



Here Comes Santa Claus






Here Comes
Santa Claus
2021
Recap


DOWNTOWN
Rochester, Minnesota

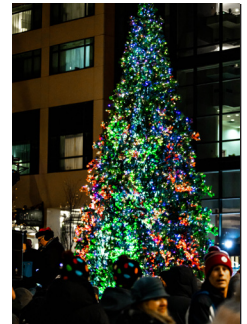
About Here Comes Santa Claus

2021 goals:

-  Offer a family-centered event that is financially accessible (free) to all.
-  Highlight key, re-opened downtown spaces including Heart of the City and Chateau Theater.
-  Provide safe opportunities for families to celebrate the holidays amid COVID-19. Remind Rochester residents of downtown's magic during the holidays.

Key learnings:

-  This event lent itself to thoughtful partnerships. We can explore more options to financially support it in the future.
-  This event brings together many City departments including Rochester Fire to build stronger community relationships.
-  As a long-standing Rochester tradition, this event forms or renews attachment to downtown. Some attendees came as children themselves and now bring their kids to this event.
-  This event reminds us family events are truly valued, enjoyed, and bring a different energy to downtown. In the future, we will challenge ourselves to think of ways to connect family visitors to downtown businesses.



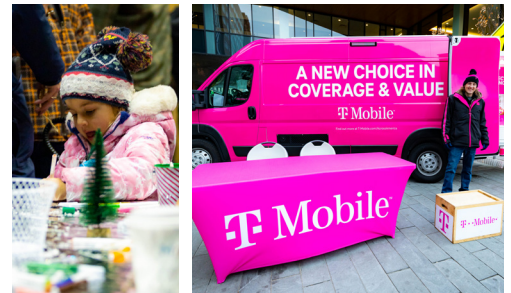
"Thanks so much for putting this on! We brought our friends who are considering moving to Rochester, and they loved this event, too."
-Survey respondent

"My 2.5 year old LOVED the event and was talking about it for days!"
-Survey respondent

"It was FANTASTIC! My son said it was the best night of his life!"
-Survey respondent

Event analytics

- Website and blog analytics
 - 3,465 web page views (17% increase over 2019)
 - 2,737 unique pageviews
 - 2,660 blog views
- Marketing and social media
 - Facebook pages and Facebook event
 - 73,052 reach (49% increase over 2019)
 - 1,495 responses
 - 2,176 total post engagements (261% increase over 2019)
 - 15,222 story views
 - Instagram
 - 15,342 post reach
 - 547 post likes (130% increase over 2019)
 - 22,954 stories views (64% increase over 2019)
 - Twitter
 - 1,239 impressions
 - 258 engagements
- Communications and media relations
 - Event generated media: 3.8 million estimated reach (243% increase from 2019)
 - Public social media mentions: 1.43 million estimated reach (116% increase from 2019)
- Estimated attendance: 8,754 people
- Estimated economic impact from event: \$195,099.06



Event generated
media:
3.8 million
estimated reach

Public social
media mentions:
1.43 million
estimated reach

It's not too late to participate!

Upcoming partnership opportunities in 2022



Social Lights & FAM JAM:
March 3-5, 2022



Fresh Air Fitness:
Select dates May-June 2022



Thursdays Downtown:
July 7 - August 25, 2022



Dogs Downtown:
September 17, 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,
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