

IMPROV-ICE

annual SocialICE improv-ICEd



Improv-ICE
2021
Recap

DOWNTOWN
Rochester, Minnesota

Improv-ICE Partners

Light Up the Night Partner:



Exclusive TV Partner:



Radio Partner:



Premier Experience Partner:



In-Kind Hospitality Partner:



Photo Station Partners:



Double Block Sculpture Partners:



Wall of ICE Partners:

- Kruse Lumber
- Metronet
- Periodontal Specialists
- Premier Bank Rochester
- Smith Schafer & Associates
- Steve Schroeder Services, LLC

Buy a Meal, Give a Meal Partners:

- Associated Bank
- Benedictine Living Community
- Bill the Pie Guy
- Ellingson Insurance Group
- Gwaltney Group of RE/MAX Results
- ISG
- People's Food Co-op
- Premier Bank Rochester
- Rochester My Home
- Two anonymous donors

**Total
Partners:**

27

About Improv-ICE

This year, the Rochester Downtown Alliance improvised to offer Improv-ICE, a COVID-19 pandemic-appropriate adaptation of the annual SocialICE event. Designed as a come-and-go winter experience, Improv-ICE featured illuminated ice sculptures, a community art project, a support local restaurants initiative, and more seasonal fun in downtown Rochester.

**February
6-14, 2021**

(delayed from February 4-11
because of warm weather)



Ice sculptures, Wall of ICE, and ice curtain

Peace Plaza was illuminated with creativity and lights through many partner ice sculptures, the community ice sculpture, and the popular ice curtain from SocialICE during Improv-ICE.



Buy a Meal, Give a Meal restaurant campaign

Downtown bars and restaurants are typically the stars of SocialICE with their elaborately themed ice bars and specially crafted cocktails. They shone again in 2021 with the Improv-ICE Buy a Meal, Give a Meal campaign! For every transaction (dine-in check, take-out order, gift card purchase, etc.) recorded at participating downtown restaurants, a group of community supporters donated a meal to Channel One Regional Food Bank.



Together Community Portrait

The Together letters on display on Broadway Avenue as an art installation in 2020 were moved to Peace Plaza for Improv-ICE. The public submitted self portraits, which local artists used as subject matter to create a community work of art.



Improv-ICE photo contest

Those who attended Improv-ICE, captured photos of the ice sculptures, ice curtain, or Together letters, and posted publicly on social media were entered in the Improv-ICE photo contest for a chance to win one of six \$25 gift cards to a downtown business. The top photo in each category also won a Downtown Rochester, MN branded stocking hat.



Wall of ICE

Buy a Meal, Give a Meal initiative

As a adapted way to celebrate the community together, Improv-ICE featured an initiative to support local restaurants and to help those in need in the Rochester community at the same time. Here is a look at the Improv-ICE Buy a Meal, Give a Meal initiative by the numbers!



19 participating downtown restaurants



9 days of Buy a Meal, Give a Meal initiative *(February 6-14, 2021)*



15,594 downtown restaurant transactions
*(dine-in check, takeout order, or gift card purchase)**



12 community donors providing matching funds



15,800 meals donated to Channel One Regional Food Bank

**While the raised funds slightly exceed the number of meals "unlocked" by this program, the full amount raised was donated to Channel One Regional Food Bank to support their programs.*





Together Community Portrait photo opp



2021 Improv-ICE weather*

Feb. 6	Feb. 7	Feb. 8	Feb. 9	Feb. 10	Feb. 11	Feb. 12	Feb. 13	Feb. 14
0°	-5°	1°	6°	6°	-2°	-7°	-4°	-9°

**does not factor in wind chill*

New Approaches, New Learnings

Our Buy a Meal, Give a Meal campaign was well received and very successful. Creating an opportunity for our restaurants to demonstrate generosity to others during such a difficult year brought a real sense of pride to all of us downtown. In the future, we hope to find more opportunities to attract customers to downtown while giving back.



Engaging the community through design competitions, collective portraits, and other opportunities allowed more members of the Rochester community to feel like part of the event. In the future, we'll seek out more opportunities for Rochester residents to feel like active participants in the experiences we create downtown.



Community Sculpture designed by Tiffany Alexandria and presented by Destination Medical Center

"I appreciate that you were COVID-conscious about the event, despite wanting to have the same great event you put on every year!"

-Improv-ICE survey respondent

"Thank you for continuing SocialIce this year! It's been a hard year of lost events, and while different, having it to look forward to was a bit of normalcy, as well as the beauty to enjoy, that was much needed!"

-Improv-ICE survey respondent



ISG partner ice sculpture



Hyatt House partner ice sculpture



University of Minnesota, Rochester partner ice sculpture

Surveys

- 98% of respondents would like to see SocialICE continued
- 86% of respondents were Rochester area residents
- 73% of respondents heard about the event through social media
- 69% of respondents felt more connected to the community after attending
- 65% of respondents attended SocialICE many times
- 62% of respondents got takeout or dined in at a restaurant or bar while downtown for Improv-ICE
- 30% of respondents were Mayo Clinic employees
- 21% of respondents were first-time attendees

“The sculptures were beautiful. Just nice to be outside.”

-Improv-ICE survey respondent

“Thank you for bringing us this physically distanced, safe event!”

-Improv-ICE survey respondent

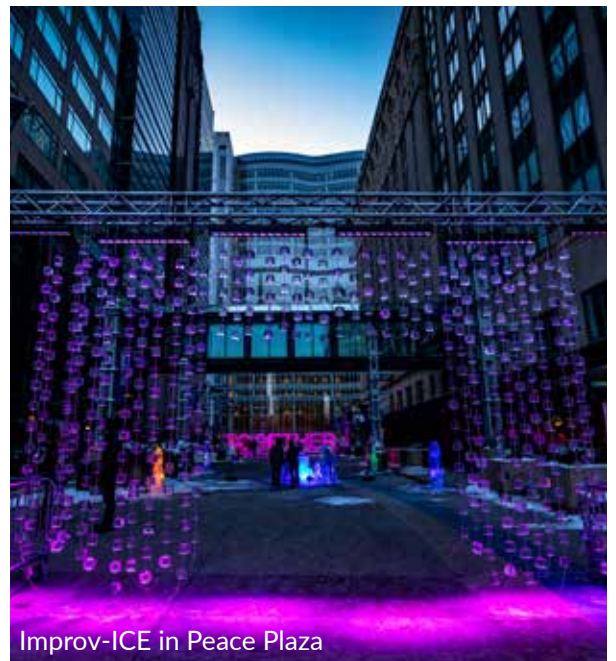
“I loved the ice sculptures! Also, the Buy a Meal, Give a Meal was a wonderful addition. I really enjoy when there are events downtown, it’s so great to see the community come out and celebrate!”

-Improv-ICE survey respondent

Photos 2021



Community sculpture presented by Destination Medical Center



Improv-ICE in Peace Plaza



Together Community Portrait



Ice curtain



KTTC TV partner ice sculpture



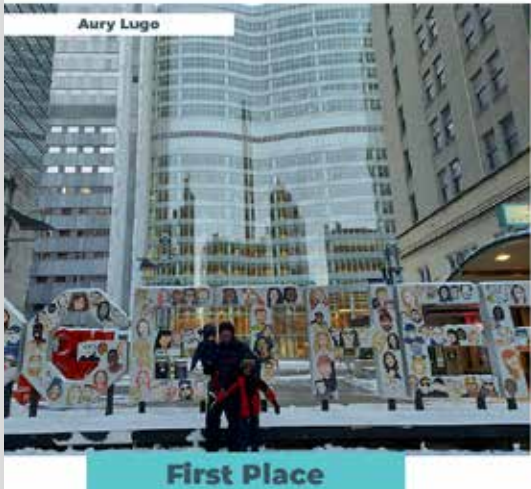
Community sculpture presented by DMC



T-Mobile partner ice sculpture

Photo Contest Winners

Photo Contest Winners: Together Letters Category



The top two winners in each category of the Improv-ICE photo contest won a \$25 gift card to a pre-selected downtown Rochester business. The first-place winner in each category was also awarded a Downtown Rochester MN-branded stocking hat.

Photo Contest Winners: Ice Sculpture Category

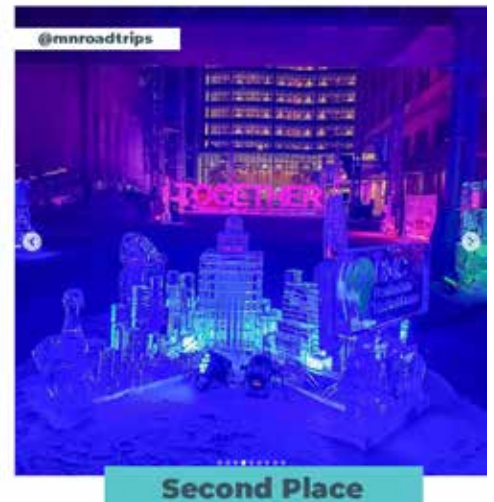


Photo Contest Winners: Ice Curtain Category



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Digital Marketing

- **DowntownRochesterMN.com marketing**

- Website sliders

- Improv-ICE Announcement added December 18, 2020
- How have you Improv-ICEd? added January 11, 2021
- Insider's Guide added January 26, 2021
- Buy a Meal, Give a Meal added February 1, 2021
- Survey added February 6, 2021

- Event page (from December 18, 2020 through February 21, 2021)

- Pageviews: 22,925
- Unique pageviews: 18,801

- RDA weekly e-newsletter (December 23, 2020 through February 24, 2021)

- Sent to 81,620 people
- Average weekly email list: 8,162 people
- 19.15% average open rate
- 4,084 clicks

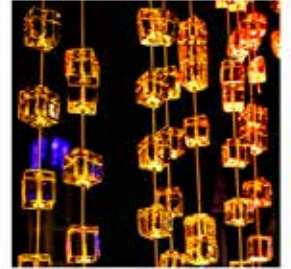
- Community calendars

- Published to more than 30 online event calendars

- Improv-ICE blog features on RDA blog (7188 total pageviews)

- Vote for your favorite community ice sculpture design December 30, 2020
- How have you Improv-ICEd this past year? January 11, 2021
- Improv-ICE Community Sculpture Design Inspiration January 12, 2021
- Buy a Meal, Give a Meal January 14, 2021
- Improv-ICE Photo Contest January 19, 2021
- Insider's Guide to Improv-ICE January 26, 2021
- How has Townsquare Improv-ICEd? January 28, 2021
- How has ISG Improv-ICEd? January 29, 2021
- Improv-ICE Survey February 6, 2021

Improv-ICE, an adaptation of SocialICE



2020 wasn't a normal year. In 2021, Improv-ICEing is the name of the game. The hardy Minnesotan-favorite ice festival event SocialICE is being adapted to Improv-ICE, a physically distanced winter opportunity that will include a large Instagram-worthy community ice sculpture and other seasonal fun.

Have a great idea for the community ice sculpture? [Submit it here](#) by 11:59 p.m. Tuesday, December 29! The winner will receive \$200 in gift card(s) to downtown business(es) and a Downtown Rochester, MN stocking hat.

Improv-ICE feature in RDA e-newsletter

Event web
page views:

13,431

(Dec. 18, through Feb. 14)

Blog posts
pageviews:

7,188

Digital Marketing cont.

- **KTTC TV partnership**

- o Promotional ads on KTTC, Fox 47, and sub-channels, The CW, Me-TV, and Heroes & Icons (value \$65,620; started January 29)
- o Improv-ICE logo on event day in 7-day forecast and mention in 10-day forecast
- o Banner ads on KTTC.com (value \$9,000; started January 22)
 - Impressions: 819,394
 - Clicks: 1,544



KTTC TV promo about Improv-ICE



KTTC TV 7-day forecast with Improv-ICE logo



KTTC TV Facebook post about Improv-ICE



Twin Cities teens make a noteworthy album at Experience Jazz program

Twin Cities teens make a top-notch album on weekends in Experience jazz program.



Featured column: Like! Do we really need a new social media platform?



Variety: Daughter's death drives Minneapolis woman to fight 'fire' of teen suicide



Improv-ICE geo-targeted display ad on StarTribune.com

- **Star Tribune paid advertising**

- o Geo-targeted display ads on Star Tribune's Local and Variety web pages (January 20-February 7)
 - 50,002 impressions (16.7% over guaranteed impressions)

Radio Marketing

- Townsquare Media partnership
 - o 602 Townsquare Cares PSAs and recorded promos aired on all stations
 - o 120 mentions on 106.9 KROC, Y105 FM, and Quick Country 96.5
 - o Community calendar on all stations
 - o Two (2) blog posts (3,198 pageviews and 6,932 people reached through Facebook posts)
 - o Two (2) app alerts (2,500 devices reached)



How Townsquare has Improv-ICed partner video

Two (2) app
alerts devices
reached:

2,500

Facebook
posts reach:

6,932



Altra Federal Credit Union
partner ice sculpture



Rochester Community & Technical College
partner ice sculpture

Print Marketing



Improv-ICE poster



Improv-ICE Buy a Meal, Give a Meal campaign stickers distributed to participating restaurants



Improv-ICE banners throughout downtown

- 11" x 17" posters (250 count) distributed throughout downtown, in Peace Plaza poster stands, and in the greater Rochester community
- 6' x 3' banners placed January 11 and displayed through February 14
 - o On fence outside Residences of Old City Hall
 - o Peace Plaza
 - o People's Food Co-op
- Stickers (4,000 count) distributed to participating restaurants promoting Buy a Meal, Give a Meal campaign
- 17' flag banner promoting Improv-ICE displayed in Peace Plaza February 6 through February 14



Improv-ICE flag banner

Social Media Marketing

- **Downtown Rochester, MN Facebook**

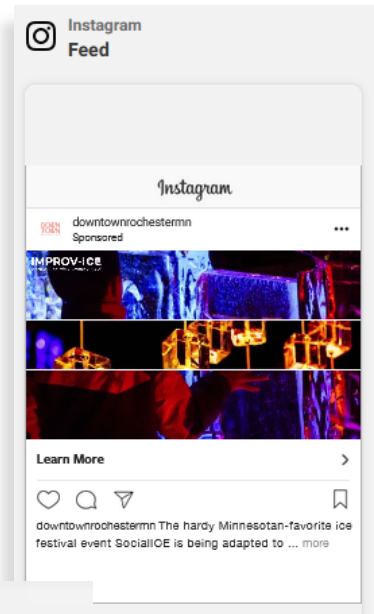
- 38 posts
 - 68,952 reach
 - 1,115 reactions, comments, and shares
 - 2,867 post clicks

- **Facebook ads**

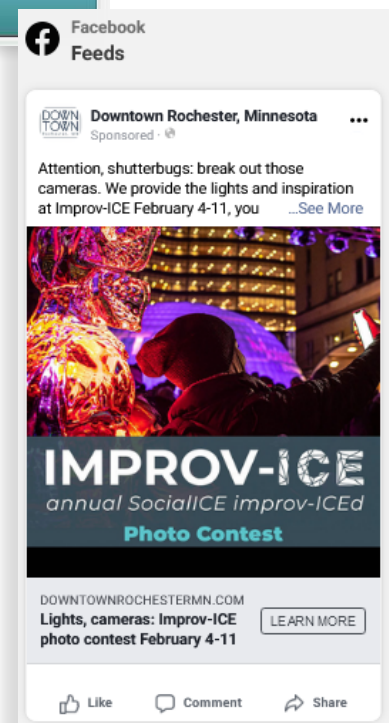
- Promotional video
 - 23,095 reach
 - 38,391 impressions
 - 8,630 engagements
 - 588 total post clicks
- Insider's Guide blog
 - 5,058 reach
 - 8,704 impressions
 - 256 total post clicks
- Buy a Meal, Give a Meal blog
 - 4,436 reach
 - 7,661 impressions
 - 162 total post clicks
- Photo contest blog
 - 42,056 reach
 - 92,409 impressions
 - 1,207 total post clicks
- How have you Improv-ICEd? blog
 - 40,768 reach
 - 69,938 impressions
 - 674 total post clicks

- **Thursdays Downtown Facebook**

- 33 posts
 - 26,022 reach
 - 52 reactions, comments, and shares
 - 507 post clicks



Improv-ICE
Facebook and
Instagram ads



Social Media Marketing cont.

- **Downtown Rochester, MN Instagram**
 - o 30 posts
 - 4,927 video views
 - 1,731 likes (9% increase over 2020)
 - 108 comments (103% increase over 2020)
 - o 113 stories
 - 51,578 reach
- **Downtown Rochester, MN Twitter**
 - o 90 posts
 - 360 video views
 - 330 likes
 - 152 retweets
 - 26 comments



Event Generated Media

- Press releases
 - Improv-ICE, an adaptation of annual SocialICE, set for February 2021 (December 22, 2020)
 - Dining downtown during Improv-ICE benefits Channel One Regional Food Bank (January 14, 2021)
 - What to expect from Improv-ICE an adaptation of SocialICE (January 28, 2021)
 - Improvising Improv-ICE dates because of warm weather (February 1, 2021)
 - 15,800 meals to be donated to Channel One through Improv-ICE Buy a Meal, Give a Meal program (February 19, 2021)
- Event generated media estimated reach: 8,064,000 (from 68 media stories)



Generated media mentions:
8,064,000
estimated reach
(23.94% increase over 2020)

Event Generated Media cont.



Public social media mentions:
3,086,112
estimated reach

RDA Staff



Holly Masek / Executive Director

Holly Masek brings expertise in public space management, communications, urban planning, and hospitality. Before joining the RDA, she held positions in private real estate, consulting, and government in Boston. She has a master's degree in urban planning.



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 / Previous Director of Events & Strategic Partnerships

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.



Kanika Couchene / New Director of Events & Strategic Partnerships

Kanika comes to the RDA from a manufacturing company where she served as the global executive assistance and event planner. Her previous experience includes being a continuing medical education event specialist and HR program coordinator at Mayo Clinic, and program director at The Mentor Network - REM River Bluffs Region. She received a bachelor's degree in psychology and minor in communication from Ferris State University in Big Rapids, Michigan.



Lauren Contreras / 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 in 2021

Sidewalk Sessions:

Weekdays May through June

Presenting Partner

Acoustic Partner(s)

Melody Partner(s)

Tune Partner(s)

Fresh Air Fitness Classes:

Tuesdays and Thursday May through June

Cardio Premier Partner(s)

Toning Partner(s)

Movies in the Park:

Select Saturdays June through August

Director's Cut Partner(s)

Cinema Partner(s)

Vendors

Thursdays Downtown:

Thursdays July 8 through September 9*

1st Ave Stage Presenting Partner

Peace Plaza Stage Presenting Partner

Power Partner

Lunchtime Entertainment Partner(s)

Evening Band Partner(s)

Thursdays Downtown cont.:

3rd Street Activation Partner(s)

Hospitality Partner

1st Ave Stage Radio Partner

Media Partner(s)

Dogs Downtown:

September 18

Presenting Partner

Premier Partner(s)

Experience Partner(s)

Vendors

Harvest Festival:

October 2

Premier Partner(s)

Experience Partner(s)

Vendors

Here Comes Santa Claus:

November 26

Premier Partner(s)

Experience Partner(s)

Warming House Partner

**dates subject to change based on COVID-19 guidelines*

DOWNTOWN
Rochester, Minnesota

Rochester Downtown Alliance

311 South Broadway South Suite A2
Rochester, MN 55904

Have questions/interested in partnering with us?

Contact Kanika Couchene, director of events & strategic partnerships, at
507-216-9884 or kcouchene@downtownrochestermn.com