

2024 Year In Review

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



- 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



- 500+ Attendees
- 8 Sunset Yoga Nights (June, Sept) July Summer Shred w/ FR YMCA
- August Boot Camp with FiA SC



SUMMER EVENINGS IN

- Led by The Narrows Center for the Arts, 7+ Community Partners
- 8 parks citywide (2 rained out)





- A Big Hit! Karaoke on the trolley 3 hours, 2 restaurant stops
- Stay tuned for 2025!
- **SMALL BUSINESS CAPITAL**



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



- 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!



November 23

- Partnership with Stay Bizze Presentations from experts in
- blockchain, Web3, and Al

SC INNOVATION SYMPOSIUM





- 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



Fall River

LATIN AMERICAN FOOD TOUR

EXPLORE

NEW ENGLAND

"Fall River Rising"

Fall River, MA

SEE MORE

TOURISM

CULINARY SouthCoast SnackDown

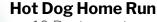
- Sweet Bread Competition with NB Food Tours - 900+ votes!
- 22 Bakeries, 1 Overall Winner; Lou's Bakery in Fall River!

Taste of Portugal Food Tour

5 Locations, 6 Completed Tours Summer & Fall 2024



- 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



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



"Fall River Rising" Premiere January 24

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



Public Art & Attractions Map New large-scale map in City

- Hall lobby Printed Piece, distributed at
- events and at city locations



- 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: selfguided walking audio tours, historical timeline, attractions,
- food, shopping, and more More events and tours to come!



VIVA VISITORS **CENTER & SHOP**

- New neighborhood!
- Pocket park coming in 2025
- 40+ Regional Makers and local brands

WE'VE MOVED! 38 GRANITE ST.

- **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 SOCIAL

Facebook

- 245,000 Page/ProfileViews 38,000 Page Visits
- 17.500 Content Interactions
- 6,565 Followers (+1.1K)

4,500 Content Interactions

- 500+ Published Posts
- Instagram 88,300 Page/Profile Views
 - 400 Published Posts

2,900 Followers



- Tik Tok • 34,067 Total Video Views
- 18,000+ People Reached
 - #1 Video: "I'm from Fall River..."
- LinkedIn
 - New Viva Fall River page