


# Thursdays

DOWNTOWN  
Rochester, Minnesota



credit: Alpha Digital

DOWNTOWN  
Rochester, Minnesota

Virtual  
Thursdays  
Downtown  
Recap  
2020



# About Virtual Thursdays Downtown

Typically a weekly summer staple of downtown Rochester, Thursdays Downtown combined arts, music, food and a vendor market into one community-uniting, block-party-style event every Thursday from June through August that brings approximately 20,000 people downtown each week.

Based on official city and state event guidance, the Rochester Downtown Alliance canceled the 2020 in-person version of Thursdays Downtown in response to COVID-19.

Instead, Thursdays Downtown went virtual in 2020. The new event offered a virtual artisan, food specials, and online entertainment, all at your fingertips.

Virtual Thursdays Downtown:  
We want to be a part of  
your together.



Online  
musical acts:  
**11**

Virtual  
artisan  
exhibitors:  
**19**

2020 dates  
**June 18 -  
Aug. 27**

credit: Alpha Digital



# Components of Virtual Thursdays Downtown



## Shop

Browse through the virtual marketplace and purchase one-of-a-kind, handmade arts & crafts, jewelry, and décor.



## Listen

Tune in every Thursday for an online entertainment performance in a pop-up downtown location.



## Eat and Drink

Find some of your favorite Thursdays Downtown menu items from Rochester bars and restaurants.

## New Format, New Learnings:

- Downtown is full of unexpected stages and generous property owners. We recorded on rooftops, in alleys, along construction sites, and under park gazebos. We discovered secrets about downtown that made us love it even more.
- Even in the virtual space, nothing beats the excitement of live music. We tried pre-recorded and live performances and learned that audiences preferred the energy of our live shows—even if we had to overcome the occasional technical difficulty while streaming them.
- Audiences loved behind-the-scenes looks into artist workshops, and we did too!
- Minnesota's musicians are amazing, talented, and adaptable. Thank you to every performer who agreed to play in an odd location, safely mask, brave heat and rain, and work with us to bring real joy to this virtual series.



# Event partners

## Radio Partners:



## TV Partner:



Thank you  
to our event  
partners!

## Virtual Market Partners:

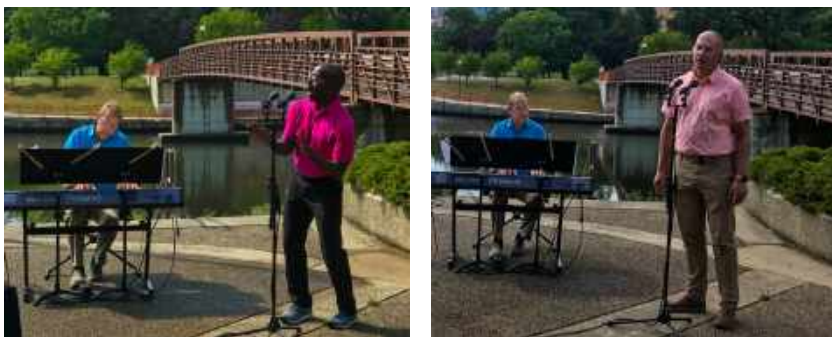




# Encore event of Virtual Thursdays Downtown

Classical MPR and the Rochester Downtown Alliance partnered on Bring the Sing, a virtual singalong as an encore event to Virtual Thursdays Downtown in 2020.

Led by local vocalists Anthony J. Cook, Michael Garner, and Dianna Parks, accompanied by pianist Ralph Schornack, the public was invited to join via Zoom and lift their voices alongside performances of well-known and uplifting songs.



Facebook  
video streams:  
**2,400**  
views

Webpage  
views:

**1,588**  
(Aug. 1 - 27)

Zoom link  
viewers:  
**127**  
(65% attendance rate)

# Event generated media

- Estimated reach from generated media: 13,036,000
- Public social media post mentions estimated reach: 3,861,547

“Woohoo! We can’t wait to tune in. We will take Thursdays Downtown any way we can get it!”  
-Social media mention



Making Thursdays Downtown? The Rochester Downtown Alliance announced their COVID-friendly alternative, Virtual Thursdays [...]

Public social media mentions:  
**3,861,547**  
Estimated reach

Event generated media impact:  
**13,036,000**  
Estimated reach



# Digital marketing

- **DowntownRochesterMN.com and VirtualThursdaysDowntown.com Marketing**
  - o Website sliders
    - Virtual Thursdays Downtown added June 11
  - o Combined Virtual Thursdays Downtown and Thursdays Downtown event pages (January 1 to August 27, 2020)
    - Total pageviews: 47,308
    - Unique pageviews: 35,481
    - VirtualThursdaysDowntown.com visitors from:
      - 39 of 50 states
      - 14 different countries including U.S.
  - o RDA e-newsletter (January through September)
    - Reached 148,291 inboxes throughout the season
    - Average weekly email list: 8,238 people
    - 18.35% average open rate
  - o Community calendars
    - Published to more than 30 online event calendars
  - o Press releases
    - A Year of Downtown Rochester Event Dates released January 2
    - Proposed 2020 Layout Updated released March 5
    - Thursdays Downtown Changes Amid COVID-19 released April 8
    - In Person Event Canceled in 2020 released May 22
    - Announcing Virtual Thursdays Downtown released June 11

Total pageviews:

**47,308**

(17.34% increase  
over 2019)

Average  
weekly  
email recipients:

**8,238**

Virtual Thursdays  
Downtown visitors  
from:

**39 states  
14 countries**

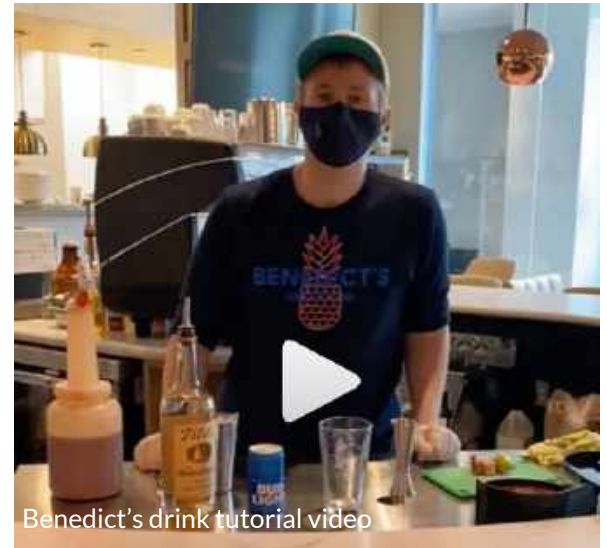


credit:  
Alpha Digital



# Social media marketing

- **Thursdays Downtown Facebook page**
  - 44 new page likes January 1 - August 27, 2020 (total page likes 13,591)
  - 73 posts (January through August)
    - 169,773 reach
    - 2,041 reactions, comments, and shares
    - 9,889 post clicks
- **Virtual Thursdays Downtown Facebook events**
  - 94,635 reach
  - 68 posts (mid-June through August)
    - 8,894 reach
    - 650 reactions, comments, and shares
    - 236 post clicks
- **Downtown Rochester, MN Facebook Page**
  - 38 posts
    - 61,448 reach
    - 532 reactions, comments, and shares
    - 3,422 post clicks
- **Facebook boosts**
  - Virtual Thursdays Downtown promo video
    - 7,858 reach
    - 748 post clicks
    - 17 engagements
  - Online entertainment line-up blog
    - 2,999 reach
    - 132 post clicks
    - 6 engagements
  - Online entertainment videos
    - 51,782 reach
    - 4,322 post clicks
    - 795 engagements
- **Facebook ads**
  - 11,598 impressions
  - 6,404 reach
  - 178 link clicks



Facebook  
post reach:  
**169,773**

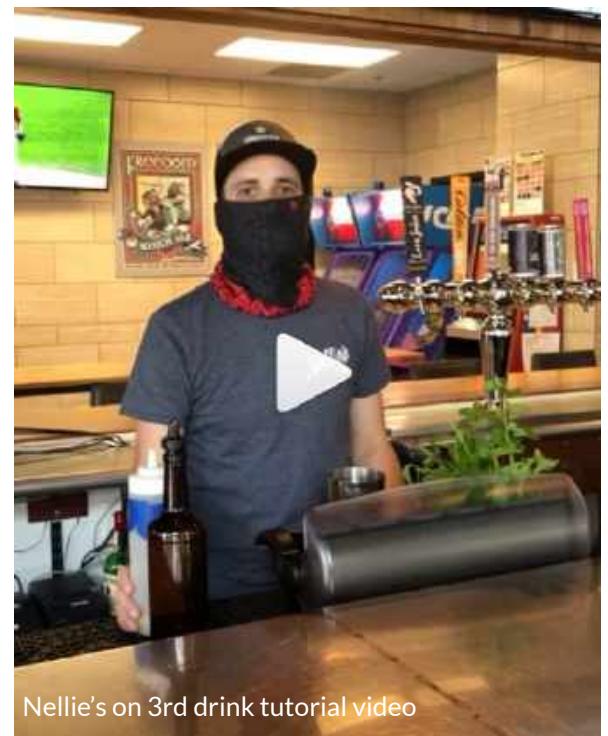
Facebook  
events  
reach:  
**94,635**

Boosted  
Facebook  
entertainment  
videos reach:  
**51,782**



# Social media marketing cont.

- **Downtown Rochester, MN Instagram posts**
  - 24 posts
    - 3,242 video views
    - 827 likes
    - 46 Comments
- **Downtown Rochester, MN Instagram stories**
  - 81 stories
    - 36,716 impressions
- **Downtown Rochester, MN Twitter account**
  - 23 tweets
    - 35 retweets
    - 47 likes
- **Downtown Rochester, MN YouTube**
  - 16 videos
    - 5,954 impressions
    - 1,326 views
- **Virtual Lounge Facebook video cross-promotion**
  - 15 posts
    - 10,425 reach
    - 66 engagements
    - 674 post clicks
- **Rochester Community Celebration weekend Facebook video cross-promotion**
  - Four pages
    - 3,391 reach
    - 88 engagements
    - 292 post clicks



# Radio/TV marketing

- **Radio marketing**

- o In-kind partnership with Townsquare Media
  - 20 live and/or pre-recorded promotional mentions per week per station June through August
    - Total value: \$26,400 plus \$4,000 PSA schedule
  - Dedicated webpage under events tab on each station and two event articles posted to all station websites
    - 5,019 pageviews
    - Total value: \$8,000
  - Five app alerts
    - 10,647 reach
    - Total value: \$5,000
  - Weekly on-air interview on 106.9 KROC and Y105FM
    - Total value: \$2,200
  - Record partner messaging for entertainment videos

- **TV marketing**

- o In-kind partnership with ABC 6 News
  - (2) 30 second co-sponsored announcements production
    - Total value: \$1,100
  - General and weekly PSA spots
    - Aired 415 times June 12 - August 27
    - Total value: \$24,900
  - Web tile on homepage and app with link to Thursdays Downtown with event details
    - 1,080,528 total pageviews
    - Total value: \$3,602
  - 11 social media posts June 11 - August 26
    - 34,445 total impressions
    - 1,467 total clicks, reactions, and video views
    - Total value: \$754





# Print marketing

- 11" x 17" posters (250 count) distributed throughout downtown, in Peace Plaza poster stands, and in the greater Rochester community
- 3' x 8' banners placed in June
  - Clean and Safe Ambassador Program office windows facing Broadway Avenue
- 6' x 3' banners placed in June
  - People's Food Co-op patio fence
  - On fence outside Dooley's Pub patio
- 3' x 4' banner behind performers each week



# 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.



# Support the community we all call home.

## Potential partnership opportunities:

We at the RDA are generating ways to connect and reconnect consumers with downtown small businesses to sustain them through 2020 challenges related to COVID-19, construction, and subsequent reduced foot traffic downtown. We have a few ideas in mind for which we're seeking financial partners:

### Free holiday parking vouchers

To be distributed to downtown businesses for customers to use during the holiday shopping season.

### \$10 Downtown Dollars

To be directly mailed to residents within a two-mile radius of downtown to redeem at downtown businesses.

### Winter outdoor dining expansions

To allow restaurants to keep increased outdoor dining capacity through winter, options like purchasing heating units, yurts, and/or igloos are being explored.

We're open to discussing ideas you have for supporting downtown businesses!



credit: Alpha Digital

**DOWNTOWN**  
Rochester, Minnesota

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Have questions/interested in partnering with us?  
Reach out to connect with us at  
507-216-9882 or [info@rdowntownalliance.com](mailto:info@rdowntownalliance.com)