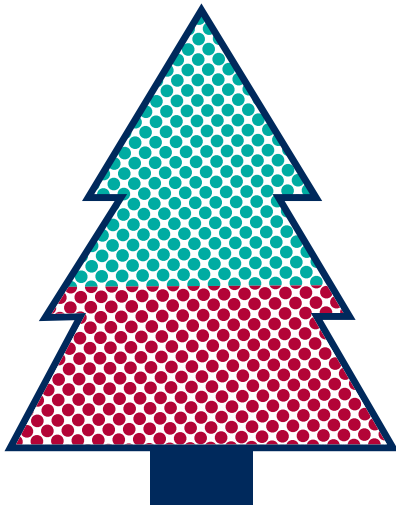


merry  
AND  
bright

# STROLL on STATE

SATURDAY, NOVEMBER 30, 2013

## Stroll on State by the Numbers



1 35-foot Norway Spruce

200 ornaments

250 strands of lights  
(17,500 mini LED lights)

## Why Stroll on State?

Four priorities set by RACVB's board

- 1 Public beautification
- 2 Continue momentum in downtown Rockford
- 3 Promote "Rockford to Rockford"
- 4 Support existing events/festivals, and fill need to create new experiences

30,000 attendees



7,000 green LED lights on the Fran Kral lighted tree



420 strands of lights on lighted trees  
(29,400 LED lights)



23 oversized presents

## Social Media Statistics

294,692

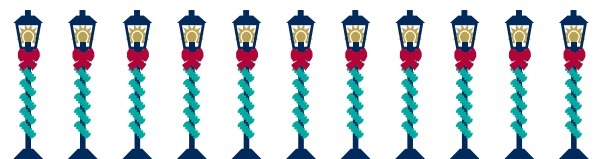
Total reach for all Stroll on State  
Facebook posts

381

Instagrammers utilizing #strollonstate  
in the past 4 weeks

200

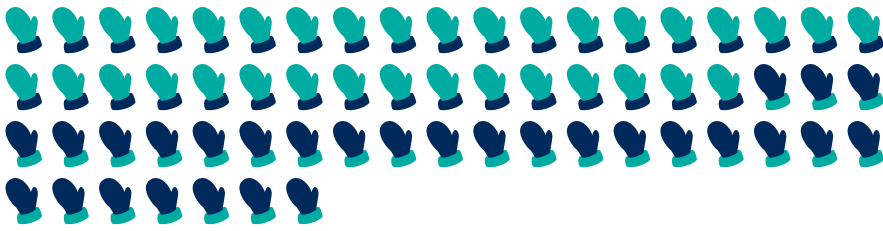
Twitter users using #strollonstate  
in the past 2 weeks



55 decorated light poles



1 5-foot lighted wreath &  
4 mini wreaths at City Hall



350 volunteers decorated downtown  
290 volunteers at Stroll on State



200 people turned away  
at Octane because they were  
at full capacity (first time ever  
for this many people!)

1 Santa Claus      2 reindeer

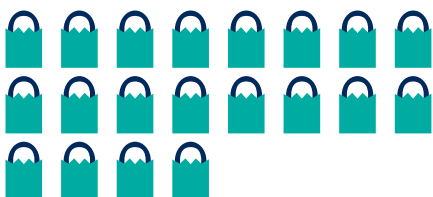
1,000 kids saw Santa



3,000 pounds of ice  
carved by Randy Finch



400 ice skaters



20 Holiday Market  
vendors

# Creating Traditions



Downtown Christmas Tree



SantaLand



Winter Wonderland Ice Rink



The Land of Nod



Ice Brigade Ice Sculptures



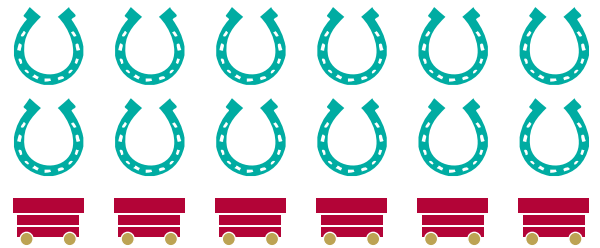
Clark Kelly at R.A.D.



Moonlight Jazz Orchestra



Holiday Market in City Hall



12 horses pulling  
6 wagons



1,929 shuttle bus passengers



Rockford Area Convention & Visitors Bureau