

RDA Start-Up Event Grant Mentorship/Education



Recipients of this grant will be partnering with the knowledgeable RDA team, who will be available to consult and assist you with the process of organizing your event. You will meet with our team multiple times or as needed to answer questions to create a successful and sustainable event!

Timeline (Example):

3 Months Prior to Event – Early Event Planning Q & A Check-In with RDA

- How is the City of Rochester Special Event Permit Process going any questions or troubles?
- Any contacts/people that you are having trouble finding or getting in touch with?
- Do you have a finalized date/time/location of the event?
- Have you signed production & event staff contracts?
- What is your outlined marketing strategy and how can RDA assist you in promotion of your event?

1-2 Months Prior to Event – Marketing & Event Details/Vendors Check-In with RDA

- What marketing have you done? What is left to do?
 - Have you contacted any press? Posted your event to community calendars? Distributed posters? Social Media Posts?
- Any troubles with booking third party vendors?
 - Trash, Restrooms, Road Closure, Table/Chairs, Event Staff, Food/Beverage Vendors, Artisan Vendors, etc.
- Are all electrical power needs accounted for?

1-2 Weeks Prior to the Event – Final Event Planning Check-In with RDA

- Have you communicated all event details to all vendors involved?
- Discuss severe weather coordination/communication strategy?
- Any last questions or uncertainties about your event?
- Exchange important contact information if necessary

Within 30 Days After your Event – Event Recap/Follow-Up Meeting with RDA

- How did your event go? What went well? What could have gone better?
- Confirm you have submitted all documents needed for grant payment (*budget, receipts, recap form*)

For additional information, contact the Rochester Downtown Alliance at info@downtownrochestermn.com. We look forward to hearing from you and seeing your ideas for a downtown event, activity, or program.