



SUMMER SALE

Summer  
Sale  
Recap  
2020

**DOWNTOWN**  
Rochester, Minnesota

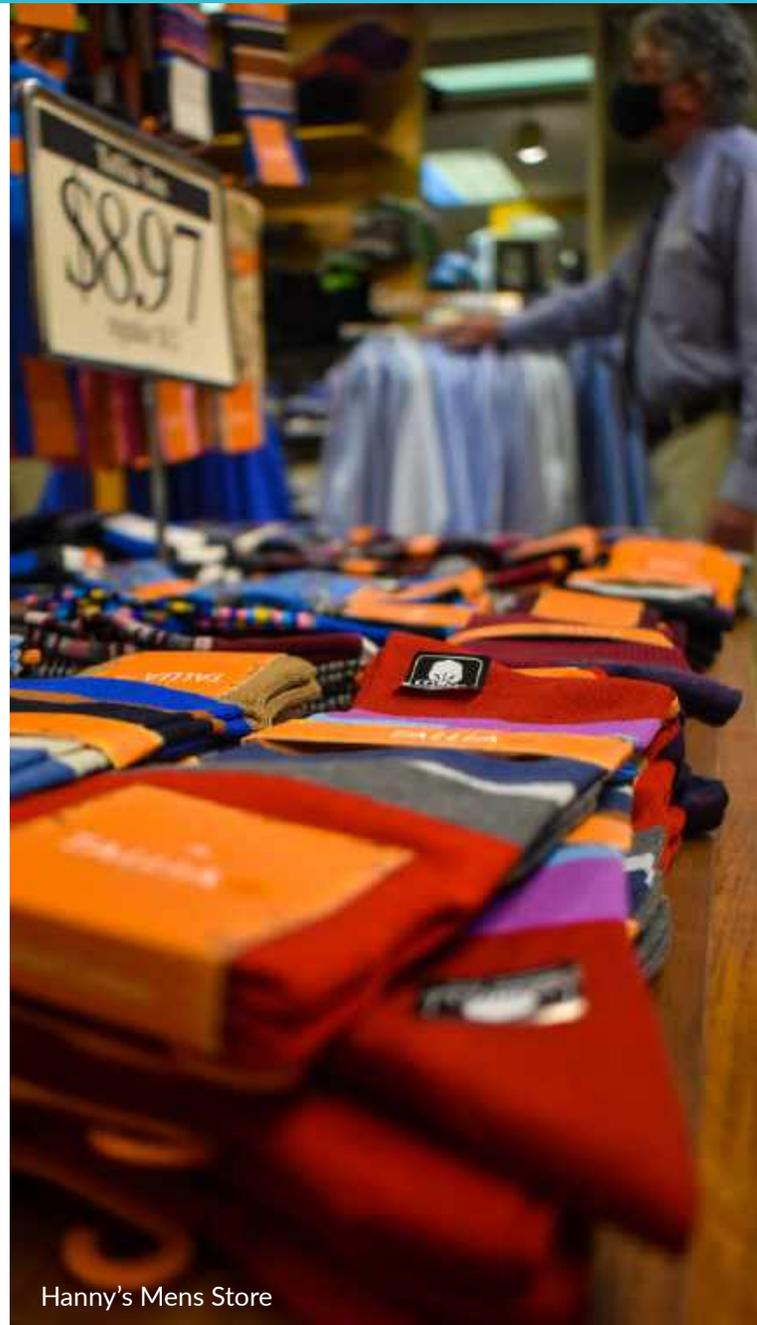
# About Summer Sale

In response to COVID-19 this year, Summer Sale was expanded to a two-week period to allow flexibility for retailers to manage their inventory and allow customers more time and space to feel comfortable shopping.

Customers were able to shop at their convenience and comfort level with in-store or online deals, which varied by each store.

Many participating retailers pledged a commitment to implementing a specific set of measures to provide a safe experience through the Rochester Ready program.

In addition to COVID-19, downtown retailers had to contend with various construction projects that contributed to reduced foot traffic.



Hanny's Mens Store



Scrub Your Butt Soap Co.

“RDA did a very good job advertising and promoting the sale. COVID-19 and the downtown construction is responsible for the lack of traffic resulting in lower revenue numbers.”

-Participating store owner

# Summer Sale 2020 participating stores



- Baby Baby
- Carroll's Corn
- Chocolaterie Stam
- Counterpoint Home
- Counterpoint II
- Couture by Hanny's
- CP3
- The Dove Kids
- Ginny's Fine Fabrics
- Hanny's Mens Store
- Hanny's St. Croix
- Hers
- MGear
- Neon Green Studio
- The Nordic Shop
- On Track Boutique
- Optical Vision w/ Flair
- POPPI Italian Leather
- Rennings Flowers
- Scrub Your Butt Soap Co.
- STYLE by Hanny's
- Tangerine Gifts
- Tessa's Office: Wine & Spirit Boutique

Increase in  
participating  
downtown stores  
from 2019:

**9.5%**

Total  
participating  
stores:

**23**



Carroll's Corn



Baby Baby



Rennings Flowers



MGear

# Digital marketing

## DowntownRochesterMN.com Marketing

- o Event page
  - Pageviews: 3,565
  - Pageviews during campaign: 2,423
  - From July 10 (when Summer Sale Facebook ads began running) to July 31: Summer Sale event web page ranked first on RDA most-viewed pages
- o RDA e-newsletter—beginning early July
  - Sent to 32,918 people
  - Average weekly email list: 8,229 people
  - 18.07% average open rate
- o Summer Sale features on RDA blog
  - Hot Deals during downtown Rochester's Summer Sale July 15-31
    - o Average time viewer spent on page: 1 minute, 58 seconds (27% increase over last year's deals blog)
- o Website slider
  - Summer Sale added July 6
- o Press releases
  - Downtown Retailers Safely Welcoming Back Customers with Summer Sale (released July 7)

Increase in time spent  
on Summer Sale deals  
blog over 2019:

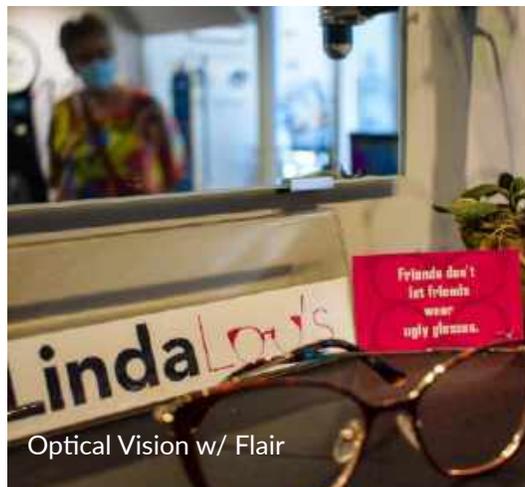
27%



The Nordic Shop



POPPI Italian Leather



Optical Vision w/ Flair



Tessa's Office: Wine & Spirit Boutique

# Radio marketing

- **MN 97.5 (KNXR)**
  - (40) :30 second broadcast ads running select dates July 14 through July 30
    - Gross impressions: 72,000
    - Total number of different people who tuned in at any given time (or CUME) per week: 17,800
- **Townsquare Media (Y-105 FM)**
  - (30) :30 second broadcast ads running select dates July 15 through July 29
    - 24,000 impressions, reaching 8,300 adults age 25+
    - Reaching females
      - 18,000 impressions
      - 5,600 women ages 25+
  - **Streaming campaign**
    - Total listening hours: 11,269
    - Number of times online player turned on: 7,930



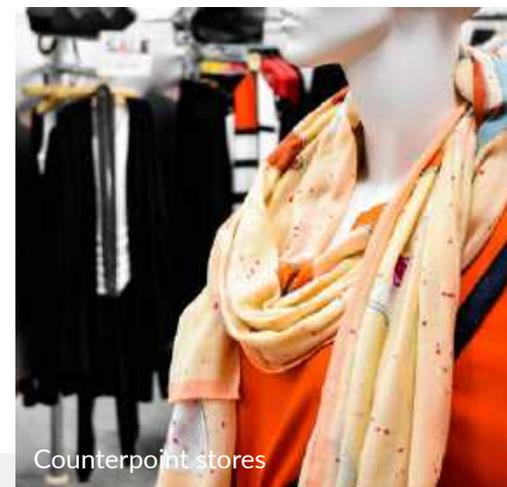
STYLE by Hanny's



The Dove Kids



Tangerine Gifts



Counterpoint stores



# Social media marketing

Hanny's St. Croix

- **Summer Sale Facebook event**
  - 4,500 people reached
  - 540 event page views
  - Audience: 82% women; 18% men
    - 22% women ages 35-44
  - 51% of people were from Rochester
  - 24 posts, including ones about each businesses' sales
- **Facebook ads of participating businesses' sales**
  - 91,501 reach
  - 187,017 impressions
  - 2,020 total unique link clicks
- **Downtown Rochester, MN and Thursdays Downtown Facebook pages**
  - 3 posts
    - 2,852 reach
- **Downtown Rochester, MN Instagram page**
  - 24 posts
    - 732 likes
    - 35 comments

Facebook  
ads impact:  
**187,017**  
impressions

(1,118% increase  
over 2019)

Facebook  
ads clicks:  
**2,020**

(504% increase  
over 2019)

# Media and social mentions

- Estimated reach from generated media: 802,000
- Public social media post mentions estimated reach: 393,120



# Print marketing

- (150) 11" x 17" posters distributed throughout downtown
- (400) 5" x 7" postcards distributed to downtown businesses and hotels
- Summer Sale banners placed in downtown
  - o People's Food Co-op patio fence
  - o On Galleria at University Square viewable in Peace Plaza

Number of posters distributed:

150

Total postcards distributed:

400



# 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](https://DowntownRochesterMN.com/CleanandSafe)

### Keep it Local, COVID-19 Innovators Grant

The COVID-19 crisis has presented many challenges to Rochester's small business community and has also inspired quick and creative innovation and collaboration.

The City of Rochester has approved another \$225,000 in grant funds to help Rochester-based small businesses and organizations that are helping each other respond, adapt, and strengthen Rochester's economy for the future.

Learn more at [DowntownRochesterMN.com/KeepitLocalGrant](https://DowntownRochesterMN.com/KeepitLocalGrant)

### 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](https://DowntownRochesterMN.com/FacadeGrant)

### Visit [DowntownRochesterMN.com/COVID-19](https://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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