Outdoor Movie Series in Downtown Rochester May 23
- Be Spellbound by Movies in the Park: "Harry Potter" is June Film June 5
- Go Crazy for Movies in the Park: "Crazy Rich Asians" is July Film July 9
- Play Hooky with Movies in the Park: "Ferris Bueller's Day Off" is August Film August 6
- Flock to Movies in the Park: "The Birds" is September Film September 6

o Four Promotional Videos

- Harry Potter and the Sorcerer's Stone
- Crazy Rich Asians
- Ferris Bueller's Day Off
- The Birds



Movies in the Park eNews Features



From Harry Potter to Crazy Rich Asians to The Birds, Movies in the Park presented by Premier Banks provided free family fun throughout the season! If you attended any of the films, share your experience in a short survey here.

Print Marketing

- 11"x17" posters (150 count) distributed throughout downtown, in Peace Plaza poster stands, and in greater Rochester community
- 5"x7" postcards (500 count) distributed to downtown businesses and hotels; available at Thursdays
 Downtown info booths; and in Dogs Downtown info booth
- 6'x3' banners placed in May and displayed through September
 - o Peace Plaza
 - o People's Food Co-op
 - o On fence outside Old City Hall

MOVIES IN THE PARK IN THE PARK IN THE PARK JUNE 15 Harry Potter & the Sorcerer's Stone Crazy Rich Asians AUG. 17 Petris Bueller's Day Off THANKS TO OUR PARTNERS Rochester, Minnesots THANKS TO OUR PARTNERS Rochester at THANKS TO OUR PARTNERS Rochester, Minnesots THANKS TO OUR PARTNERS Rochester at THANKS TO OUR PARTNERS ROCHESTER MINNESOTS THANKS TO OUR PARTNER

2019 Movies in the Park Poster

Radio Marketing

- Monthly on-air updates on Y105 FM
 - o Movies in the Park featured June 10, July 8, August 12, and September 16

On-site Giveaways

Gift cards to BB's Pizzeria, Café Steam, and Terza



2019 Movies in the Park Postcard



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Social Media Marketing

Movies in the Park Facebook event

- o 11,600 people reached
- o 2,700 event page views
- o 872 responses
- o 18 posts
 - 3,982 Reach
 - 601 Engagements

• Downtown Rochester, MN Facebook page

- o 18 Posts
 - 66,369 Reach
 - 650 Reactions, Comments, and Shares
 - 2,891 Post Clicks

Facebook Boosts

- o Crazy Rich Asians promo video
 - 1,524 organic reach
 - 8,261 paid reach
 - 311 Reactions
 - 22 post clicks

o Crazy Rich Asians movie preview guide blog

- 2,167 organic reach
- 5,724 paid reach
- 182 Reactions
- 41 post clicks

o Ferris Bueller's Day Off movie preview guide blog

- 2,264 organic reach
- 7,163 paid reach
- 131 Reactions
- 85 post clicks

o The Birds movie preview guide blog

- 2,457 organic reach
- 5,779 paid reach
- 202 Reactions
- 107 post clicks

Social Media Marketing cont.

- Downtown Rochester MN Facebook page
 - o 9 Posts (February through September)
 - 17,391 Reach
 - 75 Reactions, Comments, and Shares
 - 964 Post Clicks
- Downtown Rochester MN Instagram page
 - o 11 Post
 - 1,574 video views
 - 462 Likes
 - 24 Comments
 - o 16 Stories
 - 7,893 reach
- Downtown Rochester, MN YouTube
 - o 4 Videos
 - 249 video views



Event Generated Media

- Rochester MN Moms Blog
 - Rochester MN Guide to Outdoor Movies
- Rochester Post Bulletin
 - o Grab a Wand and Popcorn for Movies in the Park
- Townsquare Media
 - o See the Classic Thriller The Birds for Free in the Park on Saturday the 21st
- Mentions in the Rochester Visitor magazine's June and September event calendars
 - o Placed at 250 key locations within 50 miles radius of Rochester
- Mentions in 507 Magazine
 - o June 13 issue
 - o June 18 issue
 - o August 15 issue
 - o September 19 issue
- Featured article in 507 Magazine's June 13 Issue







Holly Masek / Executive Director

Before joining the RDA, Holly served as Director of Public Realm for Ashkenazy Acquisition Corp. (AAC), a real estate investment firm, where she managed community engagement, placemaking, and tourism strategies for AAC's Iconic Portfolio, with a focus on the Boston market.



Karli McElroy / Senior Director of Placemaking

In this role, Karli is responsible for creation and development of innovative and collaborative placemaking projects within Downtown Rochester. She works with partners to help the community envision how we see our Downtown spaces differently. Karli also oversees the Start-Up and the Façade Improvement Grant programs. Additionally, she manages Peace Plaza rentals on behalf of the City of Rochester.



Katie Adelman / Director of Content & Communications

Although a native of Ortonville (west-central Minnesota), Katie spent her childhood traveling to the Rochester area to visit extended family and considers Rochester a second hometown. She received an associate degree in digital art and design from Rochester Community and Technical College in 2010 and a bachelor's degree in mass media with an emphasis in public relations from Minnesota State University, Mankato in 2014.



Monika Kopet / Events Manager

Monika received her bachelor's degree from Metropolitan State University for Communications/Violence Prevention with a minor in Psychology. She has lived in the Twin Cities her whole life and moved to Rochester to be closer to her fiancé and his daughter. She has volunteered previously at the Minneapolis VA Hospital escorting veterans to their doctor appointments, etc., and she is also a huge animal lover with two dogs she rescued.

It's not too late to participate!

Upcoming Partnership Opportunities

Here Comes Santa Claus: November 29

Premier Partners
Experience Partner
DIY Partner

SocialICE: February 6-8, 2020

Partnership and vendor information available in January 2020

Thursdays Downtown 2020

Partnership and vendor information available in January 2020





Rochester Downtown Alliance 311 South Broadway South Suite A2 Rochester, Minnesota 55904 Have questions/interested in partnering with us?

Contact Monika Kopet, our events manager, at 507.216.9882 or mkopet@rdowntownalliance.com