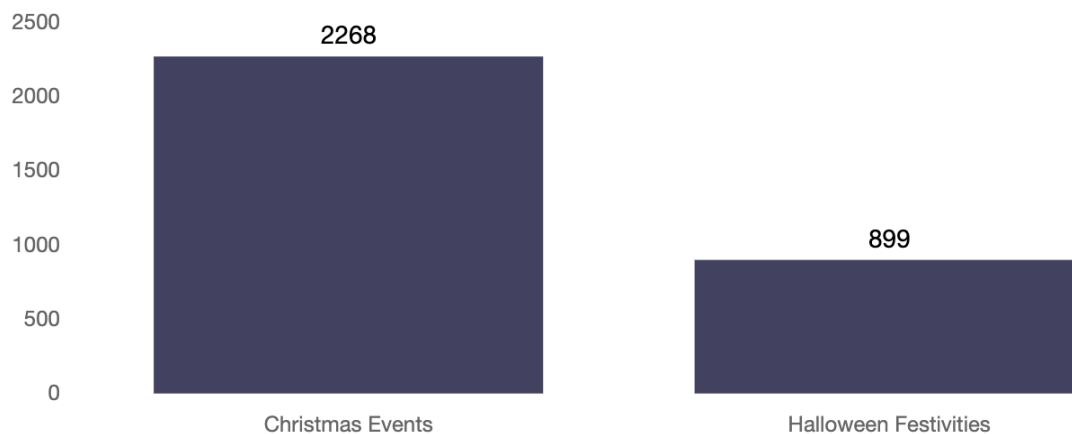


Winter Events:

Residents expressed considerable interest in and satisfaction with the local festivities and public events; the Snowflake Festival Parade gained more online attention than the Scarecrow Row and the Annual Trunk or Treat events

Oct 1, 2022 - Feb 28, 2023

Winter Events: Volume Comparison



During the past five months (Oct 1, 2022 – Feb 28, 2023), online conversations about Festivals and Public Events elicited 5K interactions, accounting for 8% of the citywide discussions and emerging as the third leading subtopic on the city’s Dashboard. Most conversations took place on unofficial channels, primarily led by the 'Downtown' and 'Basin Magazine' Facebook pages, generating 24% and 16% of total interactions about the topic.

An analysis of the discourse reveals two main peaks during the examined period, as posts promoting local Halloween and Christmas events featured predominantly in online conversations. Posts about the events received highly favorable responses, generating 39% positive sentiment and zero (0%) negativity online. A volume comparison between the two

holidays events suggests that residents expressed more interest in the Christmas celebrations than in Halloween festivities, highlighting the following takeaways:

- Christmas Events (2.3K interactions): Posts about the local Snowflake Festival Parade drew considerable online attention throughout December, with the top post broadcasting a live video from the parade. The Downtown Holiday Storefront Decoration Contest also gained significant visibility and positivity online. Reactions to all posts comprised many 'likes,' 'loves,' 'shares,' and supportive comments, indicating residents' satisfaction and appreciation for the event.
- Halloween Festivities (899 interactions): Conversations centered around two main events, the Scarecrow Row and the Annual Trunk or Treat, with the former attracting slightly more online attention than the latter. Residents expressed excitement and desire to attend the events with other community members through many 'shares' and tagged comments.

In summary, residents online showed considerable interest in and satisfaction with the winter events in the City. Notably, posts about the Snowflake Festival Parade gained more online attention than the Halloween festivities.