

Annual Marketing Budget: Small Community CVB budget (\$19,999 and under)

Submission Category: Event

Organization: Seneca Area Chamber and Downtown Impact

Contributors to the Project: Kylee Bergstrom

Was it handled internally or externally: Internally

Integrated Components or Type: Downtown Shopping Event / Murder Mystery

Project Description: Seneca's Night Out: A Hometown Murder Mystery Event! This downtown event featured a unique, locally-written mystery. Attendees visited 10 businesses to shop, enjoy refreshments, and gather clues. Each location offered live interactions with suspects and witnesses or access to prerecorded messages via QR codes. The mystery revolved around the fictional murder of Beauty the Parrot, a real parrot buried in the Seneca Cemetery. Suspects & Witnesses were all based on real people from Seneca's History

Project Results/Entry Analytics: We promoted the event via local newspapers, radio, & a paid Facebook video ad. The ad had 3,122 engagements, with 3,002 watching for over 3 seconds. The event drew 106 attendees and featured 10 participating businesses. In the two weeks prior to the event, our Facebook page reached 5.9K people. The audience was predominantly women, primarily aged 35-44, followed closely ages 45-64. In the submission link you will find other social media promotions as well as the Case File all attendees recieved.

Web Link: https://drive.google.com/drive/folders/1VVYR6Z6Sx6n0_gKanu_H_WBCK_F9-FSJ?usp=sharing

Summary: Seneca's Night Out has been my favorite event we ever have done. Having it combine Seneca's history with modern day fun was wonderful, we look forward to doing it again!

Key Performance Indicators: Our main goal for Seneca's Night Out was to attract as many people as possible and to promote our downtown shopping area. By holding the event on the second Saturday of November, just before the holiday shopping season, we aimed to kick off early holiday shopping and showcase the variety of items available in our local stores.

All participating businesses reported good sales during the event, showing that it successfully boosted economic activity. However, beyond immediate sales, the true value of the event was in getting people out and exploring our downtown area. By combining a murder mystery with the shopping experience, we created a fun and engaging atmosphere that encouraged attendees to fully explore each store.

Participants had to search for hidden clues and QR codes throughout the businesses, which made the event more interactive and ensured that people spent more time in each location. This deeper engagement helped attendees become more familiar with the stores and what they offer, potentially leading to future visits and purchases.

Overall, the event was successful in increasing foot traffic and encouraging community members to explore and appreciate our local businesses, and maybe even learn a little of Seneca's history. While immediate sales were a positive outcome, the main achievement was fostering a connection between attendees and our local shops. This event not only boosted short-term sales but also laid the groundwork for ongoing support for our downtown businesses.

Comments: The Murder Mystery story itself was written by Kylee Bergstrom, with assistance from our local art teacher.

We have speakers on Main Street and music played that night was all from the 1940s and early 1950s. In person witnesses were dressed in period clothing, some attendees dressed up in the time period, as well as one group who dressed like the Scooby Doo gang. On the submission file you will see the video clues, these were all pre recorded and then attendees scanned QR codes hidden in the businesses to get the clues. This event was so much fun!

Additional: