



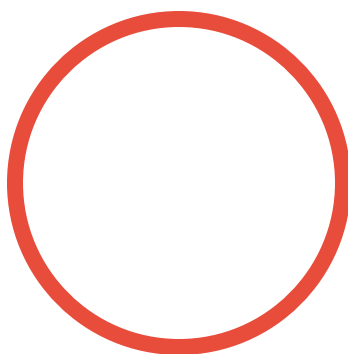
Rochester Downtown Alliance

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Year in Review

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Message from Incoming Chair & Executive Director

On behalf of the Rochester Downtown Alliance (RDA) Board of Directors, we are pleased to share the 2016 Annual Report. 2016 has been another momentous year for the RDA. As you may recall, in March of this year, we launched a brand refresh, which not only brought forward a new set of graphics, but it also provided the RDA more clarity on the organizational purpose, vision and values. A thank you to Sarah Miller with White Space, a local company, who was instrumental in the brand refresh process. We are eager to use this as a springboard as the RDA focuses on what makes our downtown unique: people, place and experience. Building the brand and identity of our downtown is a key focus of the organization.

2016 also saw a very strong event season. In February, despite warm temperatures, SocialICE was a success, with event attendees enjoying the downtown longer than normal. In March, the RDA introduced Ladies Night Out,

an event meant to bring community members out during an otherwise quiet time of the season. Ladies Night Out saw over 500 attendees and will find its place as a part of the core events portfolio. The summer of 2016 was another busy one with Movies in the Park, Thursdays on First & 3rd and Dogs Downtown. We were blown away with attendance growth at Dogs Downtown, moving from 3,300 in its inaugural year in 2015 to over 9,000 this year. While weather was a challenge for STYLE on the Plaza, we still saw great support for our retail community. In October, the RDA hosted Fall Fest, which was meant to celebrate the fall season and provide an opportunity for kids and families to enjoy our downtown. We saw over 9,000 attendees during this inaugural event and will be adding this to the event portfolio. Finally, we completed the event season with Here Comes Santa Claus and Small Business Saturday. These great holiday events brought great crowds to our downtown core

over Thanksgiving weekend.

As you will notice in this report, the RDA has started to collect survey data of our downtown stakeholders and the public. These steps show our commitment to the value of being the downtown experts. It is our desire to better understand our stakeholders and the community as we make strategic decisions regarding the future of the organization. This commitment will continue and build in 2017.

Finally, we thank you for your support, engagement and leadership. Downtown Rochester would not be what it is without you. Your tireless effort to innovate, provide top-quality customer service and advocate for the downtown is appreciated. We continue to encourage you to get involved and share your feedback. We are a stronger downtown when we work together. Again, thank you and here's to a prosperous 2017.

Bern O'Brien
Incoming Chair

Jenna Bowman
Executive Director

Board of Directors



2016 Members

Officers

Dan C. Aguilar, Board Chair
Bern O'Brien, Vice Chair
Jamie Radke, Secretary/Treasurer

Board Members

Steve Borchardt, Rochester Area Foundation
Jody Chambers, Bremer Bank
Mark Currie, Creative Cuisine
Bruce Dahlstrom, Hers
Traci Downs, Area 10 Labs
Jay Hesley, University of Minnesota Rochester
Ed Hruska, City of Rochester
Al Mannino, Mannino Marketing
Teresa McCormack, Urban Studio
John Murphy, Mayo Clinic
Matt Murphy, Kathy's Pub
Johanna Rian, Mayo Clinic

Brenda Riggott, Community Member
Patrick Seeb, Destination Medical Center Economic Development Agency
Ahmad Siddiqui, The UPS Store
Brad Smith, People's Food Co-Op

Ex-Officio

Mayor Ardeall Brede, City of Rochester
Brad Jones, Rochester Convention & Visitors Bureau
Terry Spaeth, City of Rochester

Outgoing Members

The RDA Board of Directors will bid farewell to fellow directors Brenda Riggott, Community Member, and Dan C. Aguilar, Owner of Smart Home Innovations & Engineering Inc. While they will no longer be serving on the RDA Board, it is important to recognize their contributions.

Dan C. Aguilar

Dan has served on the RDA Board of Directors since 2012. During his time on the Board, Dan served in a variety of leadership capacities including as the Marketing Chair, Vice Chair, and Chair roles. Throughout his time on the Board, Dan has brought his perspective as the owner of a local small business, as well as his appreciation of a vibrant downtown. The RDA Board of Directors wishes Dan well as he continues to run

a thriving business within the downtown Special Service District. Thank you, Dan, for your service.

Brenda Riggott

Brenda has served on the RDA Board of Directors since 2012. While Brenda does not own or work for a downtown business, she has shared her vast amount of knowledge and expertise of the association world. This includes her time as the Executive Director of the Rochester Convention and Visitors Bureau. The RDA Board of Directors are appreciative of Brenda's time on the Board and wishes her well as she and her husband make the move to Minneapolis, where she will serve as the Executive Director of the United Council of Neurologic Subspecialties. Thank you, Brenda, for your service.



Incoming Officers

Chair

Bern O'Brien
318 Commons

Vice Chair

Al Mannino
Mannino Marketing

Secretary/Treasurer

Jamie Radke
Titan Development

Incoming Members

The RDA is always very fortunate to receive high quality applications for Board of Director positions. This year was no different. In total, there were 13 applications for five positions. We thank all those individuals who took the time and energy to apply. The RDA is incredibly lucky to have such skilled and passionate stakeholders. We are pleased to share the selected applicants with you.

Jeanine Gangeness

PhD, Winona State University

In addition to serving as Associate Vice President for WSU-Rochester, Jeanine is a downtown resident. This unique perspective will be of great value to the RDA Board.

When asked about her experience and skill, Jeanine had this to share, "I have 25 years of leadership experience and 10 years of major budget management in public institutions. My experience writing and managing local, state, and federal grants and public funding may be helpful to the growth of the RDA."

As the RDA continues to serve as the Downtown Expert, the skill-set that Jeanine brings will be of great value to our downtown community.

Mia Grimme

Counterpoint

Mia will bring her vast amount of knowledge about the retail industry to the Board of Directors. This knowledge and perspective comes from working with a variety of downtown retailers. Mia also has experience in social media marketing.

When asked about her interest in the RDA Board, Mia shared, "I want to be involved in helping the RDA continue to manage, create, and explore events and opportunities in Downtown Rochester, as well as continuing to grow and strengthen the relationship between RDA and all of the stakeholders."

Tyler Kase

Kahler Hospitality Group

Tyler serves as the Director of Food & Beverage for the Kahler Hospitality Group. He has been with the Kahler

for over seven years.

When asked about his interest in serving on the Board, Tyler shared, "Having been a part of many functions working with the RDA and also with the Kahler/Marriott properties, I can see how some things have worked successfully in the past and/or bring great new ideas to be even more successful in the future."

"I have been working downtown for over seven years now, and I have seen downtown Rochester evolve in many aspects for locals and our guests. I look forward to help out even more and to be a part of something great."

Sunny Prabhakar

BrandHoot

Sunny is the Director of Small Business Web Solutions for BrandHoot. In addition to this position, Sunny is heavily involved with The Commission, a Rochester group for young professionals.

When asked about his desire to serve on the RDA Board, Sunny shared this, "I know that I will be able to grow due to my involvement in this board, and I believe that I have a unique perspective to offer because I am a life-long resident, a community involved young professional, and I am passionate about growing the Rochester experience for residents and visitors alike."

Angie Richards

DoubleTree

Angie serves as the Director of Sales & Catering for the DoubleTree.

When asked about why she wanted to serve on the RDA Board, Angie shared this, "The scope of downtown Rochester has changed immensely over the past decade; however, I foresee the next five years will have even a larger impact. Downtown will strategically evolve in order to remain a unique and vibrant place for both residents and visitors to gather and live. At the same time, we will work to build upon a culture that is urban, inviting and fun. While I recognize the challenges ahead, these elements excite me into applying to serve on the RDA Board of Directors."

Purpose, Vision, & Values

THE WHY

OUR PURPOSE

To provide benefits,
opportunities, and support for
downtown Rochester

Our purpose defines the fundamental reason for our existence, beyond making money. With a clear sense of purpose, we are able to draw significant meaning from our work. It's what pulls us through the rough spots and motivates us to keep pushing no matter what.

THE HOW

OUR VISION

Bringing downtown to life through
events, activation, and advocacy.

It's a big vision, but we believe in it.

OUR VALUES

Our values are the attitudes and beliefs at the core of Rochester Downtown Alliance. They embody what's important to us, and they should be reflected in all of our behaviors, decisions, and actions.

CORE BELIEFS

OUR VALUES

1

We're The Downtown Experts

Downtown Rochester is our focus. Everything we do, we have downtown in mind, constantly providing events, programs and services, that meet our vision.

2

Build it Together

Create and maintain an environment where we are better off collectively than we are individually.

3

Strive for Excellence

We are dedicated to excellence. Our quest embraces creativity, innovation, and hard work. We pride ourselves on being accessible and approachable to everyone. Our #1 priority is the quality of our events, programs and services.

4

Be Passionate

We bring passion and a positive attitude to all we do.

5

Have Fun

We have fun with everything we do.

Branding

Early Stages (2005 - 2008)

The Rochester Downtown Alliance Brand has gone through three revisions since the organization's inception in 2005*.



Version 2.1 (2009 - 2015)

In 2009, the RDA brand underwent its first major revision, which included an updated look and feel to the logo; however, the brand process took it a step further by building out an entire suite of brand assets (color, logos, and fonts) and brand strategy, which included "The Place to Be!" tagline (see below).

2009 also welcomed the addition of Graphics Standards, which are elements needed for communicating a consistent visual brand. Consistent use of graphic elements help eliminate confusion and build brand recognition. Graphic standards are tools that help internal marketing and external vendors and partners maintain consistency when producing new marketing communication pieces.



Categories (below) were also introduced in 2009 along with the "The Place to Be!" button logo (bottom right). "The Place to Be" logo was created in conjunction with the tagline and used as a "stamp of approval." It was used to endorse and support the many services, events and amenities downtown has to offer.



Icon with blue background.

How Far We've Come (2016 - Present)

Beginning July 2015, the search for a firm to assist the RDA in updating the brand began with a request for proposals.

After receiving over seven proposals from firms and agencies, the RDA selected White Space.

Simplified, Intentional, Articulate

From a design perspective, Version 3 is simple to use and engage with, intentional in its decisions in use of design and space, and articulate with regards to communication (both verbal and visual).

Below offers examples of RDA Brand Version 3. For a more in-depth look in to the RDA brand, please reference the RDA Brand Guidelines Version 3.3.

Version 3

Spending months gathering information about the community, stakeholders, Board Members, and more, White Space worked closely with the RDA to ensure every detail was under the microscope regarding the organization's identity.

A Brand Task Force consisting of RDA Board Members and downtown Stakeholders was formed to assist with the branding process, which included seven phases:

- Kickoff/Project Brief
- Research & Discovery
- Company Culture
- Strategy & Positioning
- Brand Identity
- Touch Points
- Launch

In March, the updated brand was debuted to the public in an event called, "Downtown Rochester Stakeholder Celebration." A culmination of nine months of work, the Stakeholder Celebration showcased how the updated brand would be used in the near future as well as an unveiling of our visual assets.

Logo

DOWNTOWN
Rochester, Minnesota

**DOWN
TOWN**
Rochester, MN

Primary Color Palette



Primary Typeface

Lato Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&

Marketing

New Look

Mentioned earlier, the largest project for the RDA marketing department in 2016 was the completion and launch of the updated brand or RDA Brand Version 3.

Launching Version 3 is only the very beginning of a three-year strategic marketing plan. Some of the milestones achieved in launching Version 3 are:

Updated Brand Experience
Complete Brand Assets Package
New Website Look and New User Experience
Complete Brand Guidelines (Visual and Verbal)
Complete Brand Update to RDA Core Events
Branded Industry Specific Categories



News You Can Use

In 2014, the RDA introduced BE!, a quarterly print newsletter published and distributed by the RDA in an effort to increase communications from the RDA to stakeholders.

In its third year (second full volume), the RDA print newsletter evolved from a folded 8.5" x 11" six page, bi-fold mailer to a 20 page, saddle stitch, flat mailer (magazine-style).

The increase in size and quality has allowed the RDA to produce and share more engaging and informative content to stakeholders.

Not receiving the Newsletter but would like to? Contact the RDA at:
info@rdowntownalliance.com



New Territory

Looking to continue to expand general marketing, the RDA launched its first ever industry specific marketing campaign called, "Eat & Drink Marketing Campaign."

Intended as a pilot program, Eat & Drink focuses on marketing downtown Rochester as the destination for dining out. The objectives of the campaign are to raise awareness/brand awareness of RDA branded industry categories and bridge assets existing in digital space to physical space. Another objective is to increase web traffic and digital channel engagement.

The RDA intends to gauge the level of success of the Eat & Drink Marketing Campaign with the hopes of launching similar campaigns for other industries existing in the downtown Special Service District (SSD).

A sample of campaign collateral is to the right.



Façade Grant



7 Years

Seven years of the Façade Improvement Grant Program



58 Projects

A total of 58 projects to date

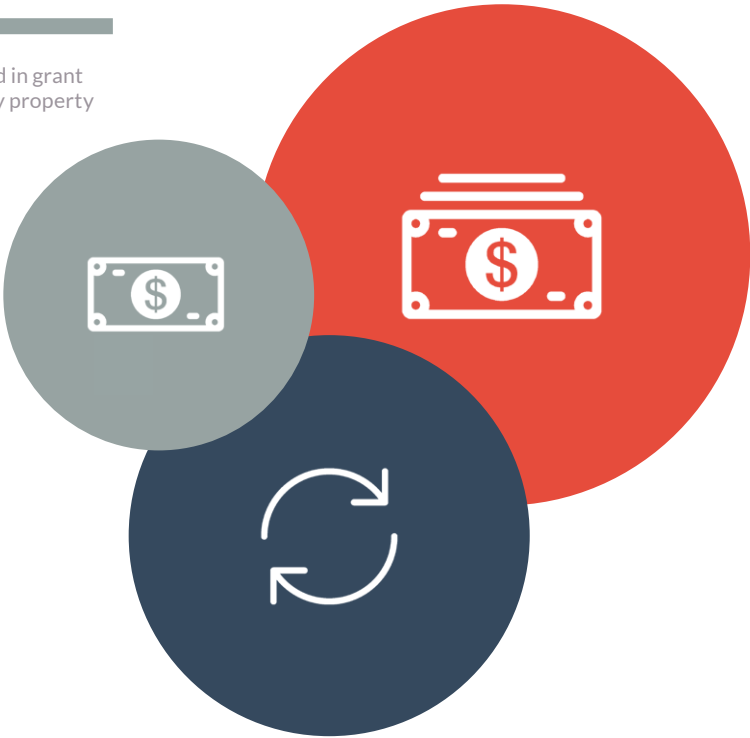


Over \$2 Million

Over two million dollars invested by property owners

\$1 : \$3.5

For every dollar provided in grant funding, \$3.5 invested by property owners



2016 Projects

Conley-Maass Building

(Pictured)

12-14 4th Street SW

The Parker

101 East Civic Center Street

The Depot - Porch & Cellar

20 4th Street SE

In Their Words

"The restoration and revitalization of the Conley-Maass building on 4th St. in Downtown Rochester has been the first historic building in Olmsted county to be put on the State and National Historic Registry to use Historic Rehabilitation Tax credits. These credits, coupled with the generous support of the Façade Improvement Grant from the RDA, has enabled a blighted 116 year old building slated for demolition to be restored and returned into a thriving center for entrepreneurship and innovation in the burgeoning Destination Medical Center, Discovery Square." – **Traci Downs**, Property Owner & Owner of Area 10 Labs

"The historic preservation project encompasses many different facets and perspectives but at its core, it is an adaptive reuse of a historic structure. This project takes the long view of placemaking and builds upon a commercial landmark in downtown Rochester and attempts to imbue it with a progressive and innovative program that connects entrepreneurial energy to the furthest reaches of the globe." – **Adam Ferrari**, Owner of 9.SQUARE

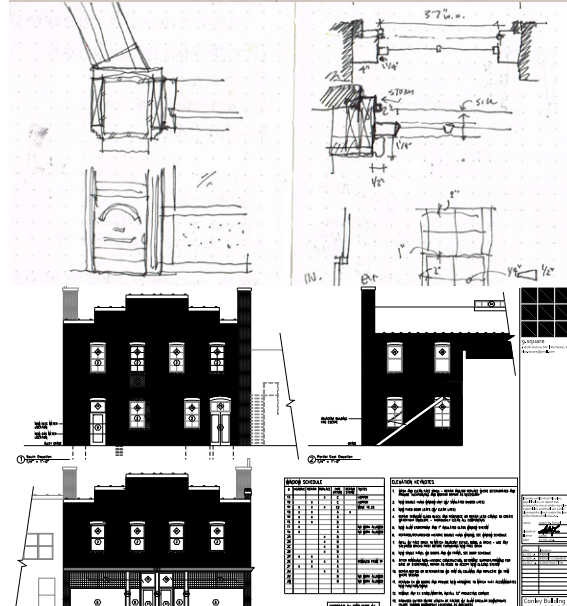


Photo: Brandon Stengel - www.farmkidstudios.com

Event Data

SocialICE

Year Started - 2009

Attendance - 35,000

78% of attendees visited at least one shop or restaurant while downtown for SocialICE

84% of attendees were motivated by SocialICE to seek out more activities in downtown Rochester during the winter months



Ladies Night Out

Year Started - 2016

Attendance - 500

77% of attendees agreed that Ladies Night Out gave them a new perspective on shopping, dining, or services in downtown Rochester

92% of attendees discovered something new about a downtown business



Thursdays on First

Year Started - 2004

Attendance - 216,435

74% of attendees were introduced to a new product, service and/or type of music

87% of attendees felt more connected to the Rochester community after attending Thursdays on First & 3rd



Dogs Downtown

Year Started - 2015

Attendance - 9,000 (172% Growth)

89% of attendees made at least one new connection with another dog owner/admirer

98% of attendees plan to bring their dog downtown again in the future



STYLE on the Plaza

Year Started - 2008

Attendance - 370

STYLE on the Plaza continued to be a time to celebrate the wonderful retail options in downtown.



Fall Fest

Year Started - 2016

Attendance - 9,000

74% of attendees felt more connected to the Rochester community after Fall Fest

87% of attendees said they would recommend the event to a friend



PlaceMakers

When: September 15 - 17

A three-day public design festival, PlaceMakers | Rochester Prototyping Festival showcased 16 teams as "Makers" and their life-sized prototypes, which revealed how public spaces could be improved upon. This was a collaboration with Destination Medical Center Economic Development Agency and Rochester Art Center.



Pop-Up Park

When: June 16 - In conjunction with Thursdays on First & 3rd

Built as a "nature getaway" in downtown, Pop-Up Park featured beautiful flowers and greenery by Greenwood Plants, which transformed a section of Historic 3rd Street into a park-like setting and atmosphere.



Exquisite Mile

When: July 28 - In conjunction with Thursdays on First & 3rd

The Exquisite Mile's goal was to connect the Rochester community with a participatory activity within downtown Rochester, which culminated in a public participatory painting event on a wall behind Rochester Art Center, facing Mayo Park.



Survey Data

Stakeholder Survey

Over four weeks, the RDA asked our downtown stakeholders a series of questions regarding downtown Rochester. With over 85 responses, here's what we heard:

I understand the purpose of the Rochester Downtown Alliance:

Yes – 77.27%
No – 22.73%

I know and feel connected to the RDA Board of Directors:

Yes – 30.68%
No – 55.68%
The RDA has a Board of Directors? – 13.64%

Since 2014, my business has:

Increased – 65.12%
Decreased – 10.47%
Stayed the Same – 24.42%

What trends are you experiencing as it relates to your business and/or clientele?

More people in downtown
Millennials interested in the downtown
Parking – challenge
Importance of Mayo patient's patronage at stores and finding activities to enjoy

What additional initiatives/events/services could the RDA provide that would be beneficial to the downtown community and your clientele?

Marketing
Inclusiveness of entire district boundary
Personal interaction between RDA representatives and businesses
Weekend activities

The main challenge(s) my business/property faces is:

Parking
Property taxes
Finding and retaining high quality staff

Public Survey

Over two weeks, the RDA asked the community a series of questions regarding downtown Rochester. With over 530 responses, here's what we heard:

Do you typically come downtown for (check all that apply)

Eating – 89.40%
Event – 78.79%
Drinking – 59.88%
Services – 36.38%
Shopping – 34.10%

What are your favorite things about downtown? (check all that apply)

Dining Options – 75.82%
Free parking on nights & weekends – 73.77%
Locally owned businesses – 65.78%
Event offerings – 46.72%
Entertainment offerings – 28.69%
Public Art – 25.00%
Shopping Options – 13.11%
Wide variety of services – 10.25%
Other – 9.63%

What are your favorite events to attend in downtown? (check all that apply)

Thursdays on First & 3rd – 88.20%
SocialICE – 47.00%
Oktoberfest – 24.68%
Dogs Downtown – 15.88%
Sidewalk Sale – 15.02%
Movies in the Park – 14.38%
Other – 13.73%
Pridefest – 13.30%
STYLE on the Plaza – 9.66%
Boys & Girls Club Chili Challenge – 9.23%
UMR Connects – 8.80%
Harmony for Mayo – 6.65%
Zumba on the Plaza – 6.65%

I am looking for things to do:

On the weekends – 89.33%
At night – 68.41%
During the day – 32.01%

In Their Words

"I think downtown Rochester is making great strides towards a great downtown. I've lived here my entire life and it has improved. I miss the movie theater downtown FOR SURE! But otherwise, continue having great places for people to visit downtown."

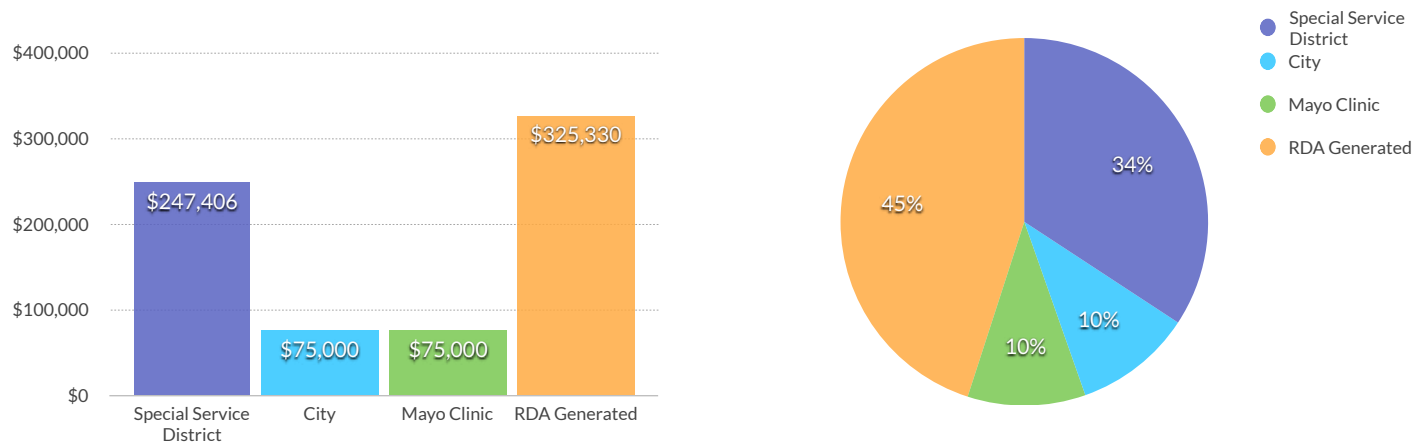
"Downtown is a fun place to be with lots of history. In the last couple years, the area has begun to come alive again. I hope it will continue. From what I've read, there are plans for even more exciting things to come in the future."

"Love Rochester and our downtown. Please, PLEASE keep it local businesses. This is the best thing of Rochester. Local. Local. Local."

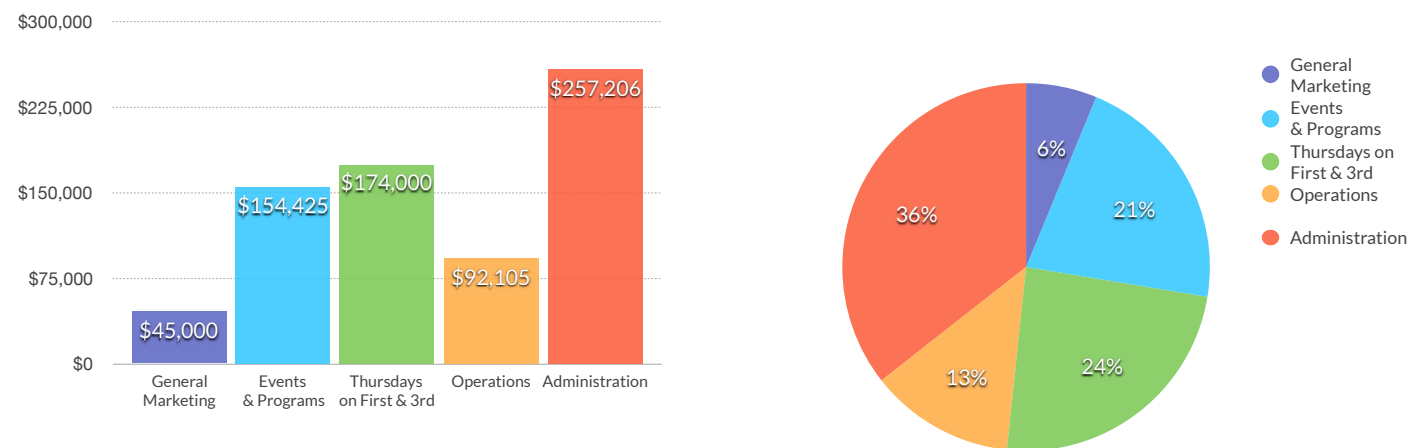
2016 Budget

Total Budget = \$722,736

Revenues



Expenses



2017 Preview



Events*

National Popcorn Day, January 19
SocialICE, February 16 - 18
Ladies Night Out, March 23
Thursdays on First, June 1 - August 31
National Donut Day/
Non Profit Day on the Plaza, June 2
Movies in the Park, June 17, July 15,
August 19
Dogs Downtown, August 6
Fall Fest, October 14
STYLE Fashion Show, October 19
Here Comes Santa Claus, November 24
Small Business Saturday, November 25

Marketing

Expanded General Downtown
Marketing Efforts
Industry Specific Marketing
Campaigns
Media Suite Development
Highlighting People, Place, &
Experience

Other Programs

Partnership with Rochester
Children's Museum
Partnership with
Rochester Public Library
Health & Fitness Programming –
Zumba, Studio on 3rd & Dahl Dance
Center
Development of Downtown
Rochester Historic Walking Tour
Support of the 2nd Annual
Rochester Jazz Festival
stART-up Grants
+ More

*Events & dates subject to change. Photo: Dogs Downtown



DOWNTOWN