



credit: William Forsman

DOWNTOWN
Rochester, Minnesota

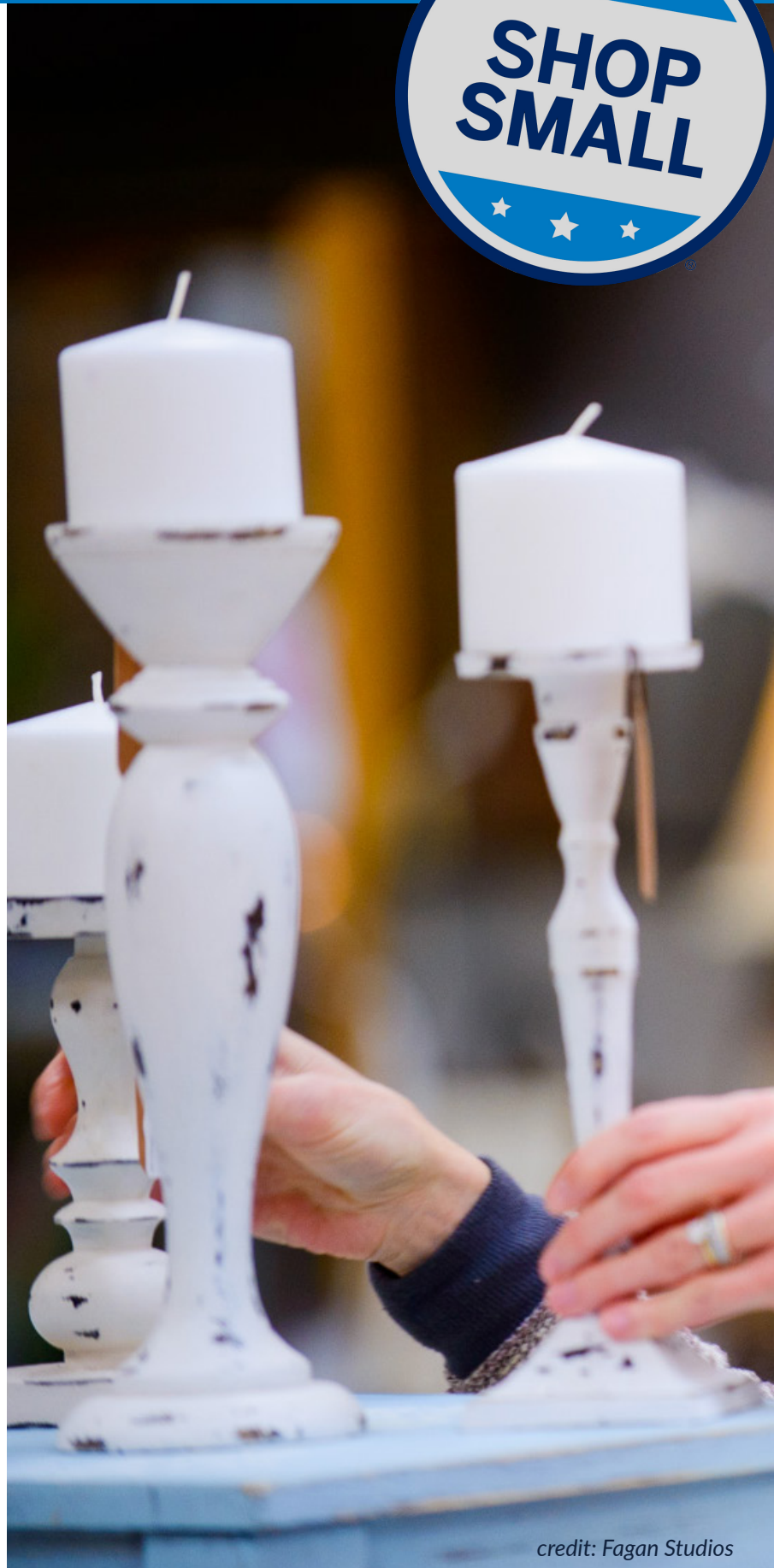
**Small Business
Saturdays
Recap
2020**

About Small Business Saturdays



They are a next-door neighbor, good friend, or a friendly face. They are champions of downtown Rochester's business community. Rochester residents helped champion small businesses in the 2020 holiday shopping season. Whether online or in-person, they pledged to shop small on Small Business Saturday and every Saturday until December 19.

In 2020, the 11th annual Small Business Saturday hit a record high with an estimated \$19.8 billion in reported spending, according to an American Express consumer insights survey.



credit: Fagan Studios

Participating Small Businesses

- Almadina Restaurant
- Baby, Baby
- Bleu Duck Kitchen
- Cafe Steam
- Carroll's Corn
- Chester's Kitchen & Bar
- Ginny's Fine Fabrics
- Healing Touch Spa
- Hers
- Hollandberry Pannekoeken
- MOKA
- Nellie's on 3rd
- Neon Green Studio
- On Track Boutique
- Pasquale's Pizzeria
- People's Food Co-op
- Pescara
- Poppi Italian Leather
- Tangerine at Wildflowers
- Terza Ristorante
- The Dove Kids
- The Nordic Shop
- Tulips & Truffles Florist
- Victoria's Ristorante



Increase in
participating
downtown businesses
from 2019:

73%

26
**Participating
Businesses**

Digital Marketing

- **DowntownRochesterMN.com Marketing**

- Website sliders
 - Incentives added November 6
 - Safe Shopping Hours added November 13
- Event web page (from January 1 through December 19, 2020)
 - Pageviews: 3,130 (88 percent increase over 2019)
 - Unique pageviews: 2,394 (75.5 percent increase over 2019)
 - Average time on page: 2:09 (144.9 percent increase over 2019)
- RDA e-newsletter (October 28 through December 16)
 - Sent to 49,010 people
 - Average weekly email list: 8,168 people
 - 15.59% average open rate
 - 2,855 clicks
- Small Business Saturday blog features on RDA Blog
 - Participating businesses incentives (November 6)
 - Average time spent on page: 3:11
 - 11 Reasons to Shop Small in Downtown Rochester (November 6)
 - Safe shopping hours (November 12)
 - Average time spent on page: 1:59
- Press releases
 - Shop Small every Saturday from November 28 to December 19 (released November 4)

Small Business Saturdays safe shopping and dining hours



To support the safety of all types of shoppers this holiday season, [these downtown Rochester businesses](#) will be offering dedicated [safe shopping and dining hours](#) during which people with health concerns may be able to shop, dine, or experience the business.

Small Business Saturdays incentives from downtown businesses



'Tis the season to give, to share joy, and show some love! Wrap everything into one by Shopping Small and supporting your favorite small businesses – both in-store and online – all holiday season long. [This list](#) includes downtown Rochester businesses offering [holiday incentives](#) (think stocking stuffers or gifts or a treat for you)!

Stay tuned to [our Facebook page](#) for the Small Business Saturday 5 Days of Giveaways contest! Each day starting November 21, engage with the post and you could be one of two randomly selected winners to receive a \$25 gift card for the day. We're giving away a total of \$250 downtown gift cards!



Radio Marketing

- o iHeart Media targeted audio ads (November 23 through December 19)
 - 57,701 total impressions delivered
 - More than 99 percent of people who heard the ad listened all the way through without changing stations
 - 5,332 people heard the ad

Print Marketing

- o 11"x17" posters (250 count) distributed throughout downtown, in Peace Plaza poster stands, and in the greater Rochester community
- o 6'x3' banners placed November 3 and displayed through December 19
 - On fence outside Old City Hall
 - People's Food Co-op
 - Peace Plaza
- o In-kind ad in Rochester Visitor November issue
 - Placed at 50 key locations within 50-mile radius of Rochester, Minnesota



Social Media Marketing

- **Small Business Saturdays boosted Facebook event**
 - o 3,885 people reached
 - o 13,072 impressions
- **Downtown Rochester, MN Facebook page**
 - o 24 posts
 - 32,700 reach
 - 603 reactions, comments, and shares
 - 1,240 post clicks
- **Thursdays Downtown Facebook page**
 - o 19 posts
 - 13,135 reach
 - 47 reactions, comments, and shares
 - 143 post clicks
- **Downtown Rochester, MN Instagram page**
 - o 16 posts
 - 633 video views
 - 583 likes
 - 23 comments
- **Facebook ads**
 - o 5,385 impressions
 - o 2,566 reach
 - o 138 clicks
- **5 Days of Giveaways Campaign**
 - o In promoting Shop Small prior to Small Business Saturday, the Rochester Downtown Alliance celebrated its local stores in a 5 Days of Giveaways campaign. Each day from November 23 to November 27, we posted a question to our Downtown Rochester, Minnesota Facebook page for followers to engage with. Two winners were randomly drawn each day to receive a \$25 gift card to a downtown business. A bonus \$25 gift card was donated by a downtown business to sweeten the giveaways for a total of \$275 given away.
 - 14,001 organic reach on posts
 - 374 engagements on posts
 - 707 clicks on posts

#ShopLocalRochMN Challenge



Small businesses help create jobs and boosts the local economy. They also help create an exciting destination for the community. And in 2020, the Rochester community stepped it up to keep dollars local during holiday season by participating in the #ShopLocalRochMN Challenge. Between Small Business Saturday November 28 and December 19, people supported and shopped local and used #ShopLocalRochMN in a public social media post. We gave away an "At Home for the Holidays" downtown gift basket valued at more than \$200.

Jessica Koepp - Realtor
November 28 at 4:05 PM · 📍

These cookies were a perfect addition to Friendsgiving!
@dessertsbydanna @downtownrochestermn #smallbusinessaturday #shoplocal #shoplocalrochmn #shoplocally #downtownrochmn #rochestermn #rochestermnrealtor #rochmn #cookieart #cookieartdesign #friendsgiving



2 Comments

Sarah Warth
19h · 📍

Giving Vegan Hot Chip a try for the 1st time tonight. Downtown Rochester, Minnesota #ShopLocalRochMN

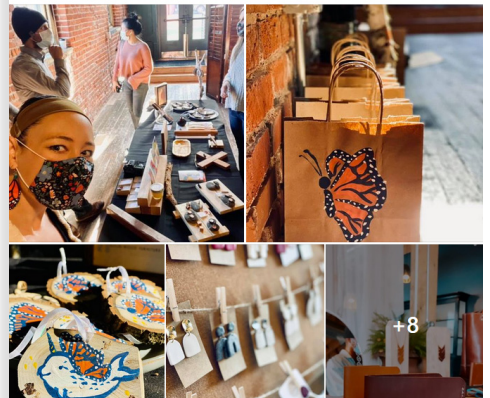


You and 3 others

1 Comment

Rosei Skipper is attending Small Business Saturdays with Naura Anderson and 4 others at Downtown Rochester, Minnesota.
December 5 at 1:05 PM · Rochester · 📍

Makers market Bleu Duck Kitchen 🦆 Rocking my new earrings from Tierney Lynne Designs and easily fulfilling my goal of spending money locally. Open until 2pm and happening the next two Saturdays!
#shoplocalrochmn

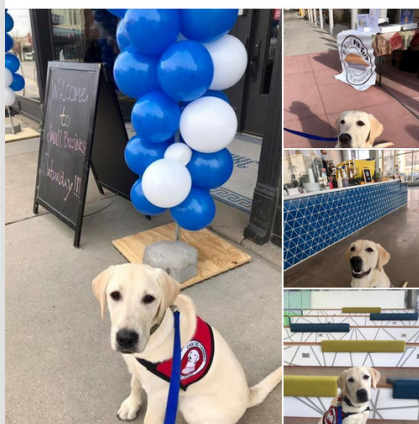


You and 55 others

8 Comments 4 Shares

Erin O'Brien
December 12 at 12:20 PM · 📍

Turns out Nigel is a big believer in shopping local and he insisted we go out this morning for Downtown Rochester, Minnesota's Small Business Saturday! #ShopLocalRochMN

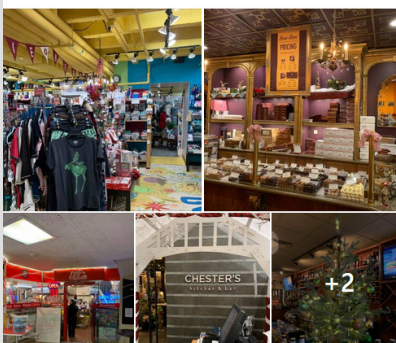


You and 31 others

2 Comments

Stephanie Schaap Sawyer
December 11 at 5:27 PM · 📍

Keeping dollars local! All I had time for today 🥰 #shoplocalrochmn Downtown Rochester, 99 GigglesChocolaterie Stam (Rochester, MN)Carroll's CornVictoria's Ristorante & Wine BarChester's Kitchen and BarHefe Rojo



59

2 Comments 2 Shares

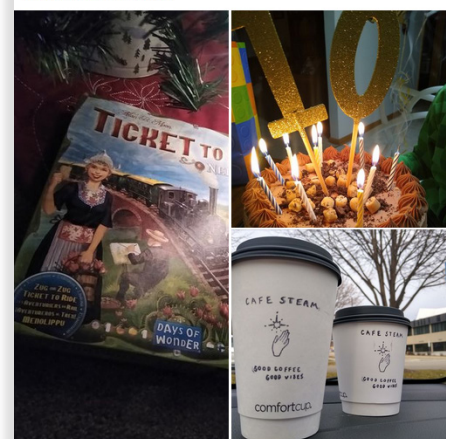
Like

Comment

Share

Rebekah J. Lobdell
December 10 at 8:57 PM · 📍

#ShopLocalRochMN @DowntownRochesterMN GamesbyJames. Flapdoodles. Cafe Steam.



7

2 Comments

Generated Media

Generated
media impact:
800,000
estimated reach
(165% increase over 2019)

Public
social media
post mentions:
381,840
estimated reach
(132% increase over 2019)



507 MAGAZINE New ways to shop local on Small Business Saturday

Online food markets, sign-ups for in-person shopping, and more.

Written By: Anne Halliwell | Nov 25th 2020 - 12pm.



Products from The Bee Shed. (Contributed photo by Tiffany Alexandria with Feast! Local Foods)

We already know many of the benefits of shopping local on Small Business Saturday. You keep money in your community, end up with one-of-a-kind finds, and help a Southeast Minnesota creator while you're at it. But COVID-19 has thrown a wrench



RDA staff



Holly Masek / Executive Director

Before joining the RDA, Holly served as Director of Public Realm for Ashkenazy Acquisition Corp. (AAC), a real estate investment firm, where she managed community engagement, placemaking, and tourism strategies for AAC's Iconic Portfolio, with a focus on the Boston market.



Karli McElroy / Senior Director of Placemaking

Karli is responsible for the creation and development of innovative and collaborative placemaking projects within downtown Rochester. She works closely with downtown businesses and partners to help the community envision how we see our downtown spaces differently. She also facilitates the Start-Up Event Grant, the Façade Improvement Grant programs, and launched a Clean and Safe Ambassador Program in 2020. Additionally, she was one of thirty professionals selected for the International Downtown Association's Emerging Leader Fellowship program.



Katie Adelman / Director of Content & Communications

Although a native of west-central Minnesota, Katie spent her childhood traveling to the Rochester area to visit extended family and considers Rochester a second hometown. She received an associate degree in digital art and design from Rochester Community and Technical College and a bachelor's degree in mass media with an emphasis in public relations from Minnesota State University, Mankato.



Monika Kopet / Director of Events & Strategic Partnerships

Monika received her bachelor's degree from Metropolitan State University for Communications/Violence Prevention with a minor in Psychology. She has lived in the Twin Cities her whole life and moved to Rochester to be closer to her fiancé and his daughter. She has volunteered previously at the Minneapolis VA Hospital escorting veterans to their doctor appointments, etc., and she is also a huge animal lover with two dogs she rescued.



Lauren Contreras / Administrative Coordinator

Lauren moved to Rochester from Seattle, Washington in 2019. Her favorite thing about downtown Rochester is the variety of awesome restaurants all within walking distance. Prior to joining RDA, Lauren was a program manager for Amazon Prime Video. She is a lover of film and TV, design, podcasts, trivia, and all living things, especially her miniature dachshund, Honey.

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

Winter Clearance January 19-23, 2021

To connect residents with your unique downtown business, let us help promote your winter promotions. Winter Clearance helps encourage people to shop locally and assists you in reducing inventory to make way for spring merchandise.

Learn more at DowntownRochesterMN.com/WinterClearance

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 2020 improvements are welcomed.

Learn more at DowntownRochesterMN.com/FacadeGrant

Visit DowntownRochesterMN.com/COVID-19 for:

- Free small business consulting services
- Local, state, and federal assistance
- Updates on local laws and policies

DOWNTOWN
Rochester, Minnesota

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