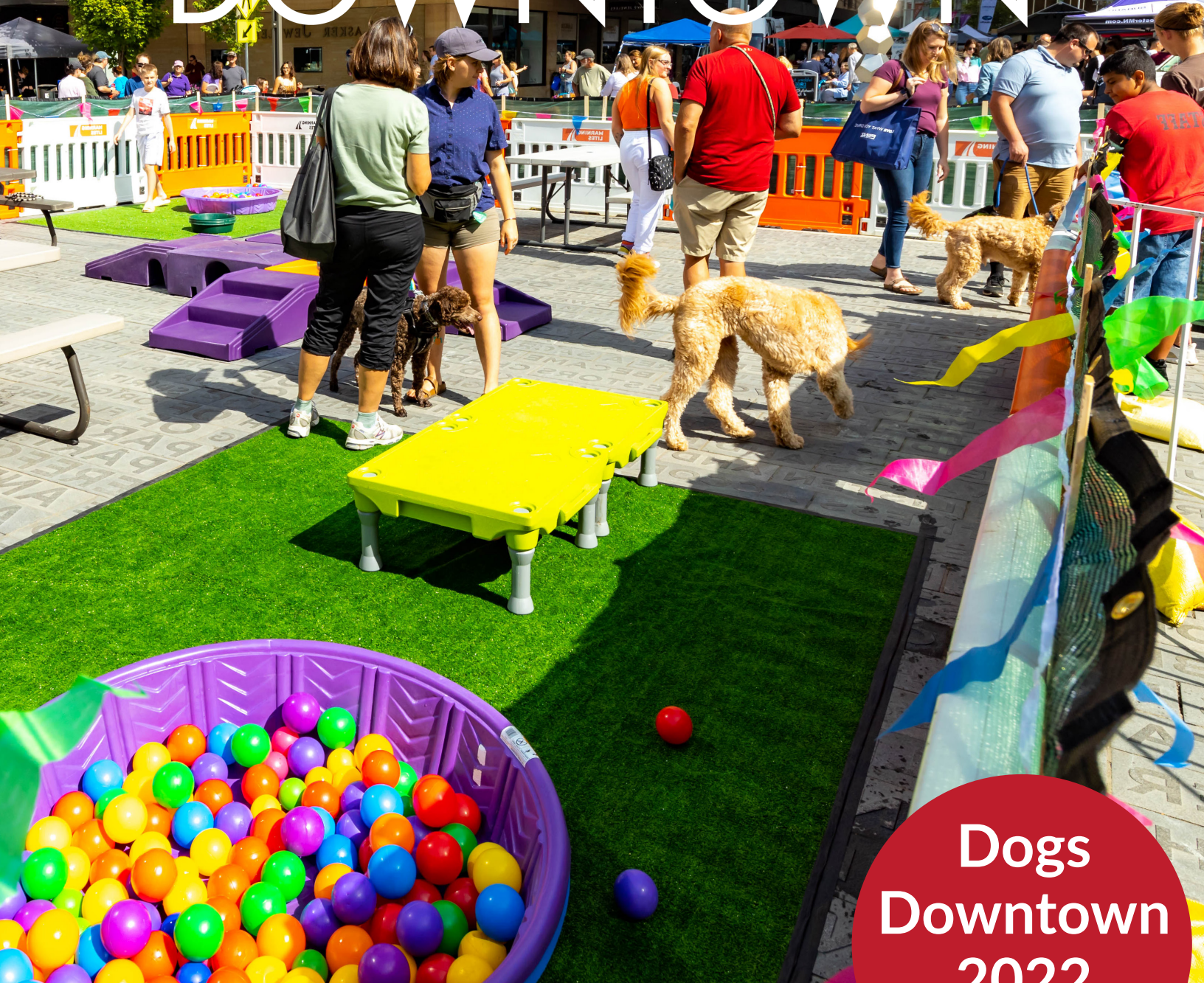


Dogs Downtown



Dogs
Downtown
2022
Recap

DOWNTOWN
Rochester, Minnesota

About Dogs Downtown

2022 goals:

- 🐾 Showcase more areas of renovated Peace Plaza
- 🐾 Expand on the annual tradition with new activities and vendors
- 🐾 Intentionally incorporate surrounding businesses in the event to expand the benefits and economic impact of this program

Key learnings:

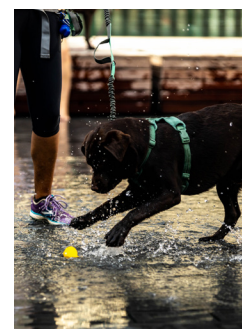
- 🐾 Dog caricature artists were a hit. We would incorporate this activity, and possibly expand the opportunity, in the future.
- 🐾 Phase out underutilized activities like the ball pits and reinstitute water pools (dogs seemed to enjoy the new scrim pool in Peace Plaza).
- 🐾 While Peace Plaza is a central location that is easily accessible, it is not the ideal location for this event, particularly for clean-up. In the future, we will seek a location that is still central and offers green space.

"This was so much fun to attend! Everybody had smiles on their faces and the dogs were a joy to watch!"

-Social media comment

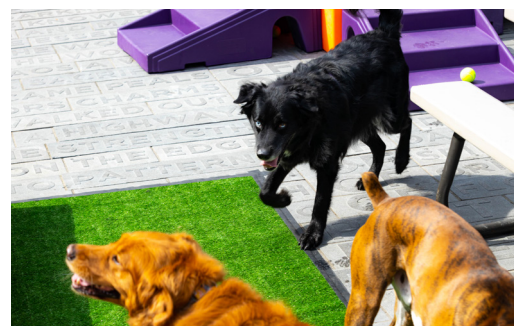
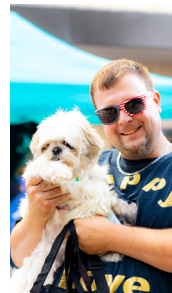
"We had so much fun! We already can't wait for next year!"

-Hilger Houndz, Dogs Downtown vendor



Event analytics

- **Website and blog analytics**
 - 7,960 web page views
 - 6,795 unique pageviews
 - 1,908 blog views (*13.9% increase over 2021*)
- **Marketing and social media**
 - Facebook pages and Facebook event
 - 77,078 reach (*75% increase over 2021*)
 - 1,433 responses (*37% increase over 2021*)
 - 2,468 total post engagements
 - 4,269 story views
 - Instagram
 - 15,814 post reach
 - 733 post likes (*6% increase over 2019*)
 - 21,851 impressions
 - 18,808 stories views
 - Twitter
 - 3,308 impressions
 - 115 engagements
 - 327 views
- **Communications and media relations**
 - Event generated media: 2.55 million estimated reach
 - Public social media mentions: 1.6 million estimated reach (*70% increase over 2021*)
- **Estimated attendance: 9,172 people**
- **Estimated economic impact from event: \$213,255**



Event generated
media:
2.55 million
estimated reach

Public social
media mentions:
1.6 million
estimated reach

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**

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