

Thursdays

DOWNTOWN
Rochester, Minnesota



Thursdays
Downtown
2022
Recap

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About Thursdays Downtown

2022 goals:

- Welcome a new audience—young families—to the event.
- Test out new ways to utilize the newly renovated Peace Plaza
- Incorporate a new staffing model to make event more sustainable for RDA team
- Drive more foot traffic downtown and attract remote workers to spend the day downtown.
- Raise the profile of downtown Rochester as a desirable place to visit

Key learnings:

- We experienced new demands to utilize the 3rd Street area of the event for employee appreciation parties.
- The family area was highly successful and helped clarify the best times for families to enjoy Thursdays Downtown and balanced the impacts on brick and mortar businesses not participating in the event.
- A 10-week season was an appropriate amount of time to be beneficial to participating vendors. Be more intentional about how to incorporate downtown retailers into the event.



"Thank you so much for having a sensory break space available for Thursdays! It made it possible for myself and kids to stay downtown an extra few hours! Having a private space available to do feedings and diaper changes is a complete game changer, so thank you for making it available!"
-Survey respondent

Event analytics

- **Website and blog analytics**
 - 75,442 web page views
 - Event web page saw 12% increase over 2021
 - 63,950 unique pageviews
 - 9,322 blog views (52% percent increase over 2021)
- **Marketing and social media**
 - Facebook pages and Facebook events
 - 271,466 reach (16% increase over 2021)
 - 2,715 responses
 - 14,344 total post engagements
 - 83,913 story views (143% increase over 2021)
 - Instagram
 - 32,555 post reach and views (271% increase over 2021)
 - 3,129 post likes (37% increase over 2021)
 - 157,683 stories views (22% increase over 2021)
 - 80,517 impressions (19% increase over 2021)
 - Twitter
 - 60,619 impressions
 - 1,652 engagements
 - 10,546 views
- **Communications and media relations**
 - Event generated media: 16.7 million estimated reach
 - Public social media mentions: 11.6 million estimated reach (10% increase over 2021)
- **Estimated seasonal attendance: 192,672 people**
- **Estimated economic impact: \$6.45 million**



Event generated
media:
16.7 million
estimated reach

Event web
page and
blog views:
75,442
(Jan. 1 through Aug. 18)

It's not too late to participate!

Upcoming partnership opportunities in 2022



Roller Disco:
October 7-8, 2022



Here Comes Santa Claus:
November 26, 2022

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Have questions/interested in partnering with us?

Contact Kanika Couchene, director of events & strategic partnerships,
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