

Thursdays

DOWNTOWN
Rochester, Minnesota



**Thursdays
Downtown
2021
Recap**

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Rochester, Minnesota

About Thursdays Downtown

2021 goals:

- Offer a safe and uplifting community celebration for Rochester visitors and residents following a difficult pandemic year
- Re-introduce visitors to downtown following pandemic closures and construction and raise our community's profile
- Offer an inclusive, welcoming festival that reflects Rochester's diversity
- Create extended opportunities for vendors, especially downtown vendors, to recover revenue losses during COVID-19
- Create a compelling event that draws newly hybrid/remote workers to downtown to enjoy both the festival and brick-and-mortar businesses

Key learnings:

- Extending Thursdays Downtown into September was challenging for vendors, who lost summer staff and wanted to focus on their brick-and-mortar businesses in fall. In future years, we will stay within June to August timeframe.
- Communication, partnership, flexibility, and understanding were key to the success of this event, especially coming out of a pandemic and during construction.



Event analytics

- **Website and blog analytics**

- o 62,241 web page views
 - Event web page saw 34 percent increase over 2019
- o 53,430 unique pageviews
- o 6,097 blog views

- **Marketing and social media**

- o Facebook pages and Facebook events
 - 233,451 reach
 - 5,129 responses
 - 15,875 total post engagements
 - 34,424 story views
- o Instagram
 - 8,765 post reach
 - 2,272 post likes
 - 129,161 stories views
- o Twitter
 - 107,101 impressions
 - 2,086 engagements

- **Communications and media relations**

- o Event generated media: 84.6 million estimated reach (*189% increase over 2019*)
- o Public social media mentions: 10.5 million estimated reach (*428% increase over 2019*)

- **Estimated attendance in 2021 season: 193,562 people**

- **Estimated economic impact event: \$5.895 million**



Event generated
media:

84.6 million

estimated reach

Event web
page and
blog views:

62,241

(Jan 1 through Sept. 9)

It's not too late to participate!

Upcoming partnership opportunities in 2021/2022



SocialICE & FAMJAM:
February 3-5, 2022



Fresh Air Fitness:
Select dates May-June 2022



Thursdays Downtown:
July 7 - August 25, 2022



Dogs Downtown:
September 2022



Roller Disco:
October 7-8, 2022



Here Comes Santa Claus:
November 25, 2022

DOWNTOWN
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Have questions/interested in partnering with us?

Contact Kanika Couchene, director of events & strategic partnerships,
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