



CAMPAIGN RESULTS

Social Media Goal

- 1) Increase reach and engagement on social media channels (Facebook, Instagram, Snapchat)
- 2) Promote the Party in the Park series to audiences that:
 - Already is aware of the event series.
 - Is in the target demographic, but has not yet engaged with the experience.

Strategy

- 1) Long term Facebook campaign on the City of Rochester Facebook Page.
- 2) Weekly campaign on the Party in the Park Facebook Page.
- 3) Weekly campaign and Interaction, non invasively via Snapchat.

Target Audience

Rochester, NY + Surrounding Areas
Ages 18 - 65

TM

Weekly Breakdown



Week 1 June 15,2017 - Los Lobos Facebook

Ad Name	Delivery	People Taking A...	Post Reactions	Post Comments	Post Shares	Link Clicks	Page Likes
Post: "On June 15th, we are kicking off the Windstream P..."	Not Delivering Campaign is Off	80	58	2	8	10	1

- Reach - 1612
- Link Clicks - 10
- Relevance Score - 10/10

Snapchat

- Results too low to measure (Weather)



Week 2 June 22, 2017 - Living Colour Facebook

Ad Name	Delivery	People Taking A...	Post Reactions	Post Comments	Post Shares	Link Clicks	Page Likes
Post: "" - Engagement	Not Delivering Campaign is Off	166	117	12	17	16	4

- Reach - 2923
- Link Clicks - 16
- Relevance Score - 10/10

Snapchat

METRICS				All Time	
Swipes (Paid Impressions)	Uses	Views (Earned Impressions)	Use Rate		
179	63	4.1K	35.2%		

Weekly Breakdown



Week 3 - June 29, 2017 - Giant Panda

Facebook

Ad Name	Delivery	People Takin...	Post Reactions	Post Comme...	Post Shares	Link Clicks	Page Likes
Post: "Join us at Windstream Party in the Park on ..."	Not Delivering Campaign is Off	185	151	5	19	16	2

- Reach - 2836
- Link Clicks - 16
- Relevance Score - 9/10

Snapchat

METRICS				All Time	
Swipes (Paid Impressions)	Uses	Views (Earned Impressions)	Use Rate		
348	77	4.3K	22.1%		



Week 4 - July 6, 2017 - Tim Reynolds TR3

Facebook

- Reach - 2412
- Link Clicks - 9
- Relevance Score - 9/10

Ad Name	Delivery	People Takin...	Post Reactions	Post Comme...	Post Shares	Link Clicks	Page Likes
Post: "Join us at Windstream Party in the Park on ..."	Not Delivering Campaign is Off	103	87	4	16	9	—

Snapchat

METRICS				All Time	
1	Swipes (Paid Impressions)	Uses	Views (Earned Impressions)	Use Rate	
	245	60	4.3K	24.5%	

METRICS				All Time	
2	Swipes (Paid Impressions)	Uses	Views (Earned Impressions)	Use Rate	
	246	58	3.5K	23.6%	

Weekly Breakdown



Week 5 - July 13, 2017 - Blues Traveler Facebook

- Reach - 3296
- Link Clicks - 19
- Relevance Score - 9/10

Ad Name	Delivery	People Taken...	Post Reactions	Post Comments	Post Shares	Link Clicks	Page Likes
Post: "Join us at Windstream Party in the Park on ..."	Not Delivering Campaign is Off	210	165	4	38	19	—

Snapchat

METRICS	Swipes (Paid Impressions)	Uses	Views (Earned Impressions)	Use Rate
1	283	25	1.1K	8.8%

METRICS	Swipes (Paid Impressions)	Uses	Views (Earned Impressions)	Use Rate
2	309	63	2.8K	20.4%



Week 6 - July 20, 2017 - Los Lonely Boys Facebook

- Reach - 1833
- Link Clicks - 8
- Relevance Score - 9/10

Ad Name	Delivery	People Taken...	Post Reactions	Post Comments	Post Shares	Link Clicks	Page Likes
Post: "Join us at Windstream Party in the Park on J..."	Not Delivering Campaign is Off	95	85	1	16	8	—

Snapchat

METRICS	Swipes (Paid Impressions)	Uses	Views (Earned Impressions)	Use Rate
	192	36	1.6K	18.8%

Weekly Breakdown



Week 7 - July 27, 2017 - The Machine Performs Pink Floyd

Facebook

Ad Name	Delivery	People Takin...	Post Reactions	Post Comme...	Post Shares	Link Clicks	Page Likes
Post: "Join us at Windstream Party in the Park on ..."	Not Delivering Ad Set Completed	197	153	7	37	19	—

- Reach - 3155
- Link Clicks - 19
- Relevance Score - 10/10

Snapchat

METRICS				All Time	
Swipes (Paid Impressions)	239	Uses	123	Views (Earned Impressions)	5.2K
				Use Rate	51.5%



Week 8 - Matisyahu

Facebook

Ad Name	Delivery	People Taking ...	Post Reactions	Post Comments	Post Shares	Link Clicks	Page Likes
Post: "Join us at Windstream Party in the Park on August ..."	Not Delivering Ad Set Completed	167	158	6	12	17	—

- Reach - 3004
- Link Clicks - 17
- Relevance Score - 10/10

Snapchat

METRICS				All Time	
Swipes (Paid Impressions)	226	Uses	33	Views (Earned Impressions)	1.3K
				Use Rate	14.6%

Weekly Breakdown



Week 9 - August 10, 2017 - Donna the Buffalo Facebook

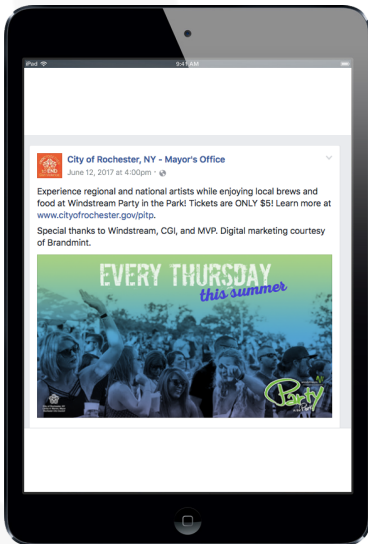
	Ad Name	Delivery	People Taken...	Post Reactions	Post Comme...	Post Shares	Link Clicks	Page Likes
	Post: "Join us for the last Windstream Party in the..."	● Not Delivering Ad Set Completed	105	86	5	12	6	—

- Reach - 2256
- Link Clicks - 6
- Relevance Score - 9/10

Snapchat

METRICS				All Time	
Swipes (Paid Impressions)	191	Uses	53	Views (Earned Impressions)	2.9K
				Use Rate	27.8%

Series Campaign via City of Rochester



Campaign - June 1, 2017 - August 10, 2017

- Reach - 11,647
- Relevance Score 8/10

	Ad Name	Deliv...	Results	Reach	Clicks (All)	Relevance Score	People Taking Action
	Post: " - Engagement	● Inactive	270 Post Engage...	4,310	303	8	225
	Ad Name	Delivery	Results	Reach	Clicks (All)	Relevance Score	People Taking Action
	Post: " - Engagement	● Not Delivering Campaign is...	587 Post Engagements	7,337	515	8	448
	Results from 1 Ad		587 Post Engagements	7,337 People	515 Total		448 People


Facebook Totals

- Total Reach - 23,327 from posts on PITP Page
- Total Reach - 11,647 from Creative Ad on City Page
- Clicks - 120 from posts on PITP Page
- Clicks - 818 from Creative Ad on City Page

Snapchat Totals

- Swipes - 2458
- Uses - 591
- Views - 33,100
- Use Rate - 24.0%

Findings

- It is not typical user behavior to purchase tickets online, yet received 120 ticket link clicks.
 - Total reach (Views and swipes) - 70,532.
 - Relevance never scored lower than 8.
 - Total Snapchat use rate was 24.0% which doubles the use rate across all Brandmint Snapchat clients (11.5%). More uses may have been obtained with better awareness.
 - Weather played a large role in attendances on more Thursdays than not.
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Party in the Park RFP Questions from Potential Promoters & City Responses

1. What has been the average fee for the bands in the past?
 - a. **In 2017, mainstage bands (headliner and support) on the Court Street stage for the 9 shows were on average \$13,677, with the most expensive show being \$23,000 and the least expensive \$7,100. Note this number does not include cost of local talent for the stage in the bowl.**
2. If we were to secure in kind sponsorship (ie. backline, hospitality, rentals) how would that fit into the requirement to split with the city?
 - a. **In-kind sponsorships would not need to be split with the City, but the City needs to approve all sponsors, including in-kind ones, to ensure there are no direct conflicts with paid sponsors.**
3. It is my understanding (and maybe it has changed or I have misunderstood) that the business running an event cannot be the same business that benefits from the alcohol sales at the event. How do you split alcohol sales when you are not supposed to take revenue from it? How has this been handled in the past?
 - a. **The City receives a portion of concession sales from the promoter. Please consult with the NYSLA on particulars of what the licensee is entitled to do or not do.**
4. Under promoter responsibilities it lists setting up barricades and handling clean up. Just confirming that this means any DES services secured above and beyond the rental fee of the items they offer would be up to promoter to pay for.
 - a. **The City can cover any equipment rental needed that DES can provide. The City would not cover any DES labor- that would be up to the promoter to cover.**
5. Is the promoter have the rights to create, manufacture and sell PITP merchandise and retain any (hopeful) profits?
 - a. **The City encourages the promoter to create, manufacture, and sell PITP merchandise. The City would require that the promoter proposes a City split in any revenues. City would also need to approve the merchandise design to ensure adherence to our brand standards.**
6. Does the title PITP 'Concert Series' mean all talent that is booked for the event has to be musical? Or can some of it be art/performance related public performances?
 - a. **Every PITP must have traditional musical openers and headliners on the main stage. Supplemental entertainment or entertainment in the bowl can be alternative performances.**

7. For the section "City Of Rochester Expenses and Responsibilities", do those expense come out of the \$125,000 promoter fee, or are those separate line items in the budget?
 - a. **City of Rochester's expenses and responsibilities do NOT come out of the \$125,000 promoter fee.**
8. Under this section, it states that an expense of the City is "A portion of marketing/advertising. Promoter should coordinate and supplement." How much has the city spent per show in the past? Is this budgeted on a per show or season basis?
 - a. **Per season, the City spends about \$10,000 per season on Party in the Park. This does not include the in-kind radio and television sponsorship. iHeart radio sponsorship is valued at \$168,000 (attached) and WHEC 10 is valued at about \$13,000.**
9. Can the City send us the Party in The Park Logo kit for example purposes in our proposal?
 - a. **Attached**
10. Can the City make available the current site map with all labeled components?
 - a. **Attached**
11. Does the City anticipate the larger signage from 2017 PITP to be rebranded/redesigned or recreated, and if so at who's expense?
 - a. **The City is open to anything: we can retain the current logo, we can lead a rebrand or redesign with our in-house graphic designers along with the promoter's input, or we can provide input to the promoter's design team to do so. If we design it in-house, there would be no cost.**
12. Can you detail the In-Kind trade sponsorship with Brand Mint? What is the value of that sponsorship? Can records/history be made available on how much was spent through Facebook/snapchat filter and with what results? Who takes the lead role on marketing and promotion? One would think that the promoter would take the lead in development, coordination and execution of the paid and in-kind marketing plan. Is this a correct assumption?
 - a. **In-kind sponsorship detail and analytics from BrandMint are attached.**
 - b. **Analytics attached.**
 - c. **In the recent past, the City has taken the lead role in the marketing and promotion: the City has secured all media sponsors and coordinated with them directly, as well as purchased other advertising. The City is absolutely open to the promoter taking the lead on these already-established relationships in order to maximize their value and add new ideas, promotions, etc. City is also willing to sit with promoter to craft a coordinated and strategic buying effort for each season.**
13. What are the analytics for the Party in the Park web page and social media channels for 2017? I.e. page views, unique visitors, demographics?
 - a. **We do not have information for the Party in the Park Facebook page because it was operated by Up All Night Presents.**
 - b. **The Party in the Park web page on the City's website (www.cityofrochester.gov/pitp)**

14. Are there any City fees for food vendors above and beyond their normal seasonal permits? Do these apply to non-food truck vendors?
- As with any special event, vendors with food trucks or food trailers must have proper City licenses from the City Clerk's office. Non-trucks or trailers do not require the City license.**
15. Do they all have to be food trucks?
- No.**
16. Has there been a discounted pre-sale ticket program in the past? If so, with what level of success? If not, was there an advance ticket program? And again, if so, with what level of success?
- Individual tickets: For pre-sale (ie anything other than at the gate the night of the show), we offer ticket sales at the Blue Cross Arena box office and online via ticketmaster, but it is not a discounted price. Online sales are actually more expensive due to ticketmaster fees.**
 - Season packages: Each year, tickets go on sale in mid-May when the bands are announced. We do a discounted season ticket that is \$35 for 9 shows. We stop this sale after 2 weeks when the value is no longer present for the buyer. This program has not been particularly successful: In 2017, 18 season passes were sold. In 2016, 16 were sold.**
17. For budgeting purposes, is it possible to review the weekly income figures (food and beverage) for 2017?
- Please note that 2017 saw an unusual amount of rain on Thursdays, as demonstrated by the attendance figures in the RFP document.**

2017 Week	Promoter's Gross Food and Beverage Revenue (prior to splits)
1	\$2,900
2	\$25,595
3	\$30,600
4	\$27,250
5	\$44,816
6	\$24,985
7	\$38,709
8	\$18,761
9	\$27,851

Party in the Park 2017

Promotional Recap



2017 Partnership



2017 Promotional Elements

As the 2017 Party in the Park radio sponsor, iHeartMedia provided the following promotional elements:

On-Site: 6/15-8/10

- On-site stage personality announcements
 - iHeartMedia personality "hosted" each event (i.e.- Bill Moran, Pauly G. etc.) including on-stage announcements and introductions each week
- On-site presence
 - Station presence each week including personality and promotions team
 - On-site prizing each week

Total Promotional Value: \$4500

2017 Promotional Elements

On-Air: 6/12-8/10

- **Delivered** -25x, live and recorded promotional announcements to run each week on NewsRadio WHAM 1180, MIX 100.5, KISS 106.7, Radio 95.1, Fox Sports 1280, Sunny 102.3 and 107.3 The Bull

Total Promotional Announcements: 1575x

Total Promotional Value: \$78,750

- **Delivered** - 5x, live promotional announcements to run each Thursday (day of show) to run on MIX 100.5 and Radio 95.1

(Total "day of" live promotional announcements aired over 9 weeks: 120x)

Total Promotional Value: \$6000

- **Delivered** - Minimum of five on-air giveaways live each week including a pair of tickets to the show and access to the VIP beer garden on MIX 100.5 and Radio 95.1

(Total Ticket giveaways delivered 45x)

Total Promotional Value: \$10,000

2017 Promotional Elements

Online / Social Media: 6/15-8/10

- **Delivered** - Nine week "Dynamic Lead" placement on seven iHeartMedia station homepages (WHAM 1180, MIX 100.5, Radio 95.1, KISS 106.7, FOX Sports 1280, Sunny 102.3, 107.3 The Bull)
Total Promotional Value: \$17,000
- **Delivered** - Custom Landing Page dedicated to Party in the Park, accessible from each of the seven iHeartMedia homepages
 - Landing Page included: Artist info, venue information, photo galleries, parking information, etc...
- **Delivered** - Custom Push-Down ads featured on each of the seven iHeartMedia station websites every Thursday for nine weeks
- **Delivered** - Facebook post on each station's page every Thursday of event
- **Delivered** - Thursday email blast sent to the MIX 100.5, Radio 95.1, and KISS 106.7 databases

Total Promotional Value: \$52,000

2017 Social Media Posts



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2017 Promotional Elements

*Total Promotional Value Delivered by iHeartMedia Rochester -
\$168,250*

*Thank you for another successful year! We look forward to
continuing our partnership with Party in the Park in 2018!*



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Party
in the Park