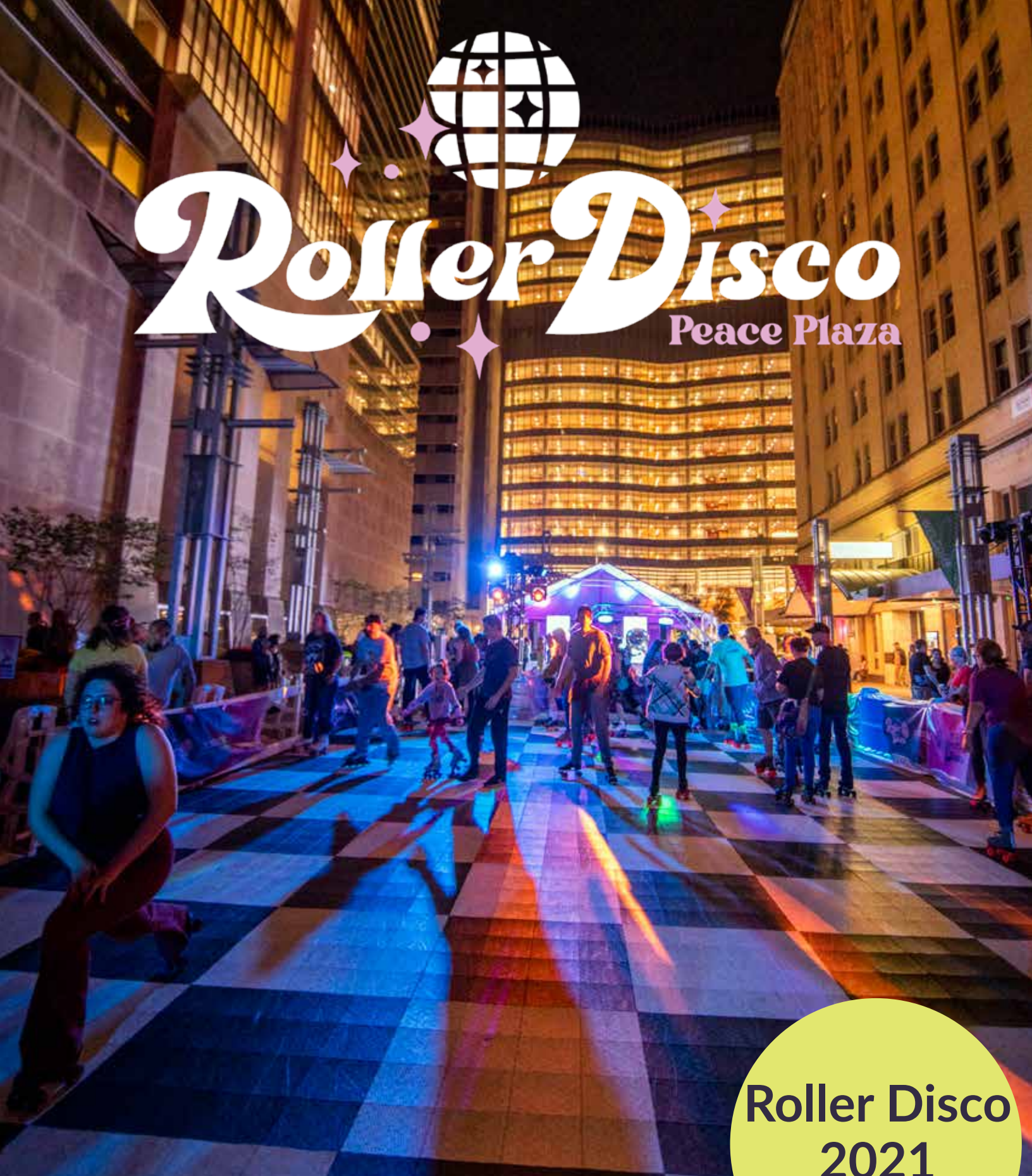




Roller Disco

Peace Plaza







Roller Disco
2021
Recap





DOWNTOWN
Rochester, Minnesota

About Roller Disco

2021 goals:

-  Offer a unique, inclusive, and joyful experience to activate downtown Rochester following a difficult pandemic year
-  Offer a healthy and safe outdoor experience during the COVID-19 pandemic
-  Create an event that appeals to diverse demographics and engage diverse vendors and DJ entertainment
-  Ensure the event was free and attainable for all

Key learnings:

-  By offering free skate rentals, the event was inclusive and attainable for all. In the future, we will try to keep rentals free.
-  We may consider stricter divisions between teen time, family time, and 21+ time. This was a popular event that could run for a longer period.
-  Music and lighting were keys to this event. We will carefully plan both elements for future events.
-  Moments of lessons and interactive games helped give skaters confidence.



"Although we might have been the only ones or among the only ones over 40, it was great. Certainly one of the best events in downtown Rochester for a huge variety of people and especially young and very young people." -Attendee

"This was great fun for me and my tween+teen (12+15). It's fantastic to have something that appeals to this age group, not just littles or adults."
-Survey respondent

"Thank you for such a fun-filled event! I honestly haven't had so much fun in a very long time! I felt like a kid again! :)"
-Survey respondent

Event analytics

- **Website and blog analytics**
 - 13,467 web page views
 - 11,619 unique pageviews
 - 3,155 blog views
- **Marketing and social media**
 - Facebook pages and Facebook event
 - 105,235 reach
 - 780 responses
 - 10,622 total post engagements
 - 18,854 story views
 - Instagram
 - 34,260 post reach
 - 1,581 post likes
 - 44,607 stories views
 - Twitter
 - 24,843 impressions
 - 911 engagements
- **Communications and media relations**
 - Event generated media: 4.95 million estimated reach
 - Public social media mentions: 1.85 million estimated reach
- **Estimated attendance: 11,165 people**
- **Estimated economic impact from event: \$182,212**



Event generated
media:

4.95 million

estimated reach

Public social
media mentions:
1.85 million

estimated reach

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

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,
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