

A photograph of a 'Fall Fest' event in a park. In the foreground, a woman in a grey jacket is crouching and taking a photo of large pumpkins with her smartphone. To her left, a young boy in a patterned sweater is standing on a large pumpkin. In the background, a woman in a white jacket is looking at her phone, and a young girl in a grey sweatshirt is jumping. The grass is covered with many small pumpkins. A large orange graphic with the text 'FALL FEST' is overlaid in the center.

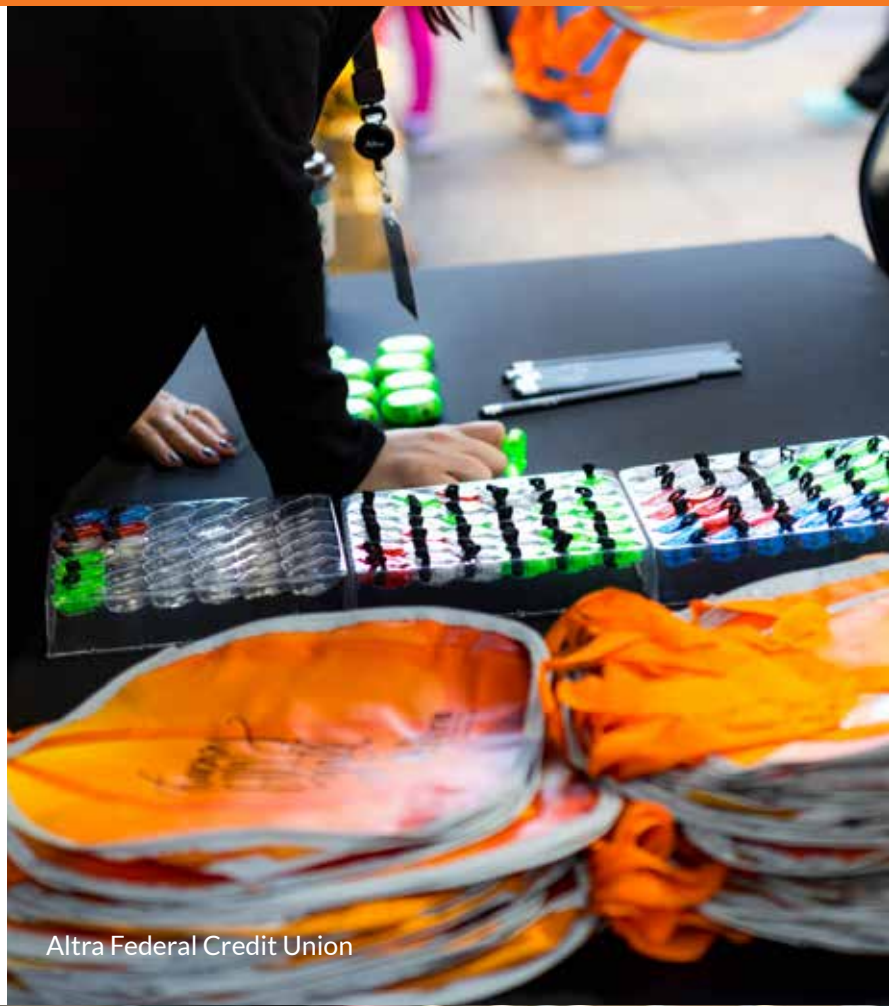
FALL FEST

Fall Fest
Recap
2019

DOWNTOWN
Rochester, Minnesota

About Fall Fest

As summer turns to autumn, bright pumpkins, changing leaves, and crisp weather are the stars of the season! Fall Fest in Downtown Rochester presented by Altra Federal Credit Union features all of them in a free, fun-for-all-ages event. Delight in the sights, sounds, and smells associated with fall.



Altra Federal Credit Union



Bingo by Gwaltney Group



Fall Fest estimated attendance:
8,203 attendees*

*Fall Fest utilized its rain date because of inclement weather on the planned day.

Estimated economic impact:
\$168,958.42

Event Partners

Presenting Partner:



Premier Partner:



Activities Partners:



Experience Partner:



Event photo from Fall Fest 2019

**Thank you
to all our
partners and
vendors.**

Participating Vendors:

- Café Steam
- Coldstone Creamery
- Daube's Bakery
- Home Solutions Midwest
- Iron Violets Design Studio
- People's Food Co-op
- Rochester Downtown Alliance
- Rochester Math Club



Petting zoo - Red Barn Learning Farm



Iron Violets Design Studio Booth



Winona State University - Rochester Booth



Fall Fest Event Photos
October 2019



Fall Fest 2019



Activities:

- Crafts
- Bingo, cakewalk, face painting, and more by The Gwaltney Group of ReMax Results
- Inflatable obstacle course
- Petting zoo by Red Barn Learning Farm
- Pumpkin patch by Red Barn Learning Farm
- Photo opportunity stations

Volunteer Groups:

- Century High School Girls' Lacrosse Team
- Mayo Clinic

Survey Results:

- 96% of respondents would attend next year
- 89% of respondents felt more connected to the community after attending
- 82% of respondents were Rochester area residents
- 78% of respondents heard about this through social media
- 67% of respondents went to or planned to go to a restaurant or bar while downtown for the event
- 53% of respondents were first-time attendees
- 49% of respondents went to or planned to go shopping
- 20% of respondents were Mayo Clinic employees



Surveys
Completed:
425

"Great event!
The kids picking
pumpkins is
the cutest thing."
-Survey
Respondent

Digital Marketing

- **DowntownRochesterMN.com Marketing**

- Website Sliders

- Fall Fest Save the Date added September 6
- Sneak Peek into Fall Fest added September 18
- Activities and Crafts added September 27

- Event Page (from January 1 through October 7, 2019)

- Page views: 4,287
- Unique page views: 3,332
- Average time on page: 1 minute

- RDA eNewsletter (September through October)

- Sent to 40,180 people throughout the season
- Average weekly email list: 8,036 people
- 16.66% average open rate

- Community calendars

- Published on more than 30 online event calendars

- Fall Fest Blog Features on RDA Blog

- Altra Federal Credit Union is an A-Maize-ing Fall Fest Partner! (September 16)
- Sneak Peek into Fall Fest (September 18)
- Fall Fest Activities & Crafts (September 27)
- Must-Eat Seasonal Treats at Fall Fest (September 30)
- Your Fall Fest Feedback (October 7)

- Press Releases

- Sneak Peek into Fall Fest October 5 (released September 18)
- Seasonal Fun for All at Fall Fest Saturday (released September 30)

Save the Date for Fall Fest 2019



(Pumpkin) spice things up this fall and enjoy the best of the autumn season! Presented by [Altra Federal Credit Union](#), [Fall Fest October 5](#) will have free family-friendly seasonal fun for all ages. Save the date and keep your leaf peepers on the [Downtown Rochester blog](#) for full Fall Fest details to come!

Thanks to our additional Fall Fest partners:

- [The Gwaltney Group of REMAX Results](#)
- [Olmsted Medical Center](#)
- [Winona State University - Rochester](#)

Fall Fest save the date feature in RDA weekly eNewsletter

Total
ENewsletters
Sent:

40,180

Average
Weekly
Email List:
8,036



Radio Marketing

- o Monthly on-air update on Y105 FM
 - Fall Fest featured September 9
- o iHeart Media ads (beginning September 25 and running through October 4)
 - (40) 30 second broadcast ads
 - o Average number of listeners: 21,000 weekly
 - 60 percent female; 40 percent male
 - Overall female audience range 18-60; average age for female listeners is 38
 - Targeted audio ads
 - o 409 impressions



Onsite Giveaways

- Fall Fest canvas tote bags



Fall Fest canvas tote bag



Print Marketing

- o 11"x17" posters (150 count) distributed throughout downtown, in Peace Plaza poster stands, and in the greater Rochester community
- o 5"x7" postcards (400 count) distributed to downtown businesses and hotels and available at Movies in the Park September info booth
- o 6'x3' banners placed in September and displayed through October 6
 - On fence outside Old City Hall
 - People's Food Co-op
 - Peace Plaza
- o 2' sidewalk leaf decals (six count) placed September 27 and displayed through October 6
 - 2nd Street SW and 1st Avenue NW (in front of US Bank)
 - Broadway Avenue and 1st Street SE (in front of Broadway Plaza)
 - Broadway Avenue and 4th Street SW (by The Flooring Collective)
 - Broadway Avenue and 2nd Street SW (by Destination Medical Center)
 - Peace Plaza and 1st Avenue NW (at the entrance to Peace Plaza)
 - West Center Street and 2nd Avenue SW (in front of Starbucks)
- o Printed event maps available at Fall Fest info booth
- o In-kind ads in Shop Rochester and Rochester Visitor magazines, September issue
 - Placed at 50 key locations within 50-mile radius of Rochester, Minnesota



2019 Fall Fest poster



2019 Fall Fest postcard



Event map provided at Fall Fest booth



Fall Fest sidewalk leaf decal



Social Media Marketing



- **Fall Fest Facebook event**
 - 33,100 people reached
 - 191 went
 - 2,300 interested
 - 7 posts
 - 4,067 Reach
 - 599 Engagements
- **Downtown Rochester, MN Facebook page**
 - 8 Posts
 - 19,238 Reach
 - 193 Reactions, Comments, and Shares
 - 1,234 Post Clicks
- **Facebook boosts**
 - Fall Fest event
 - 33,123 organic reach
 - 5,603 paid reach
 - Sneak Peek into Fall Fest blog
 - 1,335 organic reach
 - 3,032 paid reach
 - 111 reactions organic reach
 - 17 post clicks
- **Thursdays Downtown Facebook page**
 - 7 Posts
 - 12,091 Reach
 - 43 Reactions, Comments, and Shares
 - 301 Post Clicks
- **Downtown Rochester, MN Instagram page**
 - 8 Posts
 - 642 Likes
 - 27 Comments
 - 27 stories
 - 15,514 reach



Event Generated Media

- o Event generated media estimated reach: 32,711
- o Public social media post mentions reach: 201,631
- o Explore Minnesota Tourism
 - Instagram story mention in October 3 “What’s Happening #OnlyinMN”
 - o Estimated reach: 36,800
 - Facebook story
 - o Estimated reach: 52,073
- o Townsquare Media articles
 - News Events Added for Rochester’s Fall Fest
 - Rochester’s Fall Fest Rescheduled because of Weather
- o Townsquare Media eNews features
 - 106.9 KROC’s September 18 and October 4 eNews
 - Quick Country’s September 18 and October 4 eNews
- o Rochester City Council September 16 Meeting
 - Slide with Fall Fest details
- o Rochester Math Club September 12 email
- o Rochester MN Moms Blog
 - Rochester MN Guide to October Events
- o Mention in 507 Magazine’s October 3 issue

Event Generated
Media Impact:

32,711

Estimated Reach

Public
Social Media
Post Mentions:

201,631

Estimated Reach

m EXPLORE
MINNESOTA

Facebook Story Reach:

52,073





RDA Staff



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

SocialICE: February 6-8, 2020

Partnership and vendor information available in January 2020

Thursdays Downtown 2020

Partnership and vendor information available in January 2020



DOWNTOWN
Rochester, Minnesota

Rochester Downtown Alliance
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Have questions/interested in partnering with us?

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