

Annual Report

2017 Rochester Downtown Alliance



DOWN
TOWN
Rochester, MN

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WELCOME

On behalf of the Rochester Downtown Alliance (RDA) Board of Directors and staff, we are pleased to share the 2017 Annual Report. This document outlines key achievements of the past year and provides detailed information regarding the organizational initiatives. It also outlines the budget and basic operating plans for 2018. The full operating plan is available for your review upon request and can be found on our website, Downtownrochestermn.com.

As many of you know, the RDA was started in 2005. This came after research was done and it was determined “a vital Downtown is needed for a vital Rochester.” Over the past twelve years, Downtown has grown in vibrancy. Vibrancy can be interpreted in a multitude of ways. As an organization, we are proud of the work that has been accomplished and are energized about the work that is ahead.

The staff and Board of Directors is committed to maintaining a focus on the purpose, vision, and values of the organization. The RDA's purpose is to provide opportunities and support for Downtown Rochester. As an organization, our vision is bringing Downtown to life through events, activation, and advocacy. Our organization's values include:

- **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 mission.
- **Build It Together** – Create and maintain an environment where we are better off collectively than we are individually.
- **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.
- **Be Passionate** – We bring passion and a positive attitude to all we do.
- **Have Fun** – We have fun with everything we do.

With over 320 businesses in the Special Service District, the RDA seeks to be fair and consistent to all. In addition, the organization works diligently to provide key information and updates through channels such as the quarterly print newsletter and stakeholder gatherings. These outlets are important, as we are aware of the challenge to consistently connect with over 320 Stakeholders. We ask for your assistance in engagement and relationships. The support of Downtown Stakeholders is vital to the continued success of Downtown Rochester. We encourage you to reach out with comments, questions, or ideas. Thank you for making Downtown Rochester a great place!



AL MANNINO
Incoming Chair
Mannino Consulting



JENNA BOWMAN
Executive Director
Rochester Downtown Alliance



BERN O'BRIEN
Past Board Chair
318 Commons

2017 BOARD OF DIRECTORS



MAYOR ARDELL BREDE
Ex Officio
City of Rochester



STEVE BORCHARDT
Rochester Area Foundation



JODY CHAMBERS
Bremer Bank



BRUCE DAHLSTROM
Hers Clothing



TRACI DOWNS
Area 10 Labs



JEANINE GANGENESS
Winona State University - Rochester



MIA GRIMME
Counterpoint



JAY HESLEY
Policy Chair
University of Minnesota Rochester



ED HRUSKA
Council Member
City of Rochester



BRAD JONES
Ex Officio
RCVB



AL MANNINO
Vice Chair & DCI Chair
Mannino Consulting



TERESA MCCORMACK
Space & Place Chair
The Urban Studio



JOHN MURPHY
Mayo Clinic



MATT MURPHY
Kathy's Pub



BERN O'BRIEN
Chair
318 Commons



JAIME RADKE
Secretary/Treasurer
Titan Development



JOHANNA RIAN
Mayo Clinic



ANGIE RICHARDS
Downtown Rochester Hilton Hotels



PATRICK SEEB
Destination Medical Center



AHMAD A.M. SIDDIQUI
The UPS Store



ROBERT SMIT
Kahler Hospitality Group



BRAD SMITH
Board Development Chair
People's Food Co-op



TERRY SPAETH
Ex Officio
City of Rochester

The RDA Board of Directors meets monthly. Collectively, they set the strategic direction of the organization and maintain financial oversight. The RDA Board of Directors can be as large as 21 or as small as 13 members.

2017 OUTGOING BOARD MEMBERS

We would like to take this opportunity to thank five members of the Board who are serving their final year on the Board of Directors. These members include Steve Borchardt (Rochester Area Foundation), Bruce Dahlstrom (Hers Clothing), Council Member Ed Hruska, Teresa McCormack (The Urban Studio), Matt Murphy (Kathy's Pub), and Ahmad Siddiqui (The UPS Store). Both Council Member Hruska and Siddiqui have served on the Board since 2010. Dahlstrom, McCormack, and Murphy have all served since 2011. Borchardt has served on the Board since 2014. These individuals have provided a tremendous amount of time and energy to the RDA. We thank them for their passion, commitment, and leadership.

INCOMING BOARD MEMBERS

We are pleased to announce the appointment of four new Board members. In total, there were ten applicants, all of whom were of very high quality. The Board Development Committee reviewed all ten applications and made their appointment recommendation to the Executive Committee and Board of Directors. We thank all those individuals who took the time and energy to apply. The RDA is fortunate to have such skilled and passionate Stakeholders.



NAURA ANDERSON
Castle Community



PAUL ARMON
Armon Architecture



CHRIS FIERST
The Half Barrel



SHRUTHI NAIK
Mayo Clinic/Vyraid Inc.

“Board service is an important part of being an active and engaged member of our Downtown community. Effective board work demands having a strong personal belief and interest in the Rochester Downtown Alliance, its mission, and its vision. The effectiveness of the initiatives and special events provide a foundation for a unique and vibrant Downtown. Serving on the board allows you to become an ambassador; and, fulfill a collective responsibility to provide strategic direction to the organization. It is an incredibly fulfilling way to contribute my time and energy for a community I care deeply about.” - Angie Richards

RDA STAFF MEMBERS



JENNA BOWMAN
Executive Director

Jenna Bowman is the Executive Director of the Rochester Downtown Alliance (RDA), a position she has held since May 2014. Jenna oversees all aspects of the organization. She works with the team to executive the Annual Operating Plan, which sets the strategic direction for the organization. Jenna represents the RDA on various boards and groups. This has recently included the Chateau Reuse Task Force and Heart of the City Community Advisory Committee. Jenna also focuses on securing event partners, which financially supports the organization's event portfolio. Her position includes executing on internal and external tasks, projects, and initiatives.



KARLI MCELROY
Program Manager

Karli McElroy is the RDA Program Manager and has been with the RDA since July of 2014; in this role she is responsible for creation and development of innovative and collaborative community programs within Downtown Rochester. She works with partners on both RDA and related community programs to coordinate, oversee, and evaluate programming. Karli also serves as the manager for the Downtown Cultural Initiative Committee's Start-Up Grant and the Space and Place Committee's Façade Improvement Grant. Additionally, she oversees Peace Plaza rentals on behalf of the City of Rochester.



SAMANTHA ROSSI
Marketing & Communications
Manager

Samantha Rossi has been with the RDA since June of 2017 and she is the Marketing and Communications Manager. In this role she oversees all aspects of marketing; from events and programs, to general marketing initiatives. For 2018, she will be focusing on nine strategic marketing objectives to promote Downtown Rochester and position the RDA as the Downtown Experts. As part of her 2018 objectives, Samantha will be developing marketing resources to inform and engage with Downtown Stakeholders, RDA Board of Directors, and media outlets.



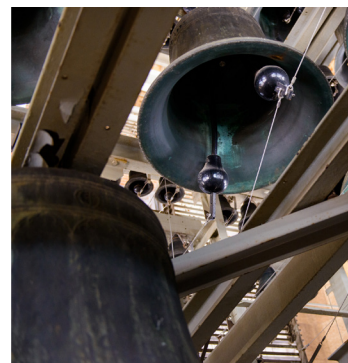
MEGHANN SOUTHWICK
Community & Events Manager

Meghann Southwick is the RDA's Community & Events Manager, a position she has held since October of 2017. In her role, Meghann manages and markets the RDA's core event portfolio, which includes over 30 days of programming across nine events. Moving into 2018, Meghann will also have a strong focus on developing stakeholder relations and community engagement initiatives, as well as overseeing the RDA's volunteer program, executing budget analyses, and delivering event impact assessments.

NEW IN 2018 - WE WILL BE ADDING A FULL TIME EVENTS COORDINATOR

MEDIA SUITE

When the RDA unveiled the brand refresh in March 2016, it was just the beginning of a focus on increased general marketing and branding of Downtown Rochester. People, place, and experience are the three foundational tenants of the brand. What was apparent when the brand was launched was the lack of supporting media to highlight these cornerstones. Over the past year, the RDA has worked with Downtown stakeholder, Red Couch Stories, on completing a media suite. In total, 300 photos and 5 videos have been compiled. This is not the end, merely another step in the process. In the coming year, the RDA will continue to leverage this fresh media to continue to brand and market Downtown Rochester.





PEOPLE. PLACE. EXPERIENCE. COMPREHENSIVE VIDEO



:30 PEOPLE



:30 PLACE



:30 EXPERIENCE

VIDEOS WILL BE LAUNCHED ON OUR SOCIAL MEDIA PAGES DURING THE FIRST QUARTER OF 2018

“ Having been located in Downtown Rochester for just over 10 years, it was a blast of an assignment to document the vibrant life in our “backyard!” The Rochester Downtown Alliance has gone through a beautiful brand refresh, so incorporating new photography and video footage of our Downtown to accompany their materials is vital in pushing the brand of “Downtown Rochester.” We ran along RDA’s side in documenting the incredible diversity of “People, Places, and Experiences” throughout a 9-month window in 2016/17, creating a deep bucket of visual content for their team to use within their different channels. As our city grows, we appreciate the confidence the team at RDA placed in Red Couch Stories to create authentic content. Locally, we have such a tremendous and diverse story. It’s an honor to help showcase the community that we love.” - Red Couch Stories

STATS AT A GLANCE

November 2016 to November 2017 Estimates

EVENT NUMBERS

- 300,363 Attendees
- Over \$9.27 Million Dollars in Economic Impact
- 33 Event Dates
- Over 2,800 Post Event Surveys Collected

PROGRAM NUMBERS

- 1 to 70 Age Range Participation
- 120 Days of Activation
- 24/7 Passive Programming
- 14 Total Program Partners - Including 9 Downtown Stakeholders

SOCIAL MEDIA

- Over 6 Million Impressions
- 28,500 Combined Followers
- 254,957 Engagements

WEBSITE

- 619,919 Page Views
- 226,259 Visitors
- 64.5% of Visitors are New Visitors
- 74.2% of Visits Come from Organic Traffic
- 99,568 of Visitors are Between the Ages 25 and 44
- 51.5% of Our Site Visits Happen on a Mobile Device

E-NEWSLETTER

- 6,055 Subscribers
- 29% Open Rate
- 4.5% Click Through Rate

SSD TAX INVESTMENT



10¢

is the Average Investment per Square Foot for Businesses in the Special Service District



For Example

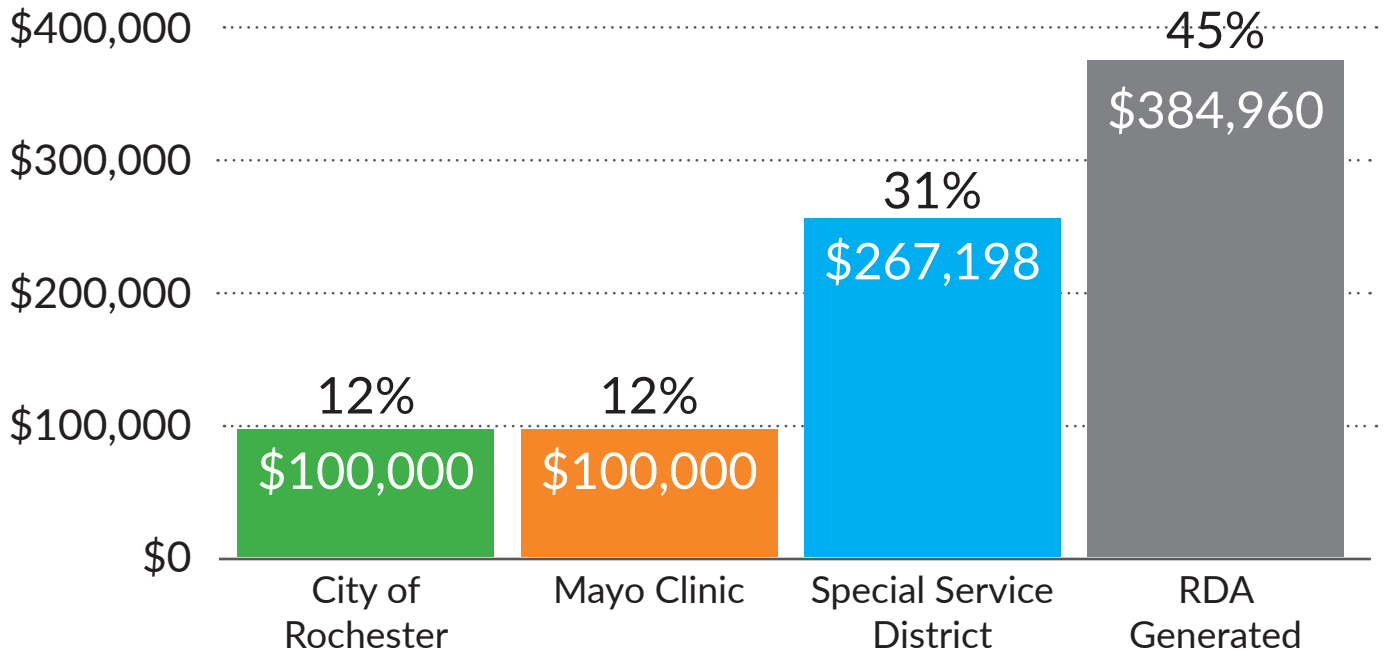
\$150

is the Amount a 1,500 Square Foot Building Located in the Special Service District would Contribute to the RDA Annually

2017 FINANCES

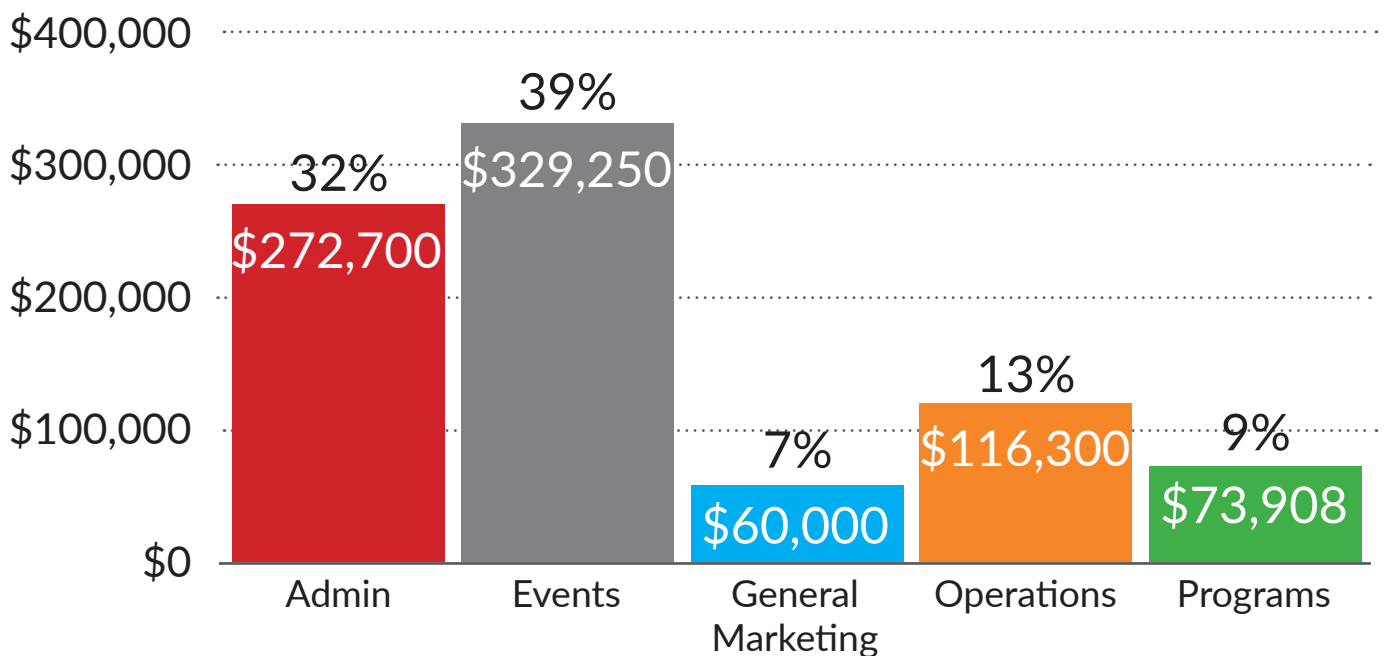
Revenues

Total Revenues \$852,158

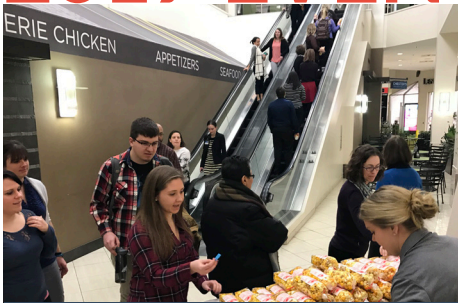


Expenses

Total Expenses \$852,158



2017 EVENT RECAP



POPCORN DAY

Year Started - 2017
Est. Attendance - 2,000

Partnership with Carroll's Corn

2 distribution locations

Popcorn was all distributed within 20 to 30 minutes

A fun offering for Downtown employees and visitors



SOCIALICE

Year Started - 2009
Est. Attendance - 39,500
Est. Economic Impact - \$1,301,121

79% are motivated to seek out more activities in Downtown Rochester during the winter months

80% visited at least one shop or restaurant while Downtown for SocialICE



LADIES NIGHT OUT

Year Started - 2016
Est. Attendance - 500+
Est. Economic Impact - \$30,000

81% agreed this event motivated them to shop, dine, or use services in Downtown Rochester

88% discovered something new about a Downtown business

97% would recommend Ladies Night Out to a friend



THURSDAYS ON FIRST & 3RD

Year Started - 2004
Est. Attendance - 226,059
Est. Economic Impact - \$7,558,248

80% of attendees were introduced to a new product, service, and/or type of music

Over 40% attended 4 or more Thursdays on First & 3rd events each year



SIDEWALK SALE

Annual Event
Takes Place in July
Long Time Tradition

22 Downtown Stakeholders participated

\$2,500 was invested into marketing, which included postcards, live promotional announcements, radio ads, and Post-Bulletin digital and print ads



MOVIES IN THE PARK

Year Started - 2013
Est. Attendance - 450

77% of attendees heard about Movies in the Park (MITP) from social media

86% would be more inclined to attend if food or beverages were offered

73% of attendees are Rochester Area Residents



DOGS Downtown

Year Started - 2015
Est. Attendance - 8,000
Est. Economic Impact - \$151,212

99.5% of attendees would attend this event again next year

97% felt more connected to the Rochester community after attending

65% were first time attendees



STYLE

Year Started - 2008
Est. Attendance - 300

10th Anniversary

33% attended the show to support one of the models and 33% attended for an evening out

71% of people are more inspired to shop Downtown Rochester after attending the STYLE fashion show



FALL FEST

Year Started - 2016
Est. Attendance - 7,300
Est. Economic Impact - \$120,961

75% of attendees heard about the event through social media

79% were first-time attendees

99% of attendees would attend this event again next year



AIRGLOW

Year Started - 2017
Est. Attendance - 14,246
Est. Economic Impact - \$212,513

75% of attendees heard about Airglow from social media

91% of attendees were a Rochester Area Resident

66% of attendees view Rochester as a more innovative place after attending



HERE COMES SANTA CLAUS

Year Started - 1974
Est. Attendance - 3,000
Est. Economic Impact - \$77,546

86% of people heard about the event through social media

99% of attendees would attend this event again next year

When asked what element of the event attendees liked the most, Santa's rescue was a favorite



SMALL BUSINESS SATURDAY

Year Started - 2010

RDA provided twenty \$75 grants to participating Downtown Stakeholders

\$2,500 was invested into marketing, which included 5 Days of Giveaways on our Facebook page, promotional video, posters, Post-Bulletin digital ads, radio ads, and other digital promotions

2017 PROGRAMS RECAP



BOOKWORM WALK

Partnership with the Rochester Public Library and Park and Rec

Featured two children's stories in flower planters along the river

2,100 brochures distributed

99% would like to see this program continue



MOVE ON THE PLAZA

Partnership with Dahl Dance Center, Firefly Barre and Fitness, and Zumba on the Plaza

Featured free weekly dance and fitness classes

25 dates were programmed on the Peace Plaza

Provided opportunity to enjoy or participate in a new and unique class




LET'S PLAY ROCHESTER

Partnered with The Minnesota Children's Museum of Rochester and Narrative Designs, a Downtown stakeholder

Renowned Minnesota based chalk artist, Shawn McCann designed a 3-D graphic

Social media posts reached almost 50,000 people within the span of two months


Project featured three large scale sidewalk decals in Downtown Rochester




120
Days of Activation

1-70

Age Range
of Attendees





24/7
Passive Programming



START-UP GRANT

5 funded grants took place in 2017

All recipients were provided with marketing and resources such as the RDA's First Time Event Guide

\$8,000 distributed

Recipients included My Town My Music and Med City Doulas

14 individuals/organizations have applied for 2018



MOMS WHO LUNCH

Partnership with the Rochester MN Moms Blog

Lunches took place within Downtown at 4 different local establishments

Average attendance was around 30 per lunch event

At each lunch there were gift cards and swag given out from Downtown Businesses

FACADE GRANT INFO



63

Total Number
of Façade
Improvement
Grants



\$2.5M

Million Dollars Invested by
Property Owners



8

Years of the Façade
Grant Improvement
Program



\$1:\$3.5

For Every Dollar Provided in Façade Improvement Grant Funding,
\$3.5 was Invested by Property Owners

2017 PROJECTS

PAINE FURNITURE BUILDING

PATTERSON-DAHLBERG BUILDING

OLMSTED COUNTY BANK & TRUST BUILDING

301 1ST STREET BUILDING

SHOP MARKETING CAMPAIGN



Our second industry specific campaign launched earlier this year and was focused on all of the great shopping throughout Downtown Rochester. Covering over 60 Downtown businesses, we drew awareness by utilizing multiple marketing initiatives.

The Shop Campaign started September 1st and continued until the end of October. During this time we used skyway and subway advertising, social media, print marketing pieces, and other digital avenues. All of our marketing initiatives showcased beautiful images of three different age demographics throughout our 44 block Special Service District. All of the volunteer community models strutted their stuff in clothing provided by Downtown businesses, while Red Couch Stories, a Downtown Stakeholder, captured the people,

places, and of course the great experience and unique beauty of Downtown Rochester.

We also partnered with White Space, a Downtown Stakeholder, to help with the graphic elements and our catchy tag line. We invested \$5,500 in marketing, with an overall investment of \$7,500.

Our goal is to ensure Downtown Rochester is known as a destination, not just for health and care, but for everything that Rochester can offer to our residents, visitors, and Downtown employees. So we invite you to take a stroll, pick up a map, and explore a new Downtown business; you never know what treasures you might find.



\$7,500

Invested in the Shop Campaign



MARKETING OUTLETS

Facebook and Instagram Boosted Posts and Ads, Skyway and Subway Billboards, Printed Brochures, Printed Banners, Google Adwords, Rochester MN Moms Blog, Plus Additional Digital Platforms



Over 25

Local models and Stakeholders were Engaged



WHERE SHOPPING IS ALWAYS IN STYLE

Downtown Rochester offers an abundance of shopping options - from art and antiques to beauty and boutiques.

DOWNTOWN
Rochester, Minnesota

DOWNTOWNROCHESTERMN.COM



OVER 70+ UNIQUE SHOPS TO VISIT

PLUS

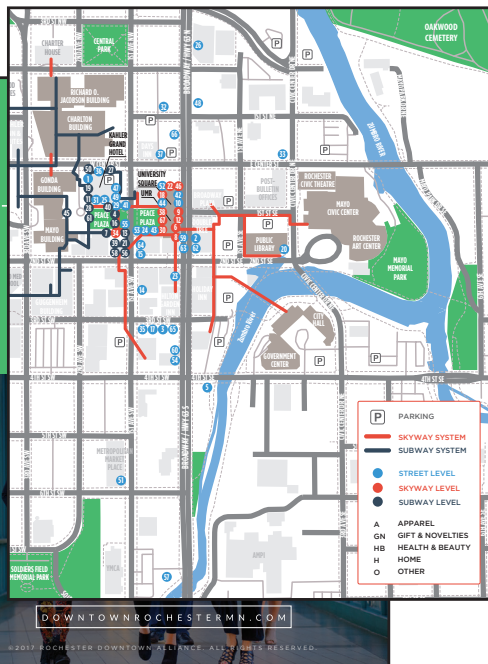
 ALWAYS THINGS
TO SEE & DO

 TOP RATED
HOTELS

 65+ PLACES TO
EAT & DRINK

 100+ SERVICES
AVAILABLE

THERE IS SOMETHING FOR EVERYONE IN DOWNTOWN ROCHESTER.
VISIT DOWNTOWNROCHESTERMN.COM FOR A COMPLETE LISTING.



 **SHOP >** **DOWNTOWN**
Rochester, Minnesota

- 99 Goggles A, GN
- Andy's Liquor Downtown O
- Artistic Framers GN
- Baby, Baby A
- Cambria Gallery H
- Chico's A
- Chocolate Oasis GN
- Chocolate Stam GN
- Counterpoint II A, GN, H, HB
- COUTURE BY HARRY'S A
- CFS A, GN
- The Dove Kids A, GN
- Downtown Intimates GN
- Eagle Store O
- ELL Boutiques A
- ELL Boutiques A
- ELL Boutiques A
- Eye-Q Intelligent Eyewear O
- Friends of the Library Bookstore O
- Gallery on First O
- Games by James O
- Ginny's Fine Fabrics O
- Glam Beauty Lounge O
- The Grand Shops-Kahler & Marriott A
- Guidopoint Pharmacy O
- Harry's Men Store A
- Harry's St. Croix HB
- Hers A
- Hers A
- Huber Eyecare O
- International African Mall O
- International Spices O
- James Krom Natural Images GN
- John Kruse's General Merchandise H, O
- Kahler Floral Shoppe GN
- The Kitchen Design Studio H
- Knight's Chamber A
- Lair's Shoes O
- LaRhea Boutique A
- Lasker Jewellers GN
- Lenscrafters O
- Love From Minnesota GN
- M Gear A
- Mayo Clinic Gift Shop GN
- The Nordic Shop GN, A
- O & S Shoes O
- Old Rooster Antiques GN
- Optical Vision w/ Flair O
- Peacock's Gift Shop GN
- People's Food Co-Op O
- Poppi Italian Leather GN, A
- Primp A
- Ratafash A, H
- Rannings Flowers and Gifts GN
- Rhay's Scarves and More GN
- Running Room A
- Scrub Your Butt Soap Co GN, HB
- Soma Intimates A
- Soul Purpose Boutique GN
- STYLE by Harry's A
- Tableside Manor GN, H
- Talbots GN
- Tangerine Gifts/Baby Clementine GN, A
- Tessa's Office O
- Walkways Music O
- Zest Market GN

While every effort has been made to provide accurate information, business info is subject to change and will be updated at regular intervals. If you see items that need to be corrected, please email info@downtownmn.com.



5,000

Printed
Brochures



MARKETING INITIATIVES MEASURABLE RESULTS

Facebook: 38,978 Impressions, 7,057 Video Views, & 269 Page Likes

Instagram: 4 Posts, 20,104 Impressions, & 410 Likes

Rochester MN Moms Blog: 5,800 Impressions, 278 Clicks, & 149 Likes

Google Adwords: 48,700 Impressions & 358 Clicks

2018 PREVIEW

EVENTS

- National Popcorn Day, January 19
- SocialICE, February 8, 9, 10
- Ladies Night Out, March 8
- Thursdays on First & 3rd, June 7 to August 30
- Sidewalk Sale
- Movies in the Park
- Dogs Downtown, August 4
- Fall Fest, October 6
- Here Comes Santa Claus, November 23
- Small Business Saturday, November 24

PROGRAMS

- Bookworm Walk, May to August
- Dance on the Plaza, June to August
- Start-Up Grants
- Moms Who Lunch Series, Quarterly
- NEW - Games on the Grass, June to October
- NEW - Pedestrian Safety Week, Fall
- NEW - Parklet Series, Summer
- NEW - 3rd Street Alley Activation

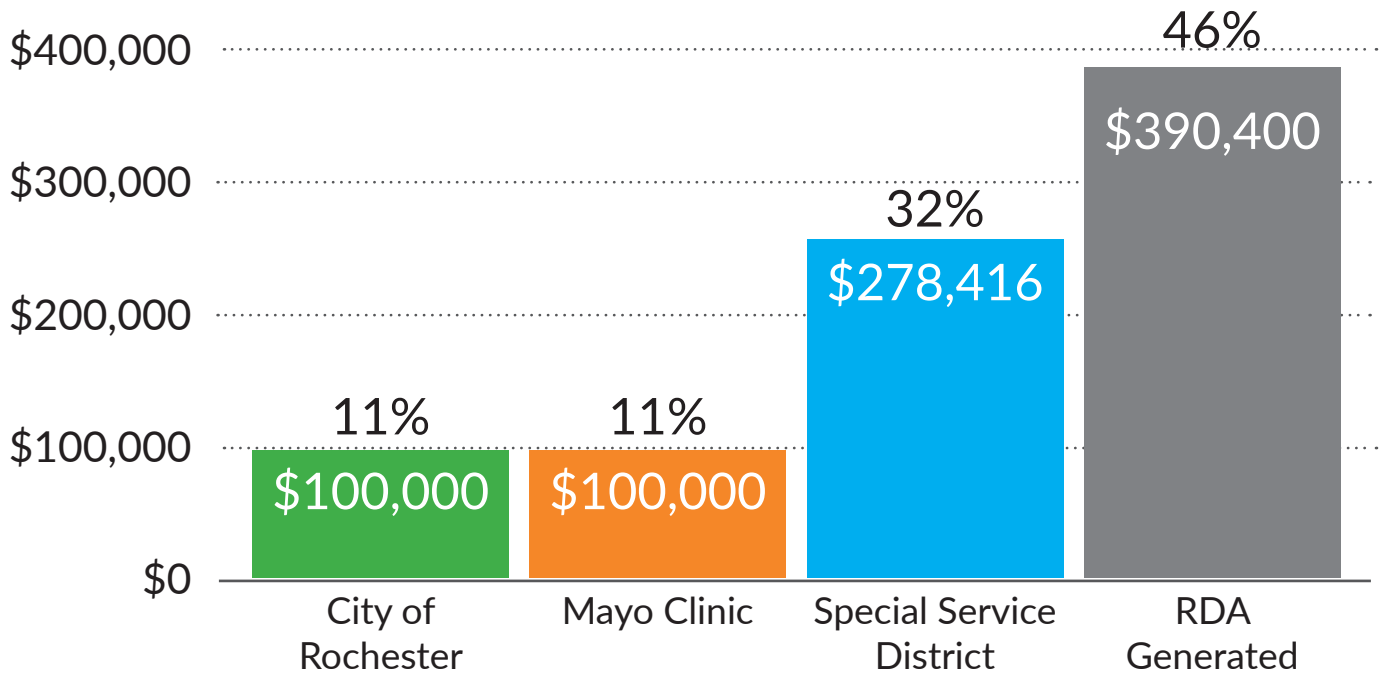
MARKETING INITIATIVES

- General Marketing Campaign
- Service Industry Campaign

2018 FINANCES

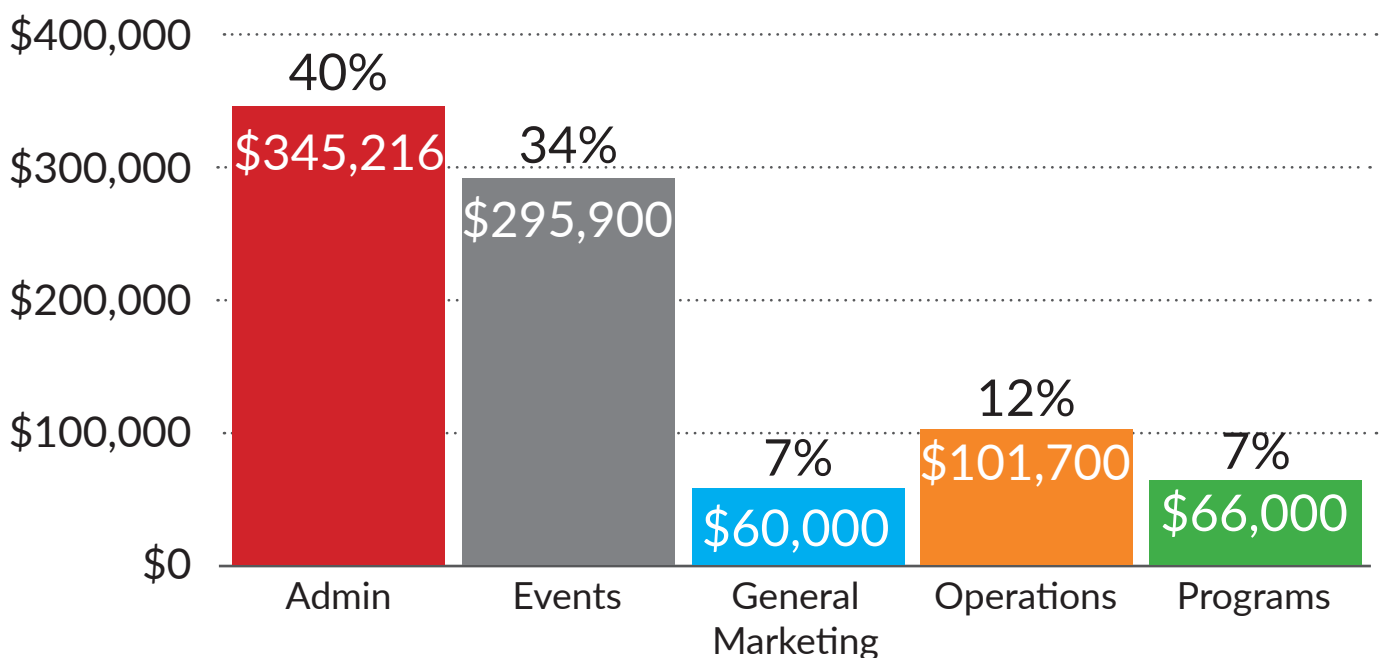
Revenues

Total Revenues \$868,816



Expenses

Total Expenses \$868,816



DOWNTOWN

Rochester, Minnesota

Rochester Downtown Alliance

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