

Roller Disco







DOWNTOWN
Rochester, Minnesota





**Roller Disco
2022
Recap**

About Roller Disco

2022 goals:

-  Bring foot traffic into businesses within the event footprint that had been impacted by the Downtown Sidewalk Experience Enhancement Project this summer.
-  Provide an equitable, inclusive, and experiential event for the community to enjoy.
-  Use Roller Disco as an event that could pop up and showcase different areas of downtown.
-  Challenge people to think differently about streets to include pedestrian usage.

Key learnings:

-  Because of the popularity of this event, we would recommend changing locations to allow for an expanded activation area and implement two rinks—one for beginners and one for experienced skaters—as space allows.
-  Shifting the event to a Friday and Saturday proved to be a successful move.
-  We will evaluate the times for ages to skate and find a way to differentiate and enforce which certain age groups are allowed on the rink during specific times.
-  We made great strides in incorporating neighboring businesses in this event and will create more signals that businesses are open/have event-related promotions in the future.

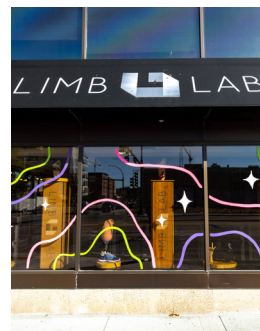


"LOVED that it was in a such a novel public space. Would love to see it have more space to roll around on next year!"
-Survey respondent

"This was a BLAST! Thank you for putting on such an amazing event."
-Social media comment from attendee

Event analytics

- **Website and blog analytics**
 - 15,533 web page views (15% increase over 2021)
 - 13,058 unique pageviews (12% increase over 2021)
 - 2,984 blog views
- **Marketing and social media**
 - Facebook pages and Facebook event
 - 127,709 reach (21% increase over 2021)
 - 608 responses
 - 8,097 total post engagements
 - 30,290 story views
 - Instagram
 - 48,316 post reach (41% increase over 2021)
 - 2,100 post likes (32% increase over 2021)
 - 41,001 stories views
 - Twitter
 - 12,843 impressions
 - 395 engagements
- **Communications and media relations**
 - Event generated media: 2.71 million estimated reach
 - Public social media mentions: 3.3 million estimated reach (77.9% increase over 2021)
- **Estimated attendance: 15,776 people**
- **Estimated economic impact from event: \$338,075**



"This was more fun than I thought it would be. My entire family enjoyed it. Great way to get out and enjoy time with the family and see others in the community."

-Survey respondent

Event generated media:
2.71 million
estimated reach

Public social media mentions:
3.3 million
estimated reach

Upcoming partnership opportunities in 2023!



Social-ICE & FAMJAM:
TBD 2023



Fresh Air Fitness:
TBD 2023



Sidewalk Sessions:
TBD 2023



Thursdays Downtown:
TBD 2023



Dogs Downtown:
TBD 2023



Roller Disco:
TBD 2023



Here Comes Santa Claus:
TBD 2023

DOWNTOWN
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Have questions/interested in partnering with us?

Contact Kanika Couchene, director of events & strategic partnerships,
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