Movies in the Park 2021 Recap

DOWNTOWN
Rochester, Minnesota

About Movies in the Park

2021 goals:

- By increasing activity, demonstrate Central Park's desirability as a downtown public space and event venue.
- Continually improve perception of Central Park's safety with active family friendly activity.
- Provide an activity that could be safely produced under COVID-19 conditions.

Key learnings:

- Outdoor movies have become very popular, and many competitors have popped up in the market. Given this is one of our smaller draws, we are considering alternative weekend activities unique to downtown.
- Given the lateness of summer sunsets, this event often starts so late that it is not beneficial to downtown businesses during operating hours.
- We think it is still important to activate Central Park to remind the community it is a special place and hope the community will do the same. For example, new attachments were formed with the space as a direct correlation from Movies in the Park.
- It was beneficial to have pre-registration through Eventbrite. It gave us another promotional/communication channel.

Event analytics

- **Eventbrite data and session attendance**
  - 758 unique orders claimed
  - 2,206 total attendees throughout the season
  - 1,682 unique attendees throughout the season

- **Website and blog analytics**
  - 12,483 web page views
  - 10,663 unique pageviews
  - 3,099 blog views

- **Marketing and social media**
  - Facebook pages and Facebook events
    - 146,734 reach *(53% increase over 2019)*
    - 1,886 responses
    - 5,779 total post engagements
    - 15,333 story views
  - Instagram
    - 81,239 reach
    - 967 likes *(109% increase over 2019)*
  - Twitter
    - 19,632 impressions
    - 372 engagements

- **Communications and media relations**
  - Event generated media: 4.2 million estimated reach
  - Public social media mentions: 1.3 million estimated reach

- **Estimated economic impact from event: $28,745**

Event generated media:
4.1 million
estimated reach

Event web page and blog views:
12,483
(Jan 1 through Aug 28)

It's not too late to participate!

Upcoming partnership opportunities in 2021/2022

SocialICE & FAMJAM:
February 3-5, 2022

Fresh Air Fitness:
Select dates May-June 2022

Thursdays Downtown:
July 7 - August 25, 2022

Dogs Downtown:
September 2022

Roller Disco:
October 7-8, 2022

Here Comes Santa Claus:
November 25, 2022

DOWNTOWN
Rochester, Minnesota

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Have questions/interested in partnering with us?

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