

NEWSLETTER >

Rochester Downtown Alliance

Time To Eat & Drink

RDA launches pilot Industry Specific Marketing Campaign and teases use of Media Suite - Pages 10 & 17

Plus...

DMC Discussion (pg. 3), end of the year event recaps (pg. 5), updates to the Board of Directors (pg. 11), and more.

Photo: Eat & Drink campaign photo

From the ED

BY JENNA BOWMAN
RDA EXECUTIVE DIRECTOR

As we make our way through these final days of 2016, I take time to reflect on all that has happened in the past year. It was a momentous year for the Rochester Downtown Alliance (RDA) and downtown Rochester. As you may recall, the RDA launched a reimagined and focused brand for the downtown. This brand is all about people, place, and experience. Through this branding process, the organization gained more clarity on the purpose, vision, and values of the RDA. This clarity has led to very direct and well developed strategic objectives for 2017.

I also reflect on the results of our stakeholder survey. Thank you to the over 70 stakeholders who completed that survey. The feedback you provided was incredibly helpful. It is clear, you want more access to the RDA staff team and Board of Directors. This will be a focus of the organization's leadership as we welcome 2017. You can expect at least one opportunity per month to connect with the RDA staff team and Board of Directors. This time will be focused on ensuring you can stay connected with the RDA's activities and share concerns and questions. More information about these opportunities will be shared in early 2017. Please watch for that information.

If you have not done so, please RSVP to join the RDA Board of Directors for the RDA's Annual Meeting on Tuesday, December 13th. The schedule includes a presentation of the Annual Report, a word from the incoming Chair, Bern O'Brien, a presentation of the 2017 Operating Plan, and a preview of the general marketing campaign, which will be occurring in 2017. In addition to the formal program, this is a wonderful opportunity to connect with other downtown stakeholders. We are stronger together.

Thank you for your continued support of the RDA. On behalf of the RDA staff team, we are eager to welcome another new year with big plans and aspirations to continue to make downtown Rochester a vibrant community gathering place where businesses can thrive.



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People. Place. Experience. Take an authentic look at downtown

DMC Discussions

RESEARCH INDICATES ROCHESTER AHEAD OF TRENDS IDENTIFIED BY P.U.M.A.'S GLOBAL TRENDS REPORT



“Small and mid-size downtowns can anchor the emergence of new ‘opportunity cities.’”

“America’s population is growing younger and older and more culturally diverse.”

“Innovation and investment is more reliant on regional initiative.”

Sound familiar? These are some of the conclusions highlighted in the 2017 edition of P.U.M.A.’s Global Trends Report. The research study identifies the top global trends impacting American cities. Not only do their findings mirror much of what downtown Rochester is experiencing, the research indicates that Rochester is actually ahead of the trends based on the vision that is outlined in the Destination Medical Center (DMC) Development Plan.

Currently, there are a number of projects in the DMC District that have recently been proposed or are underway to shape the future of downtown Rochester.

Two of which include:

- Titan Real Estate and Investments and the Opus Group, which provided initial background on a proposed 156-unit apartment complex to be built in the **Discovery Square**.
- The Hammes Company is proposing a 200-room hotel

and 120-unit apartment complex development at West Center Street and First Ave. NW in DMC’s **Heart of the City** sub-district. The project would include 14,000 square feet of retail and a structured parking facility.

In addition to the proposed projects, work continues with RSP Architects for the design of the public realm in the Heart of the City. RSP began meeting with the

community in September and will synthesize existing research and plans, collect new data through interviews, and prepare for the next step in a four-step process that has been dubbed “Discover, Dream, Design, Do.”

The Chateau Theatre Task Force continues to advance its work with Miller Dunwiddie, an architectural firm from Minneapolis, on a market analysis to evaluate whether there is a need for a mixed-use performing arts center in Rochester. Design solutions to accommodate the proposed uses are being developed.

The city of Rochester hired SRF Consulting as the Transportation Program Manager for the DMC District to help shape transportation decisions in four key areas:

- **Street Use**
- **Transit Management Authority/Parking**
- **Downtown Transit Circulator**
- **City Loop/Bicycle & Pedestrian**

The P.U.M.A. study concludes that there is a trend for the “Rise of the Mid-Tier City.” This trend indicates that millennials are attracted to the affordability and lifestyle of smaller cities and suggests that downtowns are becoming increasingly multi-dimensional neighborhoods.

And, in Rochester, the Destination Medical Center initiative is in the middle of it all.



PLEASE JOIN THE
ROCHESTER DOWNTOWN ALLIANCE
BOARD OF DIRECTORS

— for the 2016 —

ANNUAL MEETING

on December **13** at 7:30 am

DOUBLETREE HOTEL

DOWNTOWN

Fall Fest, For Families

BY LAURA ENGELMAN
COMMUNITY ENGAGEMENT MANAGER

In its inaugural year, Fall Fest provided a day of fun with fall favorite activities for the whole family in the heart of downtown Rochester. The Rochester Downtown Alliance (RDA) looks forward to continuing this event in future years. If you could not attend this year, find out what you missed by reading our recap information below!

PARTICIPATING ORGANIZATIONS

Dunkin Donuts: Served pumpkin favorites including flavored coffee and donuts

Mac's Café and Restaurant: Served warm pie and beverages

Minnesota Children's Museum Rochester: Imagination playground blocks, paint your own face, fall sensory table

Olmsted Medical Center: Featuring their canine companion teams and pet therapy dogs

People's Food Co-Op: Face painting

Rochester Area Builders: Design your own home for kids and high striker game

OTHER ACTIVITIES

Petting zoo, pumpkin patch, decorate your own tote bag, tree painting, temporary tattoos, corn search for hidden treasure, and pumpkin carving contest.

Attendance:
Estimated 9,000 People

Photo: Fall Fest 2016

Two Days, Two Great Events

BY **LAURA ENGELMAN**
COMMUNITY ENGAGEMENT MANAGER



42nd Annual Here Comes Santa Claus

Santa has been rescued (again)! Thanks to the help of the Rochester Fire Department, Santa Claus was reunited with Mrs. Claus in front of Old City Hall in downtown Rochester on Friday, November 25. If people were searching for a way to warm up before the rescue, Cambria was bringing cheer to all by offering cookies and cocoa in the gallery space from 4-6 p.m.

The magical evening continued down on the Peace Plaza for the annual tree lighting ceremony.

In front of a crowd of onlookers, Rochester Mayor Ardeell Brede led the holiday tree switch-flipping ceremony on the Peace Plaza once again this year. All of the excitement was prefaced with a holiday carol led by SkyVault Theatre Company.

Directly following the tree lighting ceremony, attendees enjoyed a meet & greet with Santa and Mrs. Claus inside the Shops at University Square. Complimentary cookies were also provided.

In addition to the beautiful holiday décor on the Peace Plaza, there was a lit sleigh that was available for photos throughout the event.

Small Business Saturday

Shoppers filled downtown Rochester to “Shop Small” on November 26 for Small Business Saturday. Small Business Saturday is a nationally recognized event created to support local businesses that create jobs, boost the economy, and preserve neighborhoods across the country.

Did you see one of the Small Business Saturday ground decals around downtown? These decals were part of an intentional push to raise awareness for the day and

shopping small. Other marketing that complimented the decals included: skyway banners, posters, radio advertisements, television ads, and social media posts.

New this year, the Rochester Downtown Alliance (RDA) awarded downtown businesses mini event grants to create fun and engaging programming to celebrate the day. \$1,000 was awarded and used in various ways. Some activities included:

- Photo booth fun
- Complimentary refreshments
- Free gift with purchase
- Event day contests with great prizes
- Free ring cleanings
- Special coupons and sales

Who doesn't love a good contest? The RDA facilitated a #ShopSmall selfie contest for shoppers to enter for the chance to win a \$100 gift card to a downtown business of their choice by taking “selfies” at any downtown Rochester small business and posting them online. Multiple submissions were welcomed and encouraged! The winner was showcased on the RDA website and social media pages.

Photo: Here Comes Santa Claus 2015

Heart of the City

BY JENNA BOWMAN
EXECUTIVE DIRECTOR

I have the great privilege of serving on both the Chateau Reuse Task Force and Heart of the City Community Advisory Committee. Here are some of the latest updates regarding those two groups.

Chateau Reuse Task Force

On Tuesday, November 1st, the Chateau Reuse Task Force (CRTF) met and were provided an update from the consultant group Miller Dunwiddie. Within this update, there was information provided regarding the process to date, program overview, concept option, business plan, and next steps. This was a key meeting, as the CRTF learned more about what Miller Dunwiddie suggested for the concept option. This option, known as option E, utilized both the existing footprint but expanded into the alley and underground. The total projected cost for this concept was estimated to be \$21.3 million dollars. In addition to providing a deeper dive into this proposal, the CRTF was also able to learn more about a proposed business model. The business model was important to the CRTF to ensure fiscal responsibility and the lifespan of the space. Within the business plan is a model for operation, possible usage fee structure, and five-year outlook. The CRTF suggested that the information presented be shared with the City Council during an upcoming Committee of the Whole meeting.

Heart of the City Community Advisory Committee

On August 15th, the Heart of the City Community Advisory Committee (HOC) recommended a design team led by RSP Architects, which was then approved by the DMC Board and the Rochester City Council. RSP outlined a four-part process: discover, dream, design, and do. The HOC met recently to hear an update regarding the community outreach

process - discover, which is being led by RSP Dreambox and 9.Square, a local firm. The research methods include: interviews, observations, pop-ups and ideation, and prototyping. In the discover phase, there are a few focus areas. These include: create a framework for discovery and the project that incorporates goals of the plan + previous research learnings, employ 4 types of research to understand the qualitative needs of the 3 primary user groups identified in DMC research and synthesize and present research to working group, research steering committee and board for review. More information about the discover phase will be provided as it becomes available in early 2017.

Photo: Historic Chateau Theatre during marquee update

Thank You: 2016 Event Partners

Our events would not be possible without the support of community partners. The Rochester Downtown Alliance would like to thank everyone who supported us in new and returning events in 2016. This year's partners included:



If your business would be interested in being a 2017 event partner, please contact RDA Executive Director Jenna Bowman at: jbowman@rdowntownalliance.com or 507-216-9885.

2017 Events Preview

Let's Celebrate: National Popcorn Day

January 19

Join downtown Rochester in celebrating National Popcorn Day by picking up some complimentary popcorn in select locations throughout downtown.

SocialICE

February 16, 17 & 18

Rochester, MN's ice bar returns to downtown this winter with seven new themed ice bars and specialty drinks sure to please.

Ladies Night Out

March 9

Returning for its second year, Ladies Night Out will offer a night filled with fun, friends, and shopping deals you can only find in downtown!

Downtown Book Walk

Partnering with the Rochester Public Library, take a stroll around downtown and read a children's book along the way! Be on the lookout for storybook pages in various downtown planters.

Thursdays on First & 3rd

June 1-August 31

Over 100 vendors will fill 1st Avenue and Peace Plaza every Thursday this summer. Grab your friends and head down for great music, food, shopping, and fun!

Let's Celebrate: National Donut Day

June 2

Stop down on the Peace Plaza for a FREE donut and learn more about various Rochester non-profit organizations that will be giving them out.

Movies in the Park

June 17, July 15 & August 19

Movies in the Park will return to Central Park one Saturday, June-August. Be ready for some additional pre-movie programming and activities for the whole family.

Sidewalk Sale

July 20

Outside during Thursdays on First & 3rd, stores will be offering unbeatable deals on clothing, accessories, home décor, and more. You won't want to miss it!

Dogs Downtown

August 6

Don't miss a howlin' good time at the third annual Dogs Downtown Event presented by Clements Subaru on the Peace Plaza! This canine centric event will be the highlight of your dog's year.

Summer Fitness on the Peace Plaza

Looking to be more active next summer? There will be plenty of opportunities thanks to: Sara Pennington with Zumba, Studio on 3rd, Dahl Dance Center, Med City Swing, and the Tango Society of Rochester. Weekly classes will be offered on the Peace Plaza stage. Be sure to join us for National Dance Day on July 29!

STYLE on the Plaza

Fall fashion never looked so good. STYLE on the Plaza will be the fashion lover's dream and will take place in a new location in 2017- stay tuned for more information.

Fall Fest

October 14

After seeing 9,000 people attend in 2016, the RDA knew this event would return for a second year. Get out in the cool, crisp, fall weather and enjoy kid-friendly activities and some of your favorite fall food & beverage.

Here Comes Santa Claus

November 24

Santa Claus will be making a stop in downtown Rochester for the 43rd year. Mark your calendars for the cherished holiday event.

Small Business Saturday

November 25

It is always important to support small and local business. The national event called Small Business Saturday will be back once again to raise awareness for all the great small businesses right here in downtown Rochester.

Events and dates subject to change

For the most up-to-date information visit:
DowntownRochesterMN.com

It's Time to Eat & Drink

RDA PILOTS FIRST INDUSTRY SPECIFIC CAMPAIGN

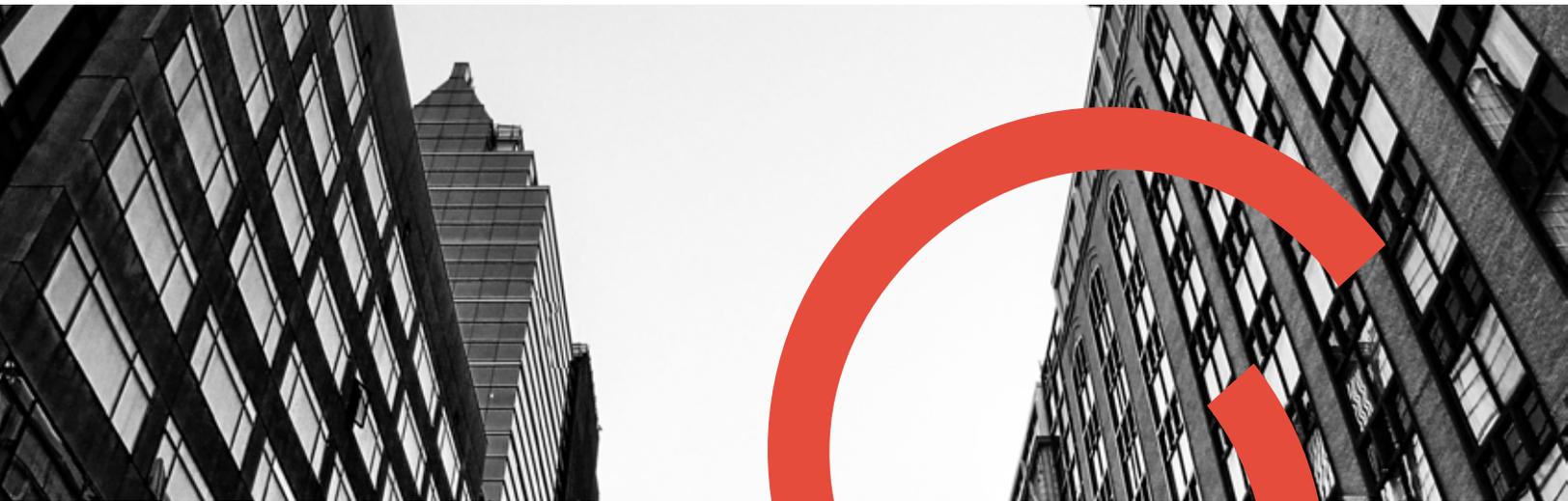
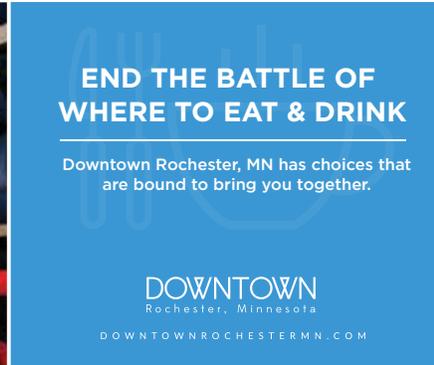
On November 1, the RDA launched its first ever marketing campaign focused on a specific industry that resides within the 44-block special service district. The campaign titled, "Eat & Drink," markets the restaurant and dining industry and serves as a pilot program for potential future industry specific marketing campaigns.

The objective of the campaign is brand awareness by bridging the experience

between digital space and physical space.

Another objective is increased web traffic to the Eat & Drink category found on the RDA website DowntownRochesterMN.com. A sample of the collateral and artwork is featured below.

Other tactics include brochure, digital advertising, social media marketing, and signage.



Building Momentum

The RDA will release the 2016 Annual Report at the Annual Meeting on Tuesday, December 13th. The Annual Report will provide key data and information regarding key achievements, budget details, event metrics, and much more. If you are unable to attend the RDA Annual Meeting but wish to receive a copy of the 2016 Annual Report, please contact Karli McElroy at kmcelroy@rdowntownalliance.com.

**2016
ANNUAL
REPORT**

Outgoing Board Members

BY **JENNA BOWMAN**
EXECUTIVE DIRECTOR

The RDA Board of Directors will bid farewell to fellow directors Brenda Riggott, Community Member, and Dan C. Aguilar, Owner of Smart Home Innovations. While they will no longer be serving on the RDA Board, it is important to recognize their contributions.

Brenda Riggott

Brenda has served on the RDA Board of Directors since 2012. While Brenda does not own or work for a downtown business, she has shared her vast amount of knowledge and expertise of the association world. This includes her time as the Executive Director of the Rochester Convention and Visitors Bureau. The RDA Board of Directors are appreciative of Brenda's time on the Board and wishes her well as she and her husband make the move to Minneapolis, where she will serve as the Executive Director of the United Council of Neurologic Subspecialties. Thank you, Brenda, for your service.



Dan C. Aguilar

Dan has served on the RDA Board of Directors since 2012. During his time on the Board, Dan served in a variety of leadership capacities including as the Marketing Chair, Vice Chair, and recently, Chair roles. Throughout his time on the Board, Dan has brought his perspective as the owner of a local small business, as well as his appreciation of a vibrant downtown. The RDA Board of Directors wishes Dan well as he continues to run a thriving business within the downtown Special Service District. Thank you, Dan, for your service.

2017 Incoming Board of Directors

The RDA is always very fortunate to receive high quality applications for Board of Director positions. This year was no different. In total, there were 13 applications for five positions. We thank all those individuals who took the time and energy to apply. The RDA is incredibly lucky to have such skilled and passionate stakeholders. We are pleased to share the selected applicants with you.

Jeanine Gangeness
PhD, Winona State

In addition to serving as Associate Vice President for WSU-Rochester, Jeanine is a downtown resident. This unique perspective will be of great value to the RDA Board.

When asked about her experience and skill, Jeanine had this to share, "I have 25 years of leadership experience and 10 years of major budget management in public institutions. My experience writing and managing local, state, and federal grants and public funding may be helpful to the growth of the RDA."

As the RDA continues to serve as the Downtown Expert, the skill-set that Jeanine brings will be of great value to our downtown community.

Mia Grimme
Counter Point

Mia will bring her vast amount of knowledge about the retail industry to the Board of Directors. This knowledge and perspective comes from working with a variety of downtown retailers. Mia also has experience in social media marketing.

When asked about her interest in the RDA Board, Mia shared, "I want to be involved in helping the RDA continue to manage, create, and explore events and opportunities in Downtown Rochester, as well as continuing to grow and strengthen the relationship between RDA and all of the stakeholders."

Tyler Kase
Kahler Hospitality Group

Tyler serves as the Director of Food & Beverage for the Kahler Hospitality Group. He has been with the Kahler for over seven years.

When asked about his interest in serving on the Board, Tyler shared, "Having been a part of many functions working with the RDA and also with the Kahler/Marriott properties, I can see how some things have worked successfully in the past and/or bring great new ideas to be even more successful in the future."

"I have been working downtown for over seven years now, and I have seen downtown Rochester evolve in many aspects for locals and our guests. I look forward to help out even more and to be a part of something great."



Sunny Prabhakar Brandhoot

Sunny is the Director of Small Business Web Solutions for BrandHoot. In addition to this position, Sunny is heavily involved with The Commission, a Rochester group for young professionals.

When asked about his desire to serve on the RDA Board, Sunny shared this, "I know that I will be able to grow due to my involvement in this board, and I believe that I have a unique perspective to offer because I am a life-long resident, a community involved young professional, and I am passionate about growing the Rochester experience for residents and visitors alike."

Angie Richards DoubleTree

Angie serves as the Director of Sales & Catering for the DoubleTree.

When asked about why she wanted to serve on the RDA Board, Angie shared this, "The scope of downtown Rochester has changed immensely over the past decade; however, I foresee the next five years will have even a larger impact. Downtown will strategically evolve in order to remain a unique and vibrant place for both residents and visitors to gather and live. At the same time, we will work to build upon a culture that is urban, inviting and fun. While I recognize the challenges ahead, these elements excite me into applying to serve on the RDA Board of Directors."

Advertise with Us!

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Downtown Rochester Newsletter Advertising Information

- *Distributed to over 325 downtown Rochester business via direct mail*
- *High Visibility: All ads are placed on the back cover, so they don't get lost in the content*
- *Distributed four times a year*
- *All ads are full color at no additional charge*

**Pricing is for ad placement in the entire 2017 volume of four issues. "Each" pricing shown for pricing breakdown only.*

PRICING

\$375

(\$93.75 each*)

QUARTER BLOCK

3.4722" w x 3.2917" h

A Website for Users and Stakeholders

BY ENDER GÖÇMEN
MARKETING MANAGER

In spring, the RDA debuted updates to its brand. From colors to font, each decision on how the RDA looks and sounds - and the experiences created - are intentional.

One of the most important “touch-points” is the RDA website DowntownRochesterMN.com. We consider this valuable platform our “digital storefront.” Whether you’re a visitor, resident, stakeholder, or downtown employee, the RDA website is the place many interact with before making the first trip to our downtown, before seeing us at Thursdays on First, or checking in to see what’s new at the RDA.

The following are some of the key components to our website that can benefit almost everyone who visits it.



The Downtown Rochester Online Events calendar is the central hub for everything happening in downtown. From live music to educational programs, our events calendar features something for all. Users can filter by categories like Kid Friendly, Arts & Culture, Sale, Entertainment, and more, or filter by calendar date. Users can also quickly access RDA core events using left sidebar (via desktop) or menu bar (via mobile)

The RDA sees the events calendar as the go-to community calendar for downtown events hosted by a wide variety of people, organizations, and businesses. For this reason, downtown businesses within the

44-block Special Service District can publish their events free of charge! Events listed on the Downtown Rochester Online Events Calendar also receive a free listing on the RDA Weekly Events e-Newsletter.

Listing an event on the online calendar is easy. Just visit DowntownRochesterMN.com, and select “Submit An Event” from the “Events” drop down menu. Listing an event on the calendar is open to anyone hosting an event downtown.

BENEFITS FOR STAKEHOLDERS

Personalized Business Listing with Options to:

- Create custom descriptions
- Add custom photos
- Link to business’ social media profiles
- Link to business’ website
- Link events hosted by business
- Organize listing by “categories” like “Eat & Drink,” “See & Do,” “Shop,” and more.

Publish Events on Downtown Rochester Online Events Calendar

Events Featured on RDA weekly events e-Newsletter and more!

*Contact the RDA at:
info@rdowntownalliance.com or
507.216.9882 for more information
about keeping your business listing up to date.*



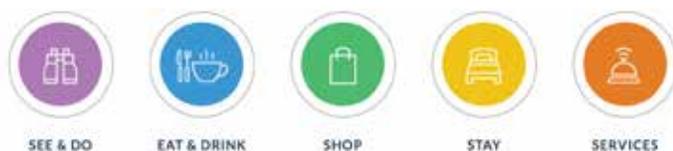
The RDA actively publishes updates via the RDA BLOG. The “original social network channel,” the RDA BLOG serves as a unique channel to provide recurring content like the “Downtown Rochester Update with KROC AM” to unique one-time content like the “STYLE on the Plaza, Rochester Fashion BLOG.”

The RDA BLOG serves as a great way to provide unique content highlighting the diversity and vibrancy of our downtown.

NAVIGATION & CATEGORIES

The biggest challenge of any great website is hosting lots of information while keeping it easy to use. One way the RDA addressed this challenge is through sorting information into buckets or as we call them, “categories.”

As users land on the homepage, they are greeted with five intentionally branded category icons. They include:

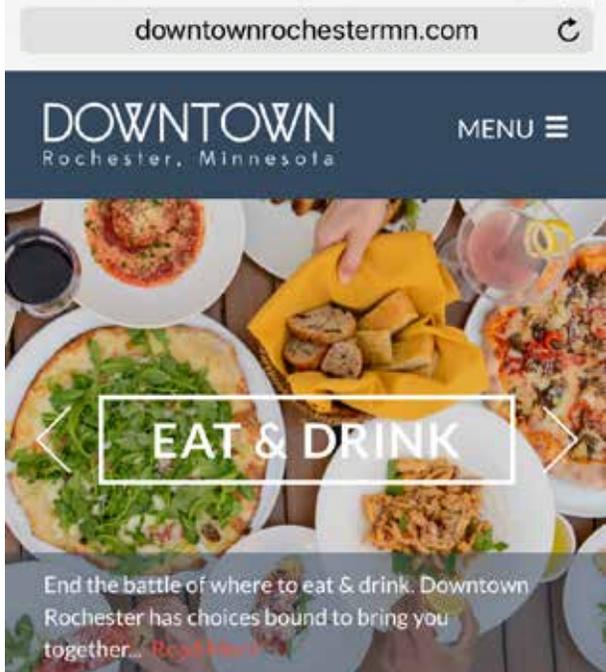


From the color used to the icon within, the categories organize virtually all of our user data into five locations. Also, as users travel deeper into a specific category, branding elements of that category follow the user for easy navigation. For example, the color for “Shop” is green. As users click on the “Shop” icon, all of the markers on the map (in the subsequent page) are green to match the “Shop” category.

Fun Fact: Did you know our new site can be translated into over 90 languages?



GOING RESPONSIVE: A MUST



With over 42% of web traffic coming from mobile devices like smartphones and tablets, the need to transition the RDA website to be able to adapt to any screen size or to be “responsive” was necessary in order to meet user and industry needs.

This is why we built in launching the site fully responsive at the same time as updating the look and feel of the site.

Moving to a fully responsive site has also turned into nearly \$1,000 in savings from reduced hosting fees. Prior to going responsive, the RDA was hosting both a desktop site and a mobile site otherwise known as an “m.dot.”

Have Feedback About Our Site? Please let us know by filling out a feedback form online or by e-mailing us at: info@downtownalliance.com

Featured Stakeholder Series

w/ John Welhaven of Welhaven Music

BY ENDER GÖÇMEN
MARKETING MANAGER

Stakeholders are the personality of Downtown Rochester, and that got us thinking, “We bet there are some interesting stories out there.” So the RDA sat down with downtown Rochester stakeholder John Welhaven of Welhaven Music Store with one objective: “Tell us about yourself.”

Every small business has a story. What’s Welhaven Music’s?

John Welhaven: The store was started by my father and mother, Earl and Margaret Welhaven in 1954 and began as band instrument repair specialist [store], and it expanded to a full retail music store. [Our retail store] has been on Broadway since 1958.

What has been your most memorable moment(s) at Welhaven Music?

JW: We get a lot of visitors



John Welhaven of Welhaven Music Store

coming for the clinic and just want to come in and chat about music.

What is the most unique experience you’ve had at Welhaven Music?

JW: Over the years, we have helped out many of the touring musicians that have come to Rochester to perform and needed equipment for a concert that night.

What is your favorite instrument? What do you play?

JW: I play the Euphonium with the Rochester Community Band. It is like a baritone.

What is your favorite thing about Rochester?

JW: [It has the feel of a] small town [but] with a lot of the activities of a larger city.

What do you think is the best kept secret about downtown?

JW: The fantastic amount of live music.

What do you think the biggest change will be to downtown in the next 20 years?

JW: Parking will need to be addressed to make downtown a destination.



#SOCIALICE

SOCIALICE

ROCHESTER MINNESOTA'S ICE BAR

SAVE THE DATE

FEB.

16

17

18

PEACE
PLAZA

RDA Media Suite

Mentioned in our October newsletter, the RDA is working with downtown business Red Couch Stories to build a collection of media, built from photos and videos, to be used in future marketing collateral and campaigns. Called the, "Media Suite," the focus is to

use authentic images 100 percent of the time.

Red Couch Stories began working on the project during late summer/early fall by focusing on the people, the places, and the experiences one can expect while being downtown.

The RDA expects to provide a sneak peek into the Media Suite at the 2016 Annual Report on December 13.

The RDA hopes to have the project complete June 2017.

Photo: Example of Media Suite image

A Word From Our Staff

Ender Göçmen, Marketing Manager

Since our last newsletter, the RDA has launched its first industry specific marketing campaign with the Eat & Drink campaign. This “pilot” campaign serves a litmus test for potential subsequent industry specific marketing campaigns that will begin the effort of greater general marketing campaigns through the RDA. So keep your eyes and ears open for even more general marketing from the RDA. Also, in a not-so-shameless plug for the downtown Rochester website, DowntownRochesterMN.com...ahem, please contact the RDA if you have any questions about your listing on the website or if you'd simply like more information about the website. Our goal is to continue to make the website accurate and easy to use.



Laura Engelman, Community Engagement Manager

The year may be over, but event planning and community engagement for 2017 is well under way. There will be some returning favorites accompanied by new event initiatives we hope you will enjoy. I would like to thank everyone who has participated in, attended, and/or supported RDA events this year. It's hard to believe that I have been a part of these great events and RDA for two years now. Rochester has such a fantastic community built from residents, visitors, and patients, and I'm thankful to be in a position where I can interact with you all every day. Wishing everyone a happy new year; see you in 2017!

Karli McElroy, Events & Volunteer Coordinator

Karli will be back with a better than ever update in the next issue! Stay tuned.



#RochMN

IT'S ALL ABOUT PEOPLE, PLACE, AND EXPERIENCE

What makes a downtown unique? Vibrant? Authentic? What makes it the place to be? It's the people, the places, and the experiences living within the spaces we call "downtown." And what better way to tell the story of downtown than through lenses of those living, working, and playing here. The images on this page are just that: the people, places, and experiences shared and told through social media using #RochMN. Post your own for a chance to be featured in our next newsletter.



Photos (top bottom, left right): @studiokh, @studiothird, @gingerkaney, @alexandra_wootla, @pickettbri, @hrnessler, @tori_utley, @Rochmncityclerk, @dooleyspubroch, @pb_news

DOWNTOWN

Rochester, Minnesota

Rochester Downtown Alliance
4 3rd St. SW, Suite B
Rochester, MN 55902
DowntownRochesterMN.com
facebook.com/DowntownRochesterMN
twitter.com/downtownrochmn



**THINK AND DO
FREE FAMILY DAY**

December 3rd + January 7th + February 4th
Every first Saturday of the month from 1:00 - 4:00 PM,
join local artists and RAC staff as we create masterpieces,
inspired by our exhibitions. All ages are welcome, arrive and
leave when you please, and, as always, it's FREE!

ROCHESTERARTCENTER

This program is supported by the City of Rochester, the Minnesota State Arts Board and the McKnight Foundation.
40 Civic Center Drive SE | Rochester, MN 55904 | 507-282-8629 | www.rochesterartcenter.org

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