



Here Comes Santa Claus



Here Comes
Santa Claus
Recap
2019

DOWNTOWN
Rochester, Minnesota

About Here Comes Santa Claus

All is merry and bright when Santa Claus comes this night! Here Comes Santa Claus—Downtown Rochester's most beloved holiday tradition—features a "Warming House," live musical entertainment, "Santa's Elves' Workshop," appearances by Santa & Mrs. Claus, the daring Santa rescue atop Old City Hall, and Peace Plaza tree lighting ceremony. Santa Claus coming to downtown Rochester is a real holiday treat.

**2019 Date:
November 29**



Peace Plaza Tree Lighting



Santa's Elves' Workshop presented by Olmsted Medical Center



Storytime with Mrs. Claus at the Warming House

Estimated Attendance:
3,000 people

Estimated Economic Impact:
\$104,051.25

Here Comes Santa Claus Event Partners

Presenting Partner:



Premier/Santa's Elves' Workshop Partner:



Warming House Partner:



Activity Partner (Photos with Santa):



In-Kind Partner:



Activities:

- Story time with Mrs. Claus, cookie decorating, create-an-ornament art, and holiday music at the Warming House
- Letters to Santa, make-your-own hot chocolate creation, and "The Santa Clause" movie at Santa's Elves' Workshop
- Altra Federal Credit Union Kindness Tree at MOKA (Peace Plaza)
- Santa Claus rescue from atop Old City Hall by the Rochester Fire Department
- Peace Plaza Tree Lighting Ceremony
- Photos with Santa at Shops at University Square

Volunteer Group:

- Century High School Boys Lacrosse Team



Photos with Santa at Shops at University Square

Surveys

- 97% of respondents would attend next year
- 91% of respondents felt more connected to the community after attending
- 87% of respondents were Rochester area residents
- 83% of respondents heard about the event through social media
- 72% of respondents went to or planned to go to a restaurant or bar while downtown for the event
- 62% of respondents were first time attendees
- 46% of respondents went to or planned to go shopping while downtown for the event
- 20% of respondents were Mayo Clinic employees

Survey Giveaways:

- Gift cards to downtown Rochester businesses and other prizes



Altra Federal Credit Union Kindness Tree



Warming House activities

“We love this event! Please keep on doing it.”

-Here Comes Santa Claus Attendee



“Love looking at my grandson’s face when he watched Santa being rescued!”

-Here Comes Santa Claus Attendee



Santa Rescue atop Old City Hall



Trolley rides



Santa Rescue atop Old City Hall



Here Comes Santa Claus
Event Photos 2019



Digital Marketing

- **DowntownRochesterMN.com Marketing**

- o Website Sliders

- Here Comes Santa Claus Save the Date added November 1
 - Nice List of Here Comes Santa Claus Activities added November 14
 - Here Comes Santa Claus Playlist added November 21

- o Event Page (from January 1 through November 30, 2019)

- Pageviews: 2,956
 - Time spent on page: 4:13

- o RDA weekly e-newsletter (October 30 through December 4)

- Sent to 40,681 people throughout the season
 - Average weekly email list: 8,136 people
 - 17.40% average open rate
 - 1,878 clicks

- o Community Calendars

- Published to more than 30 online event calendars

- o Here Comes Santa Claus Blog Features on RDA Blog

- Santa Claus is Comin' to (down)Town Rochester! November 1 (398 Pageviews)
 - All Nice List of Here Comes Santa Claus Activities November 14 (233 Pageviews)
 - A Kind "Here Comes Santa Claus" Partner: Altra Federal Credit Union November 15
 - Here Comes Santa Claus: A Holiday Playlist November 21
 - Here Comes Santa Claus Survey December 2
 - 10 Most Asked-For Santa Presents And Where to Find Them in Downtown December 10

- o Press Release

- Santa Claus is Comin' to (down)Town! (released November 1)
 - Here Comes Santa Claus in Downtown Rochester This Friday (released November 26)

Here Comes Santa Claus, Here Comes Santa Claus...



...right down(town) Rochester! The jolly old elf himself will be making his annual appearance November 29 in downtown Rochester. Stay tuned for the merriment being planned!

Here Comes Santa Claus feature in RDA e-newsletter

- **ABC 6 News - KAAL TV**

- o Banner ads on KAALTV.com and on the ABC 6 News mobile app (starting November 18 and running through November 29)

- 20,005 impressions
 - Click-through rate of 0.21% which is 200% above the average click-through rate



Radio Marketing

- Radio Marketing
 - o Monthly on-air update on Y105 FM
 - Here Comes Santa Claus Featured November 11
 - o Townsquare Media Ads
 - Sponsored two (2) Days of Christmas music on Y105 FM November 25 and November 27
 - o Every hour each sponsored day, two stations IDs included Here Comes Santa Claus mention, for a total of 96 station ID's
 - (30) :30 second broadcast ads (aired 6 a.m. to 7 p.m. starting November 25 and running through 5 p.m. November 29)
 - o 40,200 impressions reaching 10,500 adults ages 25+
 - Reaching females
 - 29,500 impressions
 - 6,900 women ages 25+
 - Streaming campaign
 - o Total listening hours: 13,626
 - o Number of times online player turned on: 7,156
 - o Total number of different people who tuned in any given time (or Cume): 766

People reached
during a 30 second
broadcast ad:

10,500
Adults 25+

Total
listening
hours:
13,626



Print Marketing

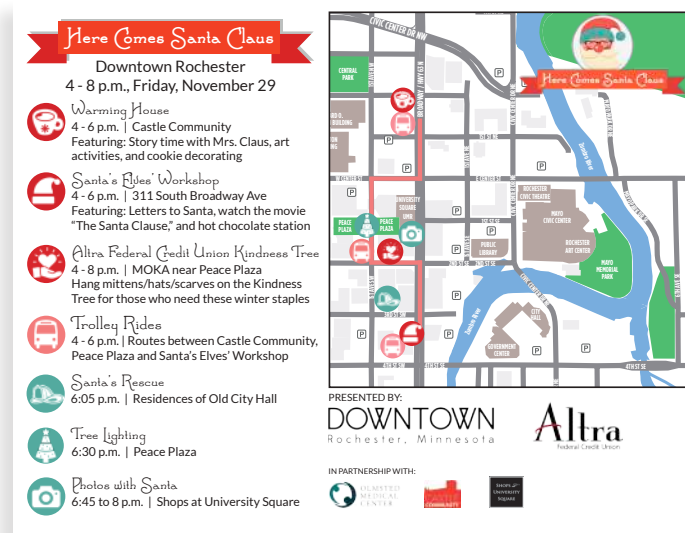


Here Comes Santa Claus Event Poster/Postcard



Half-page ad in Rochester Magazine's Nov. Issue

- 11"x17" posters (150 count) distributed throughout downtown, in Peace Plaza poster stands, and in the greater Rochester community
- 5"x7" postcards (400 count) distributed to downtown businesses and hotels
- 6'x3' banners placed October 30 and displayed through November 29
 - o On fence outside City Hall
 - o Peace Plaza
 - o People's Food Co-op
- Half -page ad in Rochester Magazine's November issue
- Printed event schedule maps available on the website and at Warming House and Santa's Elves' Workshop
- In-kind ads in Shop Rochester and Rochester Visitor magazines, November issues
 - o Placed at 50 key locations within-50-mile radius of Rochester, Minnesota



Here Comes Santa Claus Schedule/Trolley Map

Social Media Marketing

- **Here Comes Santa Claus Facebook event**
 - 20,100 people reached
 - 145 went
 - 1,339 interested
- **Here Comes Santa Claus Facebook event**
 - 22 posts
 - 4,561 Reach
 - 405 Engagements
- **Downtown Rochester, MN Facebook page**
 - 8 posts
 - 17,007 Reach
 - 188 Reactions, Comments, and Shares
 - 276 Post Clicks
 - 12 stories
 - 2,110 Reach
- **Facebook boosts**
 - Here Comes Santa Claus event
 - 20,085 organic reach
 - 5,700 paid reach
 - Santa Claus is Comin' to (down)Town Rochester blog
 - 1,882 organic reach
 - 2,652 paid reach
 - 133 reactions
 - 85 post clicks

Here Comes
Santa Claus
Facebook Event
Reach :
20,100



Social Media Marketing cont.

- Thursdays Downtown Facebook page
 - o 6 posts
 - 7,089 Reach
 - 9 Reactions, Comments, and Shares
 - 79 Post Clicks
- Downtown Rochester, MN Instagram page
 - o 6 posts
 - 237 Likes
 - 9 Comments
 - o 18 posts
 - 13,994 Reach



Event Generated Media

- Event generated media estimated reach: 1,106,711
- Public social media post mentions reach: 660,920
- 507 Magazine
 - Feature article in November 28 issue
 - Calendar mentions in November 21 and 28 issues
 - Inside 507 Magazine's November 21 e-newsletter
- ABC 6 News -- KAAL
 - Santa Claus Comes to Rochester
- Experience Rochester
 - Rochester, MN Holiday Events & Activities article mention
 - November 7 e-newsletter feature
- Explore Minnesota Tourism
 - Retweet of @DowntownRochesterMN's tweet during the Winter Tweet Chat November 26
- Family Fun Twin Cities
 - Road Trip Santa event mention in Santa Claus is Coming to Town article
- KTTC & Fox 47
 - Santa is on his way to Rochester
 - Santa Claus Pays Visit to Rochester, Gets Stuck on Roof of Old City Hall
- Rochester MN Moms Blog articles
 - Rochester MN Santa Events
 - Rochester MN Guide to Thanksgiving Weekend
- Rochester Post Bulletin articles
 - Santa Claus, Holiday Markets, and Christmas Concerts Are Coming
 - Santa Claus is comin' to downtown! Here's the full schedule
 - Photos Santa Comes to Town
- Townsquare Media articles
 - Santa Claus is Landing in Rochester November 29
 - Where to see Santa in Rochester, MN
 - Santa Claus is Coming to Downtown This Friday
- Townsquare Media eNews features
 - Fun 104.3's November 15 e-newsletter
 - 106.9 KROC's November 14 e-newsletter
 - Quick Country's November 14 e-newsletter
- Y105 FM interview video
 - Y105 FM Facebook November 11
 - James Rabe's Facebook November 13

Event Generated
Media Impact:

1,106,711

Estimated Reach



507 Magazine's feature article in November 28 issue

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.



Lauren Rockwell / Administrative Coordinator

Lauren Rockwell moved to Rochester in 2019 from Seattle, Washington. She received her bachelor's degree in psychology with a minor in film studies from Loyola Marymount University in Los Angeles. Prior to joining RDA, Lauren was a program manager for the Employer Engagement and Internal Brand team at Amazon Prime Video in Seattle. She is a lover of film and TV, design, podcasts, trivia, and all living things, especially her miniature dachshund, Honey.

It's not too late to participate!

Upcoming Partnership Opportunities

SocialICE:

February 6-8, 2020

SocialICE Presenting Partner
SocialICE FAMJAM Presenting Partner
Premier Experience Partners

Ladies Night Out:

March 26, 2020

After Party Presenting Partner
Premier Partners
Experience Partners

Thursdays Downtown:

Thursdays June 4 – August 27, 2020

Power Partner
Lunchtime Entertainment Partner(s)
Evening Band Partner(s)
3rd Street Activation Partner(s)
5th Street Activation Partner(s)
Market Bag Partner(s)
Hospitality Partner
2nd Street Stage Radio Partner
6th Street Stage Radio Partner
Media Partner(s)

Movies in the Park:

**June 13 and 27, July 11 and 25,
and August 8 and 22, 2020**

Premier Partner(s)
Experience Partner(s)
Vendors

Dogs Downtown:

September 19, 2020

Presenting Partner
Premier Partner(s)
Experience Partner(s)
Vendors

Harvest Festival:

October 3, 2020

Premier Partner(s)
Experience Partner(s)
Vendors

Here Comes Santa Claus:

November 28, 2020

Premier Partner(s)
Experience Partner(s)
Warming House Partner

DOWNTOWN
Rochester, Minnesota

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
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