

Fresh Air

FITNESS






Fresh Air
Fitness
2022
Recap




DOWNTOWN
Rochester, Minnesota

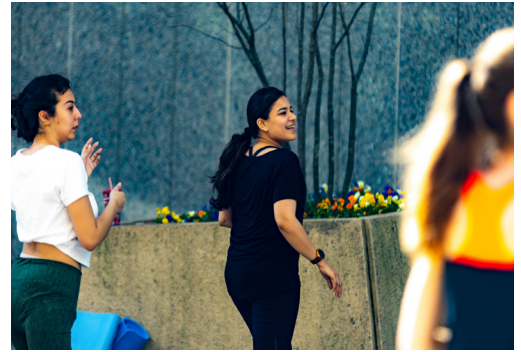
About Fresh Air Fitness

2022 goals:

-  Continue consistent activity in Central Park and signal it is an inviting and safe space for the community.
-  Increase program impact and reach more people with an additional location and day of the week offering.
-  Maintain a health focused event within our event portfolio.

Key learnings:

-  People continue to enjoy this series. Many people sought out the classes as they are one of the only free offerings downtown. We may look to extend the series in 2023.
-  Fitness class styles rotated weekly and offered a beginners or senior fitness class. This was well received in Central Park which is near many senior housing units. Zumba class in Peace Plaza Saturdays offered a more active program and was consistently full, as well.
-  This year, we partnered with 125 Live and found it beneficial to work with an organization that can offer a variety of instructors and class types. However, inclement weather was a factor this season, and indoor options were complicated. If we offer indoor alternatives again, the location should be downtown.



Event analytics

- **Website and blog analytics**
 - 4,701 web page views (81% increase over 2021)
 - 3,963 unique pageviews (90% increase over 2021)
 - 1,671 blog views
- **Marketing and social media**
 - Facebook pages, event, and ads
 - 103,319 reach (33% increase over 2021)
 - 560 responses
 - 2,867 total post engagements (209% increase over 2021)
 - 4,120 story views
 - Instagram
 - 19,301 post reach
 - 2,172 post likes (99% increase over 2021)
 - 17,138 stories views (38% increase over 2021)
 - Twitter
 - 11,662 impressions
 - 145 engagements
- **Communications and media relations**
 - Event generated media: 1.268 million estimated reach
 - Public social media mentions: 676,777 estimated reach
- **Estimated attendance: 1,192 people**



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It's not too late to participate!

Upcoming partnership opportunities in 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,
at 507-216-9884 or kcouchene@downtownrochestermn.com