

DOWNTOWN

University Square Rochester, Minnesota



SOCIALICE

ROCHESTER MINNESOTA'S ICE BAR

SocialICE 2019 - Rochester Minnesota's Ice Bar – presented by the Rochester Downtown Alliance (RDA) returned to the Peace Plaza on February 7, 8, & 9 with the addition of SocialICE FAM JAM, a heated igloo, live painting, and much more. The event saw an estimated total of 38,000 people across the three event dates, which was a decrease from the previous year, due to extreme weather conditions.

ATTENDANCE - EST. 38,000

ECONOMIC IMPACT - EST. \$1,440,580

SOCIALICE 2019 RECAP

Event Partners

- Altra Federal Credit Union
- Broadway Plaza
- Castle Community/Threshold Arts
- Destination Medical Center
- Gift of Life Transplant House
- Kahler Hospitality Group
- Kraus-Anderson
- LKPB Engineers - an IMEG Company
- Rochester Area Builders
- Somerby Golf Club
- The CW - Rochester
- Think Mutual Bank
- Townsquare Media



Wall of ICE Partners

- Armon Architecture
- Avra Hospitality
- Bleu Duck Kitchen
- Cafe Steam
- Charter House
- Coldstone Creamery
- Dunlap & Seeger
- European Wax Center
- Experience Rochester
- Kruse Lumber
- Mayo Clinic School of Health Sciences
- National Fleet Graphics
- Olmsted National Bank
- Periodontal Specialists
- Rochester Home Infusion
- RSP
- Services Sold
- Somerby Golf Club
- St. Mary's University
- University of Minnesota - Rochester
- WSU-Rochester

Participating Bars and Restaurants

- Bar Buffalo: Jumanji
- Chester's Kitchen & Bar: Pirates of the Caribbean
- Dooley's Pub: Day of the Dead
- The Half Barrel Bar & Kitchen: The State of Hockey - MN Wild
- Kathy's Pub: Ghostbusters
- The Loop: Three days of ice, fun, and cocktails - 50th Anniversary of Woodstock
- Martinis at the Kahler Grand: The Incredibles

"I just want to say thank you for SocialICE. I have two new work associates and they thought it was amazing! They were unsure about Rochester, as one moved here from Minneapolis and the other from Milwaukee. They both brought friends to town and all parties were impressed. The igloo was a huge hit! This event will definitely help me keep new talent here in Rochester. Thank you!"
- SocialICE attendee and local business manager

SOCIALICE 2019 RECAP

SocialICE Activities

- Arcade Games
- Bean Bags
- Eight Fire Pits
- Food Tent
- Heated Igloo
- LED Hula Hoops
- Life-Sized Ice Sculptures
- Life-Sized SocialICE Letters
- Live DJ Nightly
- LIVE Paint Jam
- Party Pergola
- Projection Wall Featuring Attendee Photos
- Heated Seating
- Sale of Downtown Rochester Branded Hats
- Seven Uniquely Themed Ice Bars
- Specialty Drinks

SocialICE FAM JAM Activities

- Arcade Games
- Bean Bags
- Bubbles and Snow Graffiti
- Building Snow Blocks
- Community Art Project
- Cookies and Cocoa
- Eight Fire Pits
- Family Friendly Beverages
- Heated Igloo
- Hockey Activity
- Party Pergola
- Pizza and Photo Booth
- S'mores Bar
- Scavenger Hunt
- Sale of Downtown Rochester Branded Hats
- Snowman Yoga

Volunteers

- Rochester Grizzlies
- Rochester Area Builders 40 Below

Survey Results (410 surveys completed)

- 90% Heard About the Event Through Social Media
- 30% of Attendees Were New to the Event
- 97% of Attendees Would Attend the Event Again Next Year
- While People were Downtown for SocialICE:
 - 95% of People Visited a Bar or Restaurant
 - 17% Used a Service (Banking, Legal, Automotive, Etc.)
 - 16% Went Shopping
 - 7% Stayed at a Hotel

FAM JAM Event Photos



SOCIALICE 2019 RECAP

Social Media Marketing

SocialICE Facebook Page

- Attendees (203,200 Reached and 11,000 Responded)
- Posts 40 (2,418 Likes, 281 Comments, 19,000 Video Views, and 408 Shares)

SocialICE FAM JAM Facebook Page

- Attendees (56,000 Reached and 3,300 Responded)
- Posts 22 (289 Likes, 24 Comments, and 56 Shares)

Downtown Rochester MN Facebook Page

- Posts 26 (652 Likes, 104 Comments, 4,400 Video Views, and 112 Shares)

Downtown Rochester MN Instagram

- Posts 21 (1,956 Likes, 82 Comments, and 577 Video Views)

Website Analytics

SocialICE Webpage (Data from January 1st to February 10th)

- Pageviews: 12,914
- Average Time on Page: 3 Minutes and 13 Seconds

SocialICE Blogs

- Blog Posts 6 // Pageviews: 3,231 // Average Time on Page: 1 minute and 40 seconds
- Social Engagement (375 Likes, 52 Comments, and 56 Shares)

SocialICE FAM JAM Webpage (Data from January 1st to February 10th)

- Pageviews: 1,853
- Average Time on Page: 1 Minute and 47 Seconds

SocialICE FAM JAM Blogs

- Blog Posts 4 // Pageviews: 1,046 // Average Time on Page: 1 Minute and 30 Seconds
- Social Engagement (299 Likes, 16 Comments, and 58 Shares)

SocialICE Event Photos



SOCIALICE 2019 RECAP

Media Mentions

- 103.9 The Doc
- ABC 6
- Explore MN
- KIMT
- KROC
- KROC-AM
- KTTC
- Med City Beat
- Minnesota Monthly
- My Fox 47
- Post Bulletin
- Quick Country 96.5
- Rochester Magazine
- Rochester Newcomers Connection
- The Rochester Report
- WCCO
- ZROCK

Social Media Influencers

Jenny Anderson @girlf10000lakes on Instagram

- 1 Video Post - Drone Footage with Voice Over (1,694 Views and 59 Comments)
- 1 Post (506 Likes and 16 Comments)

Jessica Brouillette @mnbucketlist on Instagram

- 1 Post (205 Likes and 6 Comments)

Lindsey Ranzau @lindseyranzau on Instagram

- 1 Post (296 Likes and 33 Comments)
- 1 Blog Post - Rochester SocialICE - 5 reasons to attend!

<https://www.lookaboutlindsey.com/rochester-social-ice-5-reasons-to-attend/>

