



DOWNTOWN
Rochester, Minnesota

ARPA funding
May -
September
2022
Recap

ARPA program overview

Pop-Up Art Cart:

The Art Cart is an amenity provided to the public visiting the Peace Plaza or other public spaces, providing an easy and complimentary craft activity with assistance from a helpful guide.

Sidewalk Sessions:

Sidewalk Sessions is an amenity provided to the public visiting the Peace Plaza or other public spaces, providing public performances by local and regional musicians.

Games on the Grass:

Games on the Grass is an amenity provided to the public visiting Central Park or other public spaces, providing a cart with outdoor lawn games and a ping pong table to passively activate the park and enjoy the green space.

Peace Plaza / Heart of the City rentals relaunch:

Peace Plaza's renovated eastern section and refreshed western section were relaunched as publicly available rental spaces in 2022. Rental guidelines were rewritten with City input.



	Summer in the City**	Pop-Up Art Cart**	Sidewalk Sessions*	Games on the Grass**	Peace Plaza**
Days of programming / events	-	38	33	122	32
Number of musicians / artists hired	-	7	61	-	-
Attendance	-	446	26,021	-	-
Web page views	1,311	1,690	2,398	1,156	6,032
Unique page views	966	1,481	2,011	855	4,755
Social media reach / Twitter impressions	120,398	+	+	+	-
Social media engagements	2,138	+	+	+	-
Social media story views	20,687	+	+	+	-
Public social media mentions	409,105	+	1,120,664	+	-
Estimated generated media	8,000	+	1,284,932	+	-
Estimated economic impact	-	\$6,690	\$390,315	-	-

*Data is from January 1 to September 16, 2022

**Data is from January 1 to September 30, 2022

+ Data included in Summer in the City program overview

- Data not tracked or not applicable

Program reflection

Goals:



To bring community members and visitors into public spaces downtown and give them an opportunity to participate in programming while passing time between appointments or before/after dining or shopping downtown.

To engage people in and enliven downtown's public spaces, build connections with our downtown, and instill habits of seeking regular opportunities to spend time downtown.

Key learnings:



Music and art go well together: the combination of Sidewalk Sessions and the Pop-Up Art Cart has increased attendance for both programs and encourage attendees to linger longer within Peace Plaza.

The Games on the Grass cart was not getting much traffic or attention in Central Park and moving it back to Peace Plaza was a welcome amenity for visitors. We plan to move it to The Deck this fall.

It has been challenging to gather traditional survey responses from passive programming, but the in-person response to Summer in the City programming has been positive for performers, artist facilitators, and attendees alike. We have had the joy of witnessing many smiling faces and an outpouring of gratitude for this offering.

Budget:

	Actual Expenses	Income
Summer in the City	\$ 3,427.50	
Pop-Up Art Cart	\$ 4,120.00	
Sidewalk Sessions	\$ 10,900.00	
Games on the Grass	\$ 5,485.00	
Peace Plaza rentals	\$ 300.00	\$ 2,575.00



Partners/Collaborations:



Marketing and communication analytics*

- **Program website and blog analytics**
 - 15,337 web page views
 - 12,346 unique pageviews
 - 1,405 blog views
- **Marketing and social media**
 - Facebook pages, event, and ads
 - 87,501 reach
 - 285 responses
 - 1,495 total post engagements
 - 4,904 story views
 - Instagram
 - 24,309 post reach
 - 514 post likes
 - 15,783 stories views
 - Twitter
 - 8,588 impressions
 - 129 engagements
- **Communications and media relations**
 - Event generated media: 1.29 million estimated reach
 - Public social media mentions: 1.52 million estimated reach



*Data is from January 1 to September 30, 2022

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estimated reach

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Upcoming ARPA programs



Art Outdoors:
Ongoing



Mural Grant Program:
Ongoing

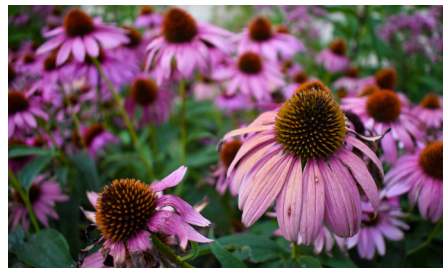


Art Walk Tours:
Every Saturday

September 11 - October 16



The Deck Activation:
Date TBD



Growing Opportunities:
Date TBD

DOWNTOWN
Rochester, Minnesota

Rochester Downtown Alliance
311 South Broadway South Suite A2
Rochester, MN 55904