

# SOCIAL-ICE

Adapted version in 2022



Adapted  
Social-ICE  
2022  
Recap

DOWNTOWN  
Rochester, Minnesota



# About the adapted version of Social-ICE

## 2022 goals:

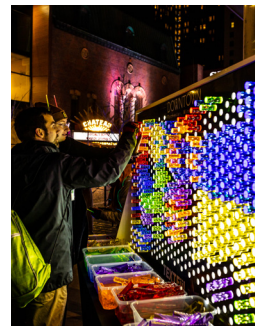
- ✦ To provide a safe winter event for our downtown businesses and community.
- ✦ To test out an event in the newly remodeled Peace Plaza.
- ✦ To provide multiple activities, in addition to the event's featured bars, to capture a wider audience.

## Key learnings:

- ✦ We learned the capabilities of the newly remodeled Peace Plaza.
- ✦ In working with a new medium (light), we learned the true cost of light versus ice.
- ✦ After Peace Plaza construction and coming out of COVID-19, based on event attendance, it is evident the community is ready to welcome activations and all the Peace Plaza has to offer.

“Thank you for changing the theme of this event instead of canceling it altogether! We loved the adaption of lights instead of ice, and my family had a wonderful time.”

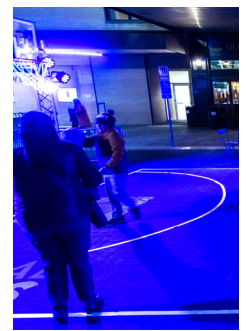
-Survey respondent



# Event analytics

- **Website and blog analytics**
  - 28,076 web page views (3.35% increase over 2020)
  - 23,293 unique pageviews
  - 9,357 blog views
- **Marketing and social media**
  - Facebook pages, events, and ads
    - 223,168 reach
    - 6,008 responses
    - 17,713 total post engagements (61% increase over 2020)
    - 28,537 story views
  - Instagram
    - 46,418 post reach
    - 1,599 post likes
    - 87,863 stories views (18% increase over 2020)
  - Twitter
    - 19,798 impressions
    - 555 engagements
- **Communications and media relations**
  - Event generated media: 9.5 million estimated reach (46% increase from 2020)
  - Public social media mentions: 5.46 million estimated reach (7.2% increase from 2020)
- **Estimated attendance: 20,780 people\***
- **Estimated economic impact from event: \$543,459.34**

\*Final day of the event was canceled because of the threat of inclement weather



Event generated  
media:  
**9.5 million**  
estimated reach

Public social  
media mentions:  
**5.46 million**  
estimated reach



# It's not too late to participate!

## Upcoming partnership opportunities in 2022



**Fresh Air Fitness:**  
Select dates May-June 2022



**Thursdays Downtown:**  
June 16 - August 18, 2022



**Dogs Downtown:**  
September 17, 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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