

SMALL BUSINESS SATURDAY

NOV 26

EVENT RECAP 2016

Small Business Saturday Overview

November 26, 2016 marked the seventh annual Small Business Saturday, a day to support the local businesses that create jobs, boost the economy and preserve neighborhoods around the country.

Event Grant Program

The Rochester Downtown Alliance (RDA) introduced a new initiative in 2016 to help small businesses attract customers and provide an extra special shopping experience. Ten mini event grants of \$100 were awarded to downtown businesses; see below for participating stores and activities. RDA looks forward to continuing this program in future years.

COLLECTIONS FASHIONS

Special treats in-store and special Canada Goose promotion for anyone shopping with their American Express card.

FRIENDS' BOOKSTORE

Served milk and cookies. Coloring pages for the kids while the parents shop. Story times throughout the day. Everything in the store was 50% off.

REFASHION CONSIGNED FURNITURE AND CLOTHING

First 30 customers received a special in-store coupon to be used on SBS. Complimentary refreshments.

TANGERINE AT WILDFLOWERS

Received a free tote bag with ANY purchase! At checkout, could draw a card for a chance to win up to 50% off a purchase or a free gift. Entered a drawing to win a \$100 gift certificate! Three winners were drawn and announced on Facebook Saturday evening.

THE NORDIC SHOP

Special treats in-store and special Dale of Norway promotion for anyone shopping with their American Express card.

LASKER JEWELERS

Holiday Shine Event! Free ring cleaning from 11 a.m.-1 p.m.

SHOPS AT UNIVERSITY SQUARE

Holiday photo booth. Showed photo to select stores within the Shops at University Square and received special deals and promotions!

Marketing

Banners and Signage

- Posters, 150 distributed downtown and greater Rochester
- Peace Plaza Skyway Banners
- Peace Plaza 6' x 3' banner
- Old City Hall 6' x 3' banner
- 3rd Street Ramp Banner
- 2' x 2' Ground Decals placed throughout downtown at strategic locations. 8 total.
- Retractable Banners placed at Shops at University Square and Subway locations. 4 total
- Peace Plaza poster stands and large format signage

Digital

- RDA web header image
- RDA dedicated event webpage
- RDA event listing on event calendar
- E-Newsletter features
- Web Metrics
 - DowntownRochesterMn.com
 - Pageviews: +12.27% (35,650)
 - Unique Pageviews: +17.42 (29,218)
 - /events/small-business-Saturday
 - Pageviews: +31.24% (962)
 - Unique Pageviews: +60.65% (791)



Social Media

- Awareness and engagement campaign focused around promoting participation and deals through consistent posting and contests. Overall, social media campaign drove high engagement.
- Each participating business received one shared custom post
- Contest: Comment to Win: Why do you think it's important to support local small business?
 - 2 winners chosen for a \$50 gift card to a downtown business of their choosing
 - Post Metrics
 - Reach 11,578 (8,511 organic)
 - 65 comments
- Shop Small Selfie Contest
 - Shop Small shoppers encouraged to post photos of themselves shopping small. One winner chosen to win a \$100 gift card to downtown business of their choosing.
 - Only one photo was submitted.
- Facebook Event page
 - 113 interested, 14 went, 1 invited
 - Reach: 3.5k
 - Viewed: 196
 - Responded: 130

Traditional Advertising

- 30 second radio ads airing from 11/22 – 11/26
- ½ page ad in Nov issue of Shop Rochester Magazine



SAVE THE DATE: NOVEMBER 25, 2017