

# HUZZAH! MARKETING CAMPAIGN TO REDUCE TRAFFIC CONGESTION

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Best Marketing and  
Communications to  
Increase Ridership or Sales:  
Special Event

Minnesota Valley Transit Authority



# OVERVIEW

The Minnesota Renaissance Festival in Shakopee, Minnesota is the third largest in the country with over 300,000 attendees each year. This is an extremely popular event that historically has caused severe traffic congestion for both residents and festival-goers alike. In 2023, Scott County determined that something had to change – and the over five-decade long annual festival was in danger of losing its license if a traffic and parking solution was not implemented.

Our goal was to create a campaign that would both appeal to riders and demonstrate to county officials that MVTA would be an excellent choice for addressing their parking concerns. To achieve this, we developed a comprehensive campaign strategy highlighting the ease and convenience of taking public transit.

We worked with the festival to create a plan including items such as bus lanes to bypass traffic, wayfinding signage, and ADA support. The county was pleased with the results, as the traffic issues were significantly reduced. Our innovative campaign strategy addressed the county's concerns and provided an enjoyable experience for festival-goers.

We recognized the county's concerns regarding traffic congestion and developed a marketing strategy demonstrating how MVTA's event service to the festival was a viable solution. Our social media posts, which targeted festival-goers, was designed to showcase the fun and engaging aspects of our service, and it included a series of organic and paid media posts that featured riders dressed in their costumes and using Renaissance slang.

We also partnered with the festival to create "bus bucks," which incentivized festival-goers to use our service by offering discounts on admission tickets, food, and clothing shops throughout the festival.

The MVTA marketing campaign for the Minnesota Renaissance Festival brought tremendous results by increasing ridership by 218%. Not only did the campaign allow the event to happen, but it also solved the traffic congestion issue and made the transportation experience much smoother for everyone.



# ADVERTISING CAMPAIGN

## ORGANIC AND PAID MEDIA

mvtatransit • Following  
Minnesota Renaissance Festival



Liked by Ashley and 124 others  
mvtatransit Huzzah1 🗨️ 📩

Your chariot awaits for the Minnesota Renaissance Festival!  
We've got your ride covered with service to the festival  
from Burnsville Transit Station, Eagle Creek Park & Ride,  
and Southbridge Crossings Park & Ride.

Check out the link in our bio for more details, including  
bus schedules. ... more

View all 10 comments

5 MINS

mvtatransit • Following  
MN Renaissance Festival



Liked by john and 1,560 others  
mvtatransit Hear ye, here ye!

The king and his royal court would like to invite you to ride  
the MVTA Chariot for the last weekend of the MN  
Renaissance Festival!  
Visit the link in our bio to purchase your ticket! ... more

View all 3 comments

5 MINS

Several post were shared on our social media pages to promote the service. We used photos of the royal court when they rode the MVTA Chariot.



# ADVERTISING CAMPAIGN

## MONITOR ADS

Messaging with event service information in the form of monitor ads throughout our stations.



# MEDIA COVERAGE

There was a lot of buzz from the media.

## Traffic flow 'night and day' from previous years for day 1 of the Minnesota Renaissance Festival

Renée Cooper KSTP  
Updated: August 19, 2023 - 6:23 PM  
Published: August 19, 2023 - 5:14 PM



Scott County, MN (.gov)  
<https://scottcountymn.gov> · CivicAlerts

### News Flash • Scott County, MN • CivicEngage

Aug 6, 2023 — Minnesota Valley Transit Authority (MVTA) will be providing round-trip transportation service to the Minnesota Renaissance Festival on weekends ...

## How to get to and from this year's Minnesota Renaissance Festival

Festivalgoers are encouraged to use a new park-and-ride system, though a limited number of on-site parking passes can be purchased in advance.



Author: Alexandra Simon  
Published: 12:03 PM CDT August 15, 2023  
Updated: 12:03 PM CDT August 15, 2023

Star Tribune  
<https://www.startribune.com> · new-minnesota-renaisa...

### New Minnesota Renaissance Festival transportation plan ...

Sep 1, 2023 — It costs \$5 for adults to take the bus round trip, but riders get a \$5 coupon toward admission or festival merchandise. The first weekend, 90% ...

Streets.mn  
<https://streets.mn> · 2023/09/26 · lets-stroll-there-renal...

### Let's (St)roll There — Renaissance Festival by Transit

Sep 26, 2023 — And Hark! One of the park-and-ride locations is well connected to transit, at the Burnsville Transit Station. From downtown Minneapolis, it is a ...

# RIDER RESPONSES

Avery M.  
06 October 2023

Thank you for everything you all did to make the parking situation so much more streamlined! Miles better than the past.

Craig P.  
10 September 2023

Went to the Fest yesterday. Big shout out to the parking crew and the Shuttle Bus Drivers! The whole parking setup was much improved over previous years. Good Job !!!!

Shirley M.  
02 September 2023

Good experience riding from Burnsville. Easy to buy bus tickets online. Will do it again!

Tracy M.  
29 August 2023

We appreciate this service so much!

Lacie A.  
15 September 2023

We went twice and used the Eagle Creek park and ride both times. So good!

Michael R.  
03 October 2023

Thank you for your reliable service. I will certainly use it again next year.

Maia T.  
03 October 2023

Thank you!! We loved taking the bus to fest!!

Angei K.  
05 October 2023

I used the park and ride both times I went, and it was slick. Great job!

Caroline L.  
04 October 2023

We loved the shuttle service from Eagle Creek!!! Didn't take pics from it this year, but will do so next year.

Werner G.  
05 October 2023

I work as a breakfast host at a hotel I got a lot of positive feedback about your bus services they really liked it and I told them about the bus services to help you

A few of the responses we received regarding our service.

