

2021 Year In Review

What a year it's been! Take a look back with us as we look toward a new year that is going to bring great things to our wonderful City. Thank you for your support and *VIVA Fall River!*

EVENTS

WINTERBRIDGE February & March

- 9 events in 7 weeks, inc. Window Display Contest
- 1,500+ Attendees
- 32 Community Partners
- 21 Artists & Musicians
- 2 Fire Pits
- 1 Yeti

WE HEART FALL RIVER May 8

- 500+ Attendees
- 29 Community Partners
- 22 Vendors, 4 Performers
- 3 Event Sites & an Youth Art Contest
- 1 Marching Band (Durfee HS)

CITY EVENTS Spring/Summer

- April 24th City Clean Up
- August Drive-In Movie Event at Durfee
- End of Summer Block Party at Kennedy Park

TASTE FALL RIVER June 22-24

- 228 Tickets Issued
- 16 Sponsors
- 12 Restaurants
- 1 Trolley

SUMMER EVENINGS IN THE PARK July & August

- 1,600+ Attendees
- 19 Community Partners
- 7 Events, 4 Parks
- 2 Musical Acts
- 1 Huge Photo Wall (and tons of great community photos!)

FALL RIVER FARMERS & ARTISANS MARKET July - October (6 events)

- Over 1,000 Shoppers
- 62 Vendors
- 7 Local Musicians
- 6 Community Partners
- 1 Giant Baby (CoCo Melon!)

FALL IN LOVE WITH FALL RIVER BRIDAL EVENT @ ALEXANDRA'S September 25

- 250 Cupcakes
- 100+ Brides
- 6 Vendors
- 1 Cupcake Truck

FALL POP-OUTS @ THE VIVA POP-UP September & October

- 80+ attendees
- 6 Events (w/ Green Jar Cocina, RivaRocks, New England Home Made Donuts)
- ALL the Chips & Salsa

THANKSMAS CELEBRATION & NIGHT MARKET November 13

- 29 vendors
- 6 Community Partners
- 5 Food Trucks
- 1 Grinch
- 1 Tornado Warning (& an abrupt end to a fantastic event- catch us again in 2022!)

DOWNTOWN BEAUTIFICATION

- 60 Hanging Planters installed on lightpost on S Main St
- 28 yards of debris collected
- 30 bags of trash
- 1 BEAUTIFUL Downtown!

SMALL BIZ SUPPORT

GRANT PROGRAMS & FUNDING

- \$275,000 distributed
- 29 Small Businesses Assisted (mid-2020-end-2021)
- 3 Programs: TDI Local/COVID Emergency; Get Connected; Makeover Fund

OPEN DOOR JOB FAIR October 14

- 20 Participating Businesses along South Main Street
- 3 Job Offers Made
- 1 Amazon Gift Card to a Lucky Applicant

LIGHT UP DOWNTOWN December

- 5,800 LED bulbs
- 1,914 feet of lights
- 18 Festively Decorated Storefronts on South Main Street

FR FAM HOLIDAY GIFT GUIDE December

51 Products Featured, from Vendors of the Fall River Farmers & Artisans Market

12 DAYS OF DOWNTOWN December 10-24

12 Downtown Businesses Featured, promoting Holidays Specials and featuring the work done with VFR in 2021

BUILDING OUR COMMUNITY

NEWSLETTERS Weekly & Monthly

- 572 Subscribers
- 46 Newsletters sent out
- 3 Viva Newsletters - News, Arts & Culture, Events

VIVAFALLRIVER.COM Launched in October

- 4 Sections: Business, Arts & Culture, Community, & Visit (Tourism)
- City-Wide Event Calendar
- So much more coming in 2022!

VIVA INSTAGRAM

- 2,398 Unique Reach
- 833 Followers
- 336 Posts Shared
- 70 Stories Shared

VIVA FACEBOOK

- 11,619 Unique Reach
- 1,683 Followers
- 1,337 Page Likes