

Looking back on an amazing year together! Let's celebrate the highlights and look forward to an exciting new year filled with opportunities and collaborations. **VIVA Fall River!**

## EVENTS

### FALL RIVER RESTAURANT WEEK

- March 15-24**
- 25 Restaurants
  - Most Diverse Group Yet!
  - Dining Deals & 3-Course Dinner Prix-Fixe
  - 1,400,000+ total impressions (advertising, social, website)

### POESIA

- April 27**
- Celebration of Portuguese poetry, culture, and Fall River poets at Heritage State Park, The Gates
  - T(w)een poetry contest: 107 entries in 2 weeks!
  - 14 Sponsors, 8 Presenters, 1 Folkloric Musician

### 4TH ANNUAL WE HEART FALL RIVER FESTIVAL

- May 11**
- 750+ Attendees
  - 30 Vendors, 6 Performers
  - 22 Community Partners

### FITNESS ON THE PIER

- June - September**
- FREE Community Events
  - 500+ Attendees
  - 8 Sunset Yoga Nights (June, Sept)
  - July Summer Shred w/ FR YMCA
  - August Boot Camp with FIA SC

### SUMMER EVENINGS IN THE PARK

- July & August (6 events)**
- Led by The Narrows Center for the Arts, 7+ Community Partners
  - 5,000 attendees
  - 8 parks citywide (2 rained out)

### TROLLEYOKE

- August 13, October 8**
- A Big Hit! Karaoke on the trolley
  - 3 hours, 2 restaurant stops
  - Stay tuned for 2025!

### SMALL BUSINESS CAPITAL & RESOURCES EXPO

- September 26**
- 21 Partners from across the Commonwealth
  - 5 Targeted Info Sessions, Individualized Networking

### STORYTIME TROLLEY

- October 19**
- Free event for families; with Fall River Public Library

### HAUNTED TROLLEY TOUR

- October 24**
- With City of Fall River, led by Lizzie Borden B&B and Museum
  - Sold out in 72 hours!
  - Oak Grove Cemetery, Fall River Ghost Tour, Borden House

### SPOOKY STUMBLE

- October 31**
- Halloween-themed bar crawl, 4 stops in Purchase St. District
  - 25 Ghoulish Guests
  - 1 Frighteningly Good Time!

### 4TH ANNUAL THANKSMAS CELEBRATION

- November 16**
- 1,200 Attendees
  - 32 vendors, 9 Food Trucks
  - 10 Community Partners
  - 1 Yeti from the North Pole!

### SC INNOVATION SYMPOSIUM

- November 23**
- Partnership with Stay Bizee
  - Presentations from experts in blockchain, Web3, and AI

### VIVAFALLRIVER.COM

- Jan-Dec 2024**
- 72,000 active users
  - 403,000 page views (+182%)
  - Most page views: FR Restaurant Week 2024 (34K - 2x 2023 views)
  - Enhanced Business section; new Manufacturing page

### EMAIL NEWSLETTERS

- 2,411 Total Subscribers
- 906 Viva News (weekly) - redesign
- 45% Open Rate (+5% industry avg.)
- 5% Click Thru (+3% industry avg.)

### TVIVA

- May 2022 - Present**
- 29 original episodes, monthly cable-access show on Fall River Community Media
  - Co-hosted with FRACC

## TOURISM

### CULINARY

#### SouthCoast SnackDown

- Sweet Bread Competition with NB Food Tours - 900+ votes!
- 22 Bakeries, 1 Overall Winner; Lou's Bakery in Fall River!

#### Taste of Portugal Food Tour

- 5 Locations, 6 Completed Tours  
Summer & Fall 2024

#### Latin American Food Tour

- Self-guided tour of 22 (and counting!) Latin American food businesses
- 4-Episode Video series - 1,000+ views on YouTube & TikTok
- Featured on *The Rhode Show*

#### Hot Dog Home Run

- 10 Restaurants - who has the BEST hot dog in Fall River?
- 7,000+ votes!
- And the winner is...Faneek's Coney Island

### RECREATION

#### "Fall River Rising" Premiere

- January 24**
- Episode premiere at Ignition Space, with panel discussion on recreational tourism
  - 8.7k episode views on YouTube

### ARTS & CULTURE

#### Public Art & Attractions Map

- New large-scale map in City Hall lobby
- Printed Piece, distributed at events and at city locations

### HISTORY/ATTRACTIONS

#### SEE MORE OFF 24

- 12 Hidden Gems of Fall River
- Digital Campaign- web feature, social media, videos on TikTok, digital billboards N of Boston (1.2M impressions, 4 weeks)

### NEW FALL RIVER TROLLEY

- Debuted June 2024
- Purchased by The City of Fall River with support, in part, from MA Office of Travel & Tourism
- 12-stop route around North Fall River, Downtown, and Waterfront
- On-board audio tour
- 6 Custom Landing Pages: self-guided walking audio tours, historical timeline, attractions, food, shopping, and more
- More events and tours to come!

## VIVA VISITORS CENTER & SHOP

### WE'VE MOVED! 38 GRANITE ST.

- New neighborhood!
- Pocket park coming in 2025
- 40+ Regional Makers and local brands
- NEW Fall River merch
- "Made in Fall River" Display featuring local manufacturers

### VIVA HOLIDAY GIFT GUIDE

- November-December**
- 54 Products, 44 Vendors
  - 9 curated lists + 1 tracker
  - 1 "Feliz Natal" Holiday Box inc. 8 items from 5 local businesses

## VIVA ONLINE

### VIVA SOCIAL

#### Facebook

- 245,000 Page/ProfileViews
- 38,000 Page Visits
- 17,500 Content Interactions
- 6,565 Followers (+1.1K)
- 500+ Published Posts

#### Instagram

- 88,300 Page/Profile Views
- 4,500 Content Interactions
- 2,900 Followers
- 400 Published Posts

#### Tik Tok

- 34,067 Total Video Views
- 18,000+ People Reached
- #1 Video: "I'm from Fall River..."

#### LinkedIn

- New Viva Fall River page