

Fresh Air FITNESS

presented by

WINONA
STATE UNIVERSITY
ROCHESTER

CAMPUS ACTIVITY BOARD



Fresh Air
Fitness
2021
Recap

DOWNTOWN
Rochester, Minnesota

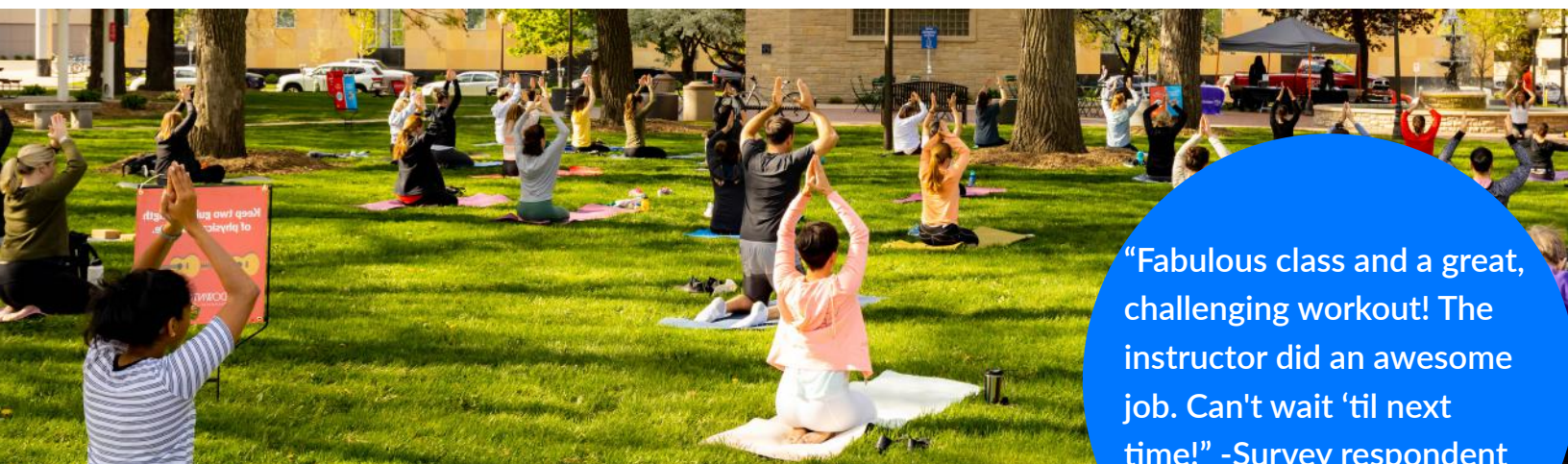
About Fresh Air Fitness

New event with multiple goals:

- Provide a safe, physically distanced, outdoor event we felt confident we could run during COVID-19.
- Meet a need for the community of free, healthy outdoor activities.
- Offer a physical and mental benefit: bring people together to exercise safely after being apart.
- Bring new attention to Central Park, show off improvements, and change perception and identity of the park.
- Create a repeat, smaller event that forms, new community attachments to the downtown neighborhood.
- Serve locals. This event focused on residents of downtown and wider Rochester as a primary audience, not visitors.

Key learnings:

- We like Central Park for exercise and use it as a primary location. It offers shade, grassy surface, outlets, decorative water fountain, drinking water fountain, and restrooms for many types of events.
- While central in downtown, the park also offers relative privacy for people who might be nervous about exercising in public.
- Parking is easily available after 5 p.m. all around the park.



“Fabulous class and a great, challenging workout! The instructor did an awesome job. Can't wait 'til next time!” -Survey respondent

Event Analytics

- **Website and blog analytics**
 - 4,361 pageviews
 - 3,593 unique pageviews
 - Time spent on web page: 2:21 (65.28% more than average)
- **Eventbrite data and session attendance**
 - 1,147 reservations claimed, with a 75 person cap on attendance.
 - 103 signed up for barre over the season
 - 92 signed up for yoga over the season
 - Each averaged 103 and 92 repeat attendees respectively
- **Marketing and social media**
 - Facebook pages and events
 - 25,918 reach
 - 925 engagements
 - 689 total post clicks (*part of engagement metric*)
 - 6,327 stories views
 - Instagram
 - 1,089 post likes
 - 28 comments
 - 12,399 stories views
 - Twitter
 - 12,709 impressions
 - 291 engagements
- **Communications and media relations**
 - Twenty earned media stories including a live morning broadcast with ABC 6 News - KAAL TV
 - Event generated media: 2,488,000 estimated reach
 - Public social media mentions: Estimated reach of 1,027,145



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Event web
page and
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4,361

(April 19 through June 29)

It's not too late to participate!

Upcoming partnership opportunities in 2021



Dogs Downtown: September 18

Premier Partner(s)

Experience Partner(s)

Vendors



Roller Disco: October 9

Groovy Partner(s)

Sparkle Partner(s)

Vendors



Here Comes Santa Claus: November 26

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