



# 2022 Year In Review

It was another great year for Viva and for Fall River! Take a look back with us as we look toward a new year with new opportunities to make our City a prime Southcoast destination. Thank you for your support and **VIVA Fall River!**

## EVENTS

### FALL RIVER SPRING RESTAURANT WEEK

March 25-31

- 12 Restaurants
- 3-course meals; prix fixe \$25.00/person + tax & tip
- 74,661 people reached via social media channels

### 2ND ANNUAL WE HEART FALL RIVER FESTIVAL

May 15

- 500+ Attendees
- 33 Community Partners
- 43 Vendors, 6 Performers
- 4 Event Sites; 1 Youth Art Contest
- 1 Breakdancing "Battle"

### FALL RIVER FARMERS & ARTISANS MARKET

May - October (10 events\*)

- 5,000+ Total Shoppers
- 154 Rotating Vendors
- 8 Local Musicians
- 6 Community Partners

\*1 weather cancellation

### CITY EVENTS Spring/Summer

- February 17 Downtown Action Forum
- April 23rd Earth Day Clean-Up
- June 25th Annual Citywide Clean-Up

### VIVA MURALS COMMUNITY ENGAGEMENT EVENTS

July

- 2 Free View & Chew Food Truck Events
- Live Community Painting & Spray Paint Art Class at FR FAM July Events
- 650+ people engaged

### SUMMER EVENINGS IN THE PARK

July & August (8 events)

- 2,500 attendees
- 10 community partners
- 8 different parks citywide
- 4 musical acts

### DOWNTOWN SPOOKY STROLL

October 31

- First Ever!
- 30 businesses
- 9,061 social media reach

### 2ND ANNUAL THANKSMAS NIGHT MARKET & CELEBRATION

November 12

- 87 vendors
- 8 Community Partners
- 10 Food Trucks
- 1 DJ Dance Party
- 1 Grinch

### FALL RIVER ENTREPRENEURSHIP DAY

November 16

- Regional/Global Collaboration w/ UMass Dartmouth & partners
- 4 events, citywide
- 75 Durfee High School students engaged
- 1 City Proclamation

## VIVA ONLINE

### VIVAFALLRIVER.COM

Jan-Dec 2022

- 27,000 users
- 66,000 page views
- Most popular section: Events calendar (9.3K)

### WEEKLY NEWSLETTERS

- 804 Total Subscribers
- 437 Viva News - weekly
- 340 FR FAM
- 292 Arts & Culture - monthly
- 110 Viva Events

### TVIVA

May - Present

- Monthly cable-access show on Fall River Community Media
- Co-hosted with FRACC

## TOURISM

### CULINARY TOURS & PROMOTIONS

Meat Pie Tour

- 11 Featured Restaurants
- 7 Ethnic Cuisines
- 7-Part Video Series, 16 episodes
- 2,401 Google Map Views

Ice Cream Bingo & Tour

- 16 Featured Spots
- Bingo-card promotion to encourage visits

TAKE 5 OFF 195

Memorial Day - Labor Day

- 5 curated itineraries & videos for Cape-bound travelers - stop in Fall River!
- 20,000 new users tracked on VivaFallRiver.com
- Social reach: 189,619 FB (+155%); 41,490 Insta (+246%)
- 1 Billboard, 2,895,244 impressions over 8 weeks

### VIVA POP-UP SHOP

333 S MAIN STREET

- Open 5/25; ribbon-cutting and grand opening 9/28
- 475 sq-feet, modern reno
- 40+ local makers & artists
- 1 kegorator for cold brew coffee & iced tea
- Furnished outdoor area

### EVENTS & PROMOS

- 12 special events; including monthly "Meet the Makers"
- 9 Maker Workshops
- 7 Food Truck Events
- 2 Pup-Up Events; 1 Grinch
- 1 goat @ Farm to Tub event

### VIVA MURALS

with Beyond Walls & the Fall River Arts & Culture Coalition

- \$34k raised in crowdfunding campaign + \$30k grant from MassDevelopment
- 3 world-class murals
- 1 jersey collab. with Fall River Marksmen football club

### SMALL BIZ SUPPORT

#### GRANT PROGRAMS & FUNDING

- 2 businesses assisted via Makeover Fund (\$17k)
- 3 New Outdoor Dining Areas Created on S Main St.
- \$12k Distributed to 6 businesses via City Outdoor Dining Grant Program (ongoing)

#### DISTRICT MANAGEMENT

- 9-month BID effort, Viva Downtown
- 4 Info Sessions
- Beautification Efforts: 30 Double-Wide Hanging Flower Planters installed in spring, on S Main
- 28 Holiday Baskets created with residents at Prosper Life Assisted Living

### VIVA HOLIDAY GIFT GUIDE

November-December

- 90 Products Featured
- 30 Vendors who sell at the Pop Up Shop, & FR FAM
- 10 curated lists + 1 tracker
- 1 Very Merry Fall River Holiday Box, with 7 items from 5 iconic Fall River brands

### VIVA SOCIAL

#### Facebook

- 279,735 Unique Reach - +153.6% from 2021
- 10,422 Page Visits (+71.7%)
- 2,735 Page Likes

#### Instagram

- 60,475 Unique Reach - +101.4% from 2022
- 6,089 profile visits (+149%)
- 71% women; 40% 25-44

#### Tik Tok

- New- started in July
- 3,952 views - Most popular reel: Latino Restaurant Meat Pie Tour