



Small Business
Saturday
2021 Recap




DOWNTOWN
Rochester, Minnesota

About Small Business Saturday in downtown

2021 goals:

-  Encourage people to shop and support local, especially in downtown Rochester, on Small Business Saturday.
-  Create awareness of downtown businesses by featuring them visually in dedicated social posts.
-  Showcase people rather than products in the social media posts so the audience feels a connection to the downtown business.
-  Celebrate local stores in a Small Business Saturday 5 Days of Giveaways social contest that gets followers engaged, increase reach of our social pages, and create revenue for businesses through gift card prizes.

Key learnings:

-  Diversifying the 5 Days of Giveaways contest social media channels to include Instagram helped engage people who might not otherwise have seen the posts solely on Facebook.
-  The downside of diversifying channels was more people duplicated their responses on the different platforms, creating an additional step for staff to sort through and eliminate duplicate comments to keep the contest fair.
-  Based on observations, most foot traffic was experienced by street level retailers and Galleria retailers. This may have been because of the inconsistency of businesses being open in the pedestrian subway or unfamiliarity of the Saturday downtown visitor with the pedestrian subway system. For future campaigns, RDA will make a specific effort to encourage pedestrian subway businesses to be open and running promotions.



Campaign analytics

- **Website and blog analytics**
 - 2,117 web page views (27% increase from 2019)
 - 1,755 unique pageviews
- **Marketing and social media**
 - Facebook pages and Facebook event
 - 27,886 reach
 - 1,267 total post engagements (26% increase from 2019)
 - 3,697 story views
 - Instagram
 - 53,605 post reach
 - 1,222 post likes
 - 8,340 stories views
 - Twitter
 - 3,463 impressions
 - 66 engagements
- **5 Days of Giveaways Contest (part of overall campaign)**
 - 21,595 organic reach on Facebook and Instagram posts (10% increase from 2019)
 - 1,254 engagements on posts (reactions, comments, shares) (47% increase from 2019)
- **Communications and media relations**
 - Generated media: 497,000 estimated reach (65% increase from 2019)
 - Public social media mentions: 454,340 estimated reach (176% increase from 2019)

Public social
media mentions:
454,340
estimated reach

Generated media:
497,000
estimated reach



Get additional business support:

Ongoing grants and programs



Clean and Safe Ambassador Program

Our Clean and Safe Ambassadors provide daily cleaning, safety, and hospitality services to the 44-block downtown Rochester special service district (SSD).

If your business notices instances of graffiti and/or trash that needs our Ambassadors' attention or an employee would like a safety escort, please reach out by calling our Ambassadors at 507-316-7511.

Learn more at DowntownRochesterMN.com/CleanandSafe



Façade Improvement Grant

To assist downtown merchants in maintaining high quality business spaces, the Rochester Downtown Alliance created the Façade Improvement Grant in partnership with the City of Rochester. Downtown business owners can apply for up to \$20,000 in matching grants funds to improve their properties. Applications for 2021 and 2022 improvements are welcomed.

Learn more at DowntownRochesterMN.com/FacadeGrant

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