



INFORMATIONAL PRESENTATION

Office of Cultural Affairs and Special Events

March 5, 2024

#LOWELL
THERE'S
A LOT TO *like*.

AGENDA

- Introduction
- Marketing and Promotion
- Event Recap
- Community Feedback

WINTERFEST 2024

WinterFest is a much beloved annual tradition that has elevated the City of Lowell for many years.

Noteworthy in 2024 was the return of WinterFest to Downtown Lowell - a shift made possible by a vital partnership with Enterprise Bank, which accommodated use of their parking lots for the duration of the two-day festival.

Key Features:

- Live Music and Entertainment
- Richard Rourke Memorial Soup Bowl Competition
- Experience Lowell Arts Market
- Fire and Ice Sculptures and Performances
- Youth Mural Competition
- Food Trucks
- Outdoor Seating with Fire Pits
- 2nd Annual Scavenger Hunt



FESTIVAL FOOTPRINT AND FEATURES

CASE partnered with BRM Production to transform the parking lots and streets into a cohesive, vibrant atmosphere.

- 2 Stages, 12 Bands
- 8 Live Performances, including magic, dinosaurs, hula hoops, and fire
- 2 Beer Tents with Navigation Brewing
- 5 Food Trucks
- 19 Arts Market Vendors
- 8 Soup Competitors, 700 Tickets Sold
- 14 Fire & Ice Sculptures
- 7 Fire Pits, 5 Standing Heaters
- 28 Adirondack Chairs, 8 Lightup Swings
- 20 Scavenger Hunt Teams
- 1 Axe Throwing Station with Axe Shack
- 1 Snow Squall



Map Key

- | | |
|----------------------------|--------------------------------------------------|
| Enterprise Bank Music Tent | Fire & Bubble Performance Space |
| Enterprise Bank Arts Tent | Axe Throwing |
| Derby Park Music Tent | Soup Competition at St. Anne's Church-Edson Hall |
| Navigation Brewing Co. | Restrooms |

Friday 2/16 & Saturday 2/17
LowellWinterFest.com **#LOWELL**
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MARKETING STRATEGY



OBJECTIVES

Increase Attendance

- Implement targeted promotional campaigns to reach a wider audience
- Increase language access with multilingual materials

Boost Partnerships

- Cultivate strategic partnerships with local businesses
- Leverage collaborative marketing efforts to expand reach and influence

AUDIENCE & MESSAGING

Local & Regional

- Families with children seeking wholesome entertainment
- Local residents looking for community engagement
- Regional attendees seeking cultural events and live entertainment

Key Messages

- Cheerful, warm, and inviting
- A festival of fun for the whole family
- Bundle up and join the celebration

CHANNELS



MEDIA & EVENTS

Local Press

- Press release
- Ad buys leading up to event
- On-air visits; included key organizers and performers

Collaborations

- Cross-promotional opportunities included presence at WPHL games, discount ticket offer on WinterFest Saturday, players' presence at Opening Ceremony Friday night
- Additional promotional support with Massachusetts Pirates and Lowell Kids Week materials

DIGITAL & SOCIAL

Spotify

- New addition to the ad mix enabled targeting by region and interests
- Performed above typical benchmarks for a largely passive medium

Facebook/Instagram

- Conservative spend to test as a channel and continue to refine/develop benchmarks
- Enables targeting by demographics and psychographics -- this continued through the event with highlighting UGC

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SPEND SUMMARY

Spotify **\$500**

- **REACH:** 68.2k
- **IMPRESSIONS:** 80.1k
- **FREQUENCY:** 1.175
- **COMPLETION RATE:** 94%
- **CLICKS:** 99
- **CTR:** 0.12%

Social Media **\$100**

PAID

- **REACH:** 19.8K
- **IMPRESSIONS:** 44.5K

TOTAL

- **REACH:** 98.4K
 - 250.8%+ YOY
- **VISITS:** 14.8K
 - 67.2%+ YOY

Radio **\$400**

- Two week buy with :30 spot -- used Spotify-generated audio
- Two on-air visits, AM and PM

Print **\$4600**

- Two week buy with mix of print and digital included; weighted toward 15 print ads -- 14 prior to event and 1 post-event Sponsor Thank You

LowellWinterFest.com **\$100**

- **VISITS:** 27K (457%+ MOM)
- **UNIQUE VISITS:** 23K (414%+ MOM)
- **PAGEVIEWS:** 58k (495% MOM)
- **GEOGRAPHY:**
 - 14.2K MA
 - 2.9K LOWELL

EVENT RECAP

Opening Ceremony

Experience Lowell Arts Market

Youth Mural Contest

Richard Rourke Memorial Soup
Bowl Competition

Performances

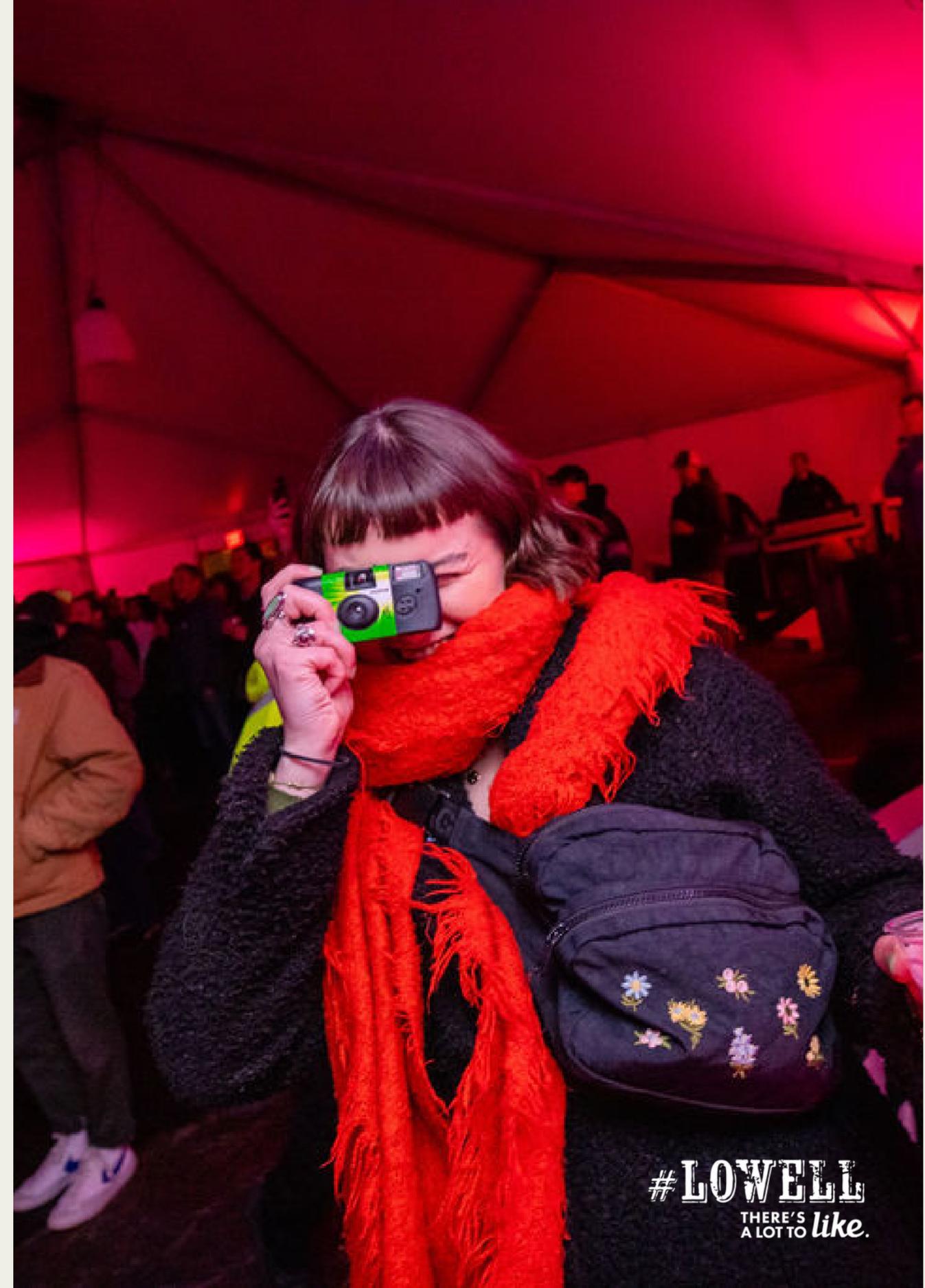
Live Music

Axe Throwing



COMMUNITY FEEDBACK

- “It was a FANTASTIC event! I loved it all, especially the incredible feeling of being surrounded by my amazing community.”
- “The overall vibe downtown was awesome.”
- “Absolutely loved having it in this location! Amazing to see so many people out...enjoying food and drinks and street performers...”
- “10/10 atmosphere!”
- “Best part about WinterFest is bringing people together, fighting the winter blues with a big party!”
- “We had a wonderful interactive crowd and had a blast! Would love to play again next year!”
- “The crowd, sound, and experience were all excellent!”



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Thank you

SEE YOU IN 2025

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