

Dogs DOWNTOWN






**Dogs
Downtown
2021
Recap**





DOWNTOWN
Rochester, Minnesota

About Dogs Downtown

2021 goals:

-  Offer a safe, outdoor community event following a difficult pandemic year. With this event, we hope to provide pure fun for pets, owners, and bystanders
-  Re-introduce to Peace Plaza and Heart of the City following pandemic closures and construction
-  Establish downtown Rochester's public spaces as dog friendly and welcoming

Key learnings:

-  Dogs and humans preferred September because of cooler temps (previously in August).
-  People love this event and feel connected to the branded merchandise. We may expand these opportunities in the future.
-  Music throughout the event added great energy.
-  The event benefitted from new opportunities to linger, including a pop-up dog park and food and beverage options for pets and humans.



“Dogs Downtown
is my favorite
community event
for the whole year!”
-Survey respondent

Event analytics

- **Website and blog analytics**

- o 8,146 web page views
 - Event web page saw 64 percent increase over 2019
- o 7,060 unique pageviews
- o 1,674 blog views

- **Marketing and social media**

- o Facebook pages and Facebook event
 - 43,872 reach
 - 1,040 responses
 - 3,043 total post engagements
 - 5,301 story views
- o Instagram
 - 21,809 post reach
 - 689 post likes (121% increase over 2019)
 - 22,471 stories views
- o Twitter
 - 12,259 impressions
 - 310 engagements

- **Communications and media relations**

- o Event generated media: 4.28 million estimated reach (930% increase over 2019)
- o Public social media mentions: 942,534 estimated reach

- **Estimated attendance: 10,867 people**

- **Estimated economic impact from event: \$241,899**



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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,
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