

SOCIALICE

ROCHESTER MINNESOTA'S ICE BAR



credit Tyler Anderson

DOWNTOWN
Rochester, Minnesota

SocialICE
& FAM JAM
2020
Recap

About SocialICE & SocialICE FAM JAM

SocialICE

Downtown Rochester transforms into an icy oasis for SocialICE! Unique themed ice bars—each with its own signature drink—and full-scale ice sculptures illuminated with vibrant hues light up the winter-drab night. Keep your blood pumping with nightly live DJ entertainment.

SocialICE FAM JAM:

Cold-weather fun abounds when you bundle up the chill-dren for SocialICE FAM JAM! A free family-friendly time before the last night of SocialICE, FAM JAM showcases an all-ages celebration of winter.



Curling presented by Destination Medical Center



SocialICE Letters Photo Opp

Estimated attendance:

67,557 people

Estimated economic impact:

\$2,571,871

SocialICE Event Partners

Premier Experience Partner:



Igloo Warming House Partner:



Heating Station Partner:



KRAUS-ANDERSON®

In-Kind Hospitality Partner:



Exclusive TV Partner:



Radio Partner:



Photo Station Partners:

- Altra Federal Credit Union
- The Chateau
- Gwaltney Group of RE/MAX Results
- University of Minnesota, Rochester

Wall of ICE Partners:

- Armon Architecture
- Broadway Plaza
- Charter House
- European Wax Center
- Gift of Life Transplant House
- Hotel Indigo
- Kruse Lumber
- Mayo Clinic School of Health Sciences
- National Fleet Graphics
- Periodontal Specialists
- RAEDI
- Saint Mary's University of Minnesota
- Think Bank

**Total
Partners:
22**

SocialICE Activities

Themed Ice Bars:

- Cameo Restaurant: Star Wars
- Chester's Kitchen & Bar: Stranger Things
- Dooley's Pub: Paul Bunyan
- Kathy's Pub: The Simpsons
- The Loop: Winter Sports

Vendors (New in 2020):

- Café Steam
- Jerk King

Activities:

- Igloo Warming House by Majestic Events
- Live Nightly DJs
- Fire Pits by Kraus-Anderson
- Giant Illuminated Snowball Toss
- Curling by Destination Medical Center
- LED Hula Hoops
- #SocialICE Letters Photo Opp
- Wall of ICE Photo Opp
- Life-Sized Ice Sculpture Photo Opps

DJs:

- February 6: DJ Peps
- February 7: DJ Johnny D
- February 8: DJ Ruca

Contests:

- #SocialICE Photo Contests
- Beard Contest
- Plaid Contest

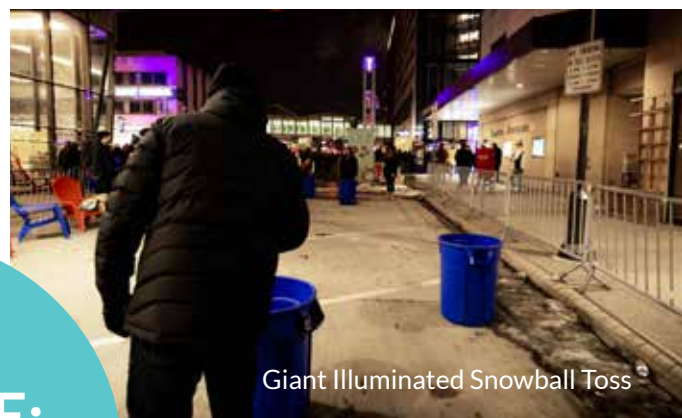
**SocialICE:
February 6-8**



Themed Ice Bars



Igloo Warming House by Majestic Events



Giant Illuminated Snowball Toss



Live Nightly DJs

SocialICE FAM JAM Activities

SocialICE
FAM JAM:
February 8

Activities:

- Snow Yoga by Yoga Tribe MN
- Zumba by Zoom to the Music
- Journie Stomp Group Performance
- Igloo Warming House by Majestic Events
- Fire Pits and S'mores by Kraus-Anderson
- Giant Illuminated Snowball Toss
- Curling by Destination Medical Center
- LED Hula Hoops
- #SocialICE Letters Photo Opp
- Wall of ICE Photo Opp
- Life-Sized Ice Sculpture Photo Opps



Journie Stomp Group Performance



Fire Pits & S'mores by Kraus-Anderson



Curling by Destination Medical Center



Snow Yoga by Yoga Tribe MN



Zumba by Zoom to the Music



Surveys

- 96% of respondents would attend next year
- 87% of respondents heard about the event through social media
- 84% of respondents were Rochester area residents
- 81% of respondents went to or planned to go to a restaurant or bar while downtown for the event
- 76% of respondents felt more connected to the community after attending
- 33% of respondents were Mayo Clinic employees
- 29% of respondents were first-time attendees



“Thank you for making Rochester lively during the winter months!”

-SocialICE attendee

“I really enjoyed this event. Being able to try curling was really fun!”

-SocialICE attendee



“My kiddos and I attended SocialICE FAM JAM and they loved it. The s’mores idea was a hit! My toddlers were jumping up and down afterwards.”

-SocialICE FAM JAM attendee

Event Photos 2020



Photo Contest Winners



Beard and Plaid Contest Winners



Digital Marketing

- **DowntownRochesterMN.com Marketing**

- o Website Sliders

- SocialICE 2020 Save the Date added September 24
- SocialICE Insider's Guide added January 15
- SocialICE FAM JAM Insider's Guide added February 3
- SocialICE Contests added February 3

- o Event Page (from September 1, 2019 through February 9, 2020)

- Pageviews: 27,166
- Time spent on page: 1:22

- o RDA weekly e-newsletter (September 25, 2019 through February 12, 2020)

- Sent to 73,288 people throughout the season
- Average weekly email list: 8,143 people
- 16.86% average open rate
- 3,871 clicks

- o Community Calendars

- Published to more than 30 online event calendars

- o SocialICE Blog Features on RDA Blog (10,865 total pageviews)

- Chill Out: Downtown Rochester's SocialICE Set for 2020 September 24
- 5 Themed Downtown Bars Participating in SocialICE January 3
- Your Insider's Guide to SocialICE 2020 January 7 (4,959 Pageviews)
- The Coolest Guide to SocialICE FAM JAM January 16 (1,964 Pageviews)
- 3 Contests at SocialICE 2020 January 20
- 12 Hit Songs for 12th Annual SocialICE February 3
- Spin the SocialICE Drink Wheel of Choice February 4 (931 Pageviews)
- Fill Out This Short SocialICE Survey to Win Prizes February 2

- o Press Release

- Chill Out: Downtown Rochester's SocialICE Set for 2020
- These Themed Downtown Bars Are Participating in SocialICE 2020
- A Chilling Fact: SocialICE is One Week Away
- (Ice) Breaking News: Record-Setting Attendance during SocialICE



SocialICE feature
in RDA e-newsletter

Event web
page views:

27,166

(Sept. 1 through Feb. 9)

Blog posts
pageviews:

10,865

Digital Marketing cont.

- **KTTC TV Partnership**

- Promotional ads on KTTC, Fox 47, and sub-channels, The CW, Me-TV, and Heroes & Icons (value \$26,000+; started January 31)
- Around Town segment appearance January 22 (value \$2,500)
- SocialICE logo on event day in 7-day forecast
- Banner ads on KTTC.com and MyFox47.com (value \$1,000; started February 4)
 - Impressions: 1,412,146
 - Clicks: 2,320
- KTTC Facebook posts (value \$2,250)
 - Reach: 170,590
 - Engagements: 13,868
- Live newscasts onsite at SocialICE February 6 and 7



KTTC TV 7-day forecast with SocialICE logo



KTTC TV ice desk onsite at SocialICE

Preparations underway for SocialICE



KTTC TV Around Town segment



- **City Pages paid advertising**

- Event listing ad in promotional newsletter (sent January 15)
- Featured events listing ad in newsletter (sent January 22)
- Billboard ads on City Pages calendar, food/drink, and news pages (January 23 run date)
 - 33,361 impressions
- Exclusive drink newsletter (sent January 27)
 - Sent to 15,963 subscribers
 - 12% open rate (industry standard is 12-16%)
- Banner impressions (January 30 - February 5 run dates)
 - 20,020 impressions

Radio Marketing

- **Townsquare Media Partnership**
 - On-stage host of SocialICE all three days
 - 648 Townsquare Cares :30 second PSAs on all stations (January 27 through February 7)
 - Community calendar on all stations (253 pageviews)
 - 264 live promos on KROC AM, Y105 FM, and Quick Country (January 27 through February 7)
 - Six (6) blog posts (18,989 pageviews)
 - Eight (8) app alerts (25,179 reach)



7,086	Record Crowd for SocialICE This was the best year in the history of the event!	https://kroc.com/record-attendance-for-socialice-2020/
7,024	Themes for This Year's SocialICE SocialICE starts today!	https://kroc.com/socialice-2020s-themes-include-star-wars-stranger-things-end-the-simpsons/
977	Record Crowd For This Year's SocialICE The Rochester Downtown Alliance says attendance at the 2020 SocialICE set a new record.	https://krocnews.com/record-attendance-for-socialice-2020/
956	Ready to party in the cold? Rochester's popular downtown winter event begins today.	https://krocnews.com/socialice-2020-has-arrived/
3,892	Join Curt And Paisley At SocialICE Curt and Paisley are hanging out at SocialICE right now! Come hang out with us for a few hours!	https://quickcountry.com/socialice-2020s-themes-include-star-wars-stranger-things-and-the-simpsons/
1,765	She said "Yes" at SocialICE It was a perfect moment caught on camera... a proposal at SocialICE. Congrats to the newly engaged couple.	https://y105fm.com/225831/
1,739	SocialICE starts tonight! The fun has started at SocialICE! Tap to check out the themes this year and see what is new (one of those things is food!).	https://y105fm.com/socialice-2020s-themes-include-star-wars-stranger-things-and-the-simpsons/
1,740	Gotta love Minnesota weather! SocialICE is still on but our weather has changed it up just a bit. Tap to learn more.	https://y105fm.com/weather-impacts-socialices-opening-night/

Eight (8) app
alerts reach:

25,179

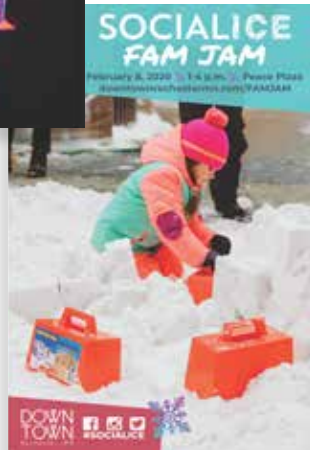
Blog posts
pageviews:

18,989





SocialICE Event Poster



SocialICE FAM JAM Event Poster

Print Marketing

- 11" x 17" posters (150 count each for SocialICE and FAM JAM) distributed throughout downtown, in Peace Plaza poster stands, and in the greater Rochester community
- 5" x 7" postcards (400 count total) distributed to downtown businesses and hotels
- 6' x 3' banners placed January 2 and displayed through event
 - o On fence outside City Hall
 - o Peace Plaza
 - o People's Food Co-op
- Coasters (1,000 count) in participating ice bars' establishments
- Table tents (100 count) in participating ice bars' and vendors' establishments
- Printed SocialICE and SocialICE FAM JAM event schedule maps available on website and at the SocialICE info kiosk
- 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



SocialICE coasters available in participating ice bars' establishments



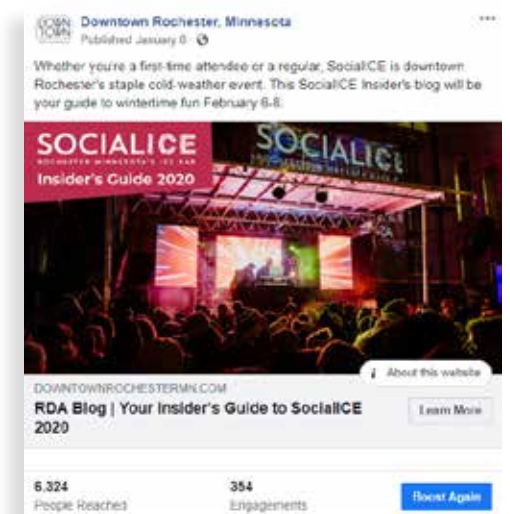
SocialICE table tents



SocialICE Map

Social Media Marketing

- **SocialICE Facebook event (boosted)**
 - 83,500 people reached
 - 545 went
 - 4,800 interested
 - 8 posts
 - 2,840 reach
 - 262 engagements
- **SocialICE FAM JAM Facebook event (boosted)**
 - 34,500 people reached
 - 181 went
 - 2,112 interested
 - 36 posts
 - 38,576 reach
 - 2,817 engagements
- **Downtown Rochester, MN Facebook page**
 - 21 posts
 - 73,596 reach
 - 1,513 reactions, comments, and shares
 - 4,146 Post Clicks
- **Facebook boosts**
 - SocialICE Insider's Guide blog
 - 2,055 organic reach
 - 4,332 paid reach
 - 311 reactions
 - 43 post clicks
 - SocialICE FAM JAM Insider's Guide blog
 - 1,840 organic reach
 - 4,332 paid reach
 - 206 reactions
 - 38 post clicks
 - SocialICE Contests blog
 - 1,650 organic reach
 - 3,206 paid reach
 - 154 reactions
 - 14 post clicks

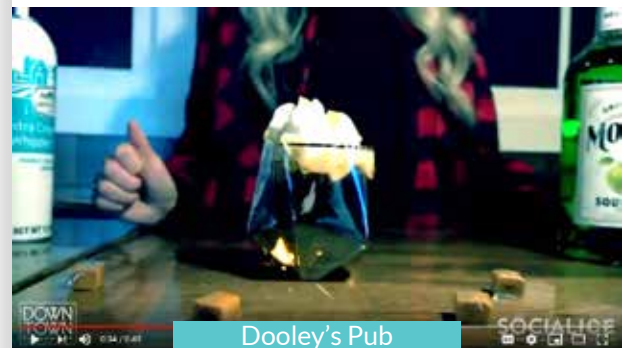
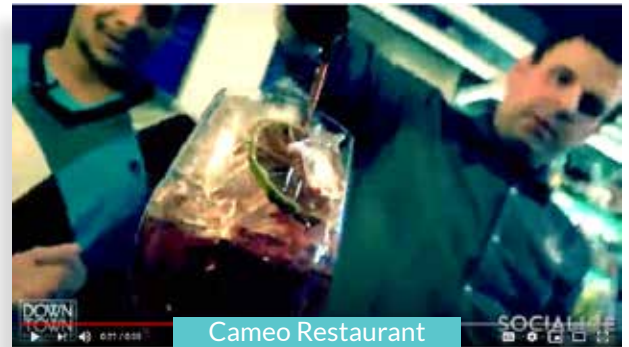


Social Media Marketing cont.

- **Thursdays Downtown Facebook page**
 - o 16 posts
 - 31,880 reach
 - 285 reactions, comments, and shares
 - 1,162 post clicks
- **Downtown Rochester, MN Instagram page**
 - o 23 posts
 - 4,220 video views
 - 1,586 likes
 - 53 comments
 - o 96 stories
 - 74,030 reach
- **Downtown Rochester, MN YouTube**
 - o Promo video
 - 1,668 views
 - o Five (5) ice bar drink videos
 - 2,381 views
- **#SocialICE social media curator platform, Everwall**
 - o 280 public posts
 - 78,179 unique reach
 - 95,505 total reach
 - 71% of content from Instagram



#SocialICE social media curator platform, Everwall



Event Generated Media

- Event generated media estimated reach: 6,506,128
- 507 Magazine
 - Calendar mentions in January 30 and February 6 issues
 - Cover feature on February 6 issue
 - “The Coolest Weekend in February” article
 - Inside 507 Magazine’s February 6 e-newsletter
- ABC 6 News—KAAL (13 features)
- AlphaDigitalMN.com blog article
- BKTBradley.blogpost.com blog article
- Experience Rochester
 - Tips for Enjoying SocialICE 2020 article
- Explore Minnesota Tourism
 - “What’s Happening #OnlyinMN” Instagram story mention
 - Estimated reach: 194,462
 - “What’s Happening #OnlyinMN” Facebook story mention
 - Estimated reach: 261,198
- KIMT 3 News (seven [7] features)
- KTTC & Fox 47 (22 features)
- Mpls St. Paul Magazine
 - Mention in Winter Getaways section in November 2019 issue
- Rochester Magazine
 - “Hang with the Cool People. Literally.” article in January 2020 issue
- Rochester Mom Blog (two [2] articles)
- Rochester Post Bulletin (five [5] features)
- The Chateau e-newsletter February 4
- The Minnesota Show in Fargo/Moorhead radio interview January 31
- Townsquare Media (22 articles)
 - Nine (9) e-newsletter features
 - Three (3) radio interviews



507 Magazine's February 6 issue cover



Mpls St. Paul Magazine's Winter Getaways section mention



106.9 KROC e-newsletter feature

Event Generated
Media Impact:

6,506,128

Estimated Reach

Event Generated Media cont.



DJ Johnny D Instagram

Two proposals
at SocialICE
February 8



Explore Minnesota Tourism's
"What's Happening #OnlyinMN"
Instagram & Facebook February 5



Public Social
Media Mentions:
5,095,283
Estimated Reach



Reply to Café Steam's Instagram story

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

Ladies Night Out:

March 26

Premier Partners

Experience Partners

Thursdays Downtown:

Thursdays June 4 – August 27

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**

Premier Partner(s)

Experience Partner(s)

Vendors

Dogs Downtown:

September 19

Presenting Partner

Premier Partner(s)

Experience Partner(s)

Vendors

Harvest Festival:

October 3

Premier Partner(s)

Experience Partner(s)

Vendors

Here Comes Santa Claus:

November 28

Premier Partner(s)

Experience Partner(s)

Warming House Partner

DOWNTOWN
Rochester, Minnesota

Rochester Downtown Alliance
311 South Broadway South Suite A2
Rochester, MN 55904

Have questions/interested in partnering with us?

Contact Monika Kopet, our events manager, at
507-216-9882 or mkopet@rdowntownalliance.com