



2016 Event Recap

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Thursday, March 10

5:00-9:00 p.m.

Downtown Rochester, MN

Participating Downtown Businesses

1. Hers
2. The Tap House
3. The Half Barrel
4. Artistic Framers
5. Dooley's Pub
6. Tangerine Gifts
7. Cambria Gallery
8. Primp
9. Camy Couture
10. Optical Vision w/Flair
11. O&B Shoes
12. Exquisite Leather and Luggage
13. Hanny's
14. Total Image Esthetics
15. The Nordic Shop
16. Collections Fashions
17. Blu H2O Salon
18. Refashion
19. The Kitchen Design Studio
20. Chocolaterie Stam
21. Salute Wine Bar
22. Martinis
23. Grand Rounds Brew Pub
24. Victoria's Ristorante

Activities

Giveaways

Free branded tote bags to the first 100 ladies

Many stores provided free treats or gift with purchase!

Passport Activity

Ladies were asked to visit 5 participating stores to receive a stamp & then submit their passport for a chance to win.

Passport Prizes:

- 1 of 24 (\$25) gift cards from downtown stores
- Grand Prize: One \$25 gift card from ALL participating businesses

348 passports out of 400 were returned complete



Attendance

500+

Pre-event Promotions

Townsquare Media Contest: Chance to win a \$100 downtown gift card

Facebook RSVP Incentive: Chance to win one of three \$25 downtown gift cards

Marketing

Facebook

Guest Data

- 768 Interested
- 555 Going
- 798 Invited

Event Page Insights

- Reach: 80,000
- Viewed: 9,400
- Engaged: 1,400



RDA Website (01/11/16 - 03/15/16)

/event/ladiesnightout

- Pageviews: 4,227
- Unique Pageviews: 3,782

Advertising

Radio (03/06/16 - 03/10/16)

- Townsquare Media: total ads = 58
 - On Air
 - 28 :15 second ads; 6 a.m.-7 p.m.
 - Online
 - 28 :15 second ads online

Print

- PB507 Magazine
 - ½ page ad located inside cover (published March 3-10)
- LNO Poster
 - Distributed 110 copies across downtown

Digital

- PB.com ½ page banner ad (02/22/16 - 03/11/16)

Partnership

- TV Media
 - CW Rochester
 - KTTC- 92 PSAs for a value of \$11,500
 - CW Rochester- 225 PSAs for a value of \$10,800
 - H&I Rochester- 226 PSAs for a value of \$9,492

Event Generated Media

02/25/16	KTTC NBC	Ladies Night Out
02/25/16	KROC AM	Broad Talk w/KROC AM
03/07/16	Post Bulletin	What's in Store: Ladies Night Out has plenty in store
03/23/16	KTTC NBC	KTTC LNO Fashion Show Part 1
03/23/16	KTTC NBC	KTTC LNO Fashion Show Part 2

Attendee Survey Result Highlights

51 completed surveys

77% agree that Ladies Night Out gave them a new perspective on shopping, dining, or services in downtown Rochester

94% would bring their friends downtown again for a fun night out

60% feel more connected to the Rochester community after attending Ladies Night Out

92% discovered something new about a downtown business

94% would recommend Ladies Night Out to a friend

83% spent the night with friends

Amount spent while downtown for Ladies Night Out:

- 31% (\$1-\$24)
- 25% (\$25-\$49)
- 29% (\$50-\$99)
- 15% (\$100+)

Age Breakdown:

- 17% (18-25)
- 19% (26-33)
- 15% (34-41)
- 10% (42-49)
- 40% (50+)

Additional Comments:

"I'm from out of town, and this was perfect to get a taste of Rochester!"

"Was so much fun! Can't wait to do it again!"

"Very fun! I am "new" to Rochester (about a year) and I had no idea any of that was down there until last night. I will definitely be back to all of the places we stopped."

"I moved to Rochester a month ago and this was a great way to get out and get familiar with my new city. Thank you!"

