



DPAWGS DOWNTOWN

Dogs
Downtown
Recap
2019

DOWNTOWN
Rochester, Minnesota

About Dogs Downtown

Dogs Downtown 2019 is an annual event presented by the Rochester Downtown Alliance (RDA) and Subaru of Rochester. August 3 was a day that went to the dogs! Four-legged friends and their families enjoyed activities, games, and giveaways! This year's event drew an estimated 9,906 attendees! Dogs Downtown was free and open to the public.

Purpose of the Event

To create an inviting and engaging Downtown environment for pet owners and dog lovers alike.





Dogs Downtown Estimated Attendance:

9,906 attendees

Estimated Economic Impact:

\$247,418.20

Participating Partners and Vendors



Event photo from
Dogs Downtown 2019

Total
Partners:
5

Total
Vendors:
12

Presenting Partner:



With Support From:



Participating Vendors:

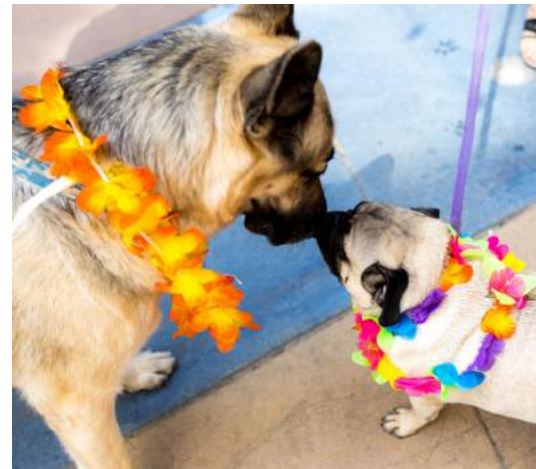
- Naturally Based Dog Shampoo
- Doberman Rescue of Minnesota
- Petco
- Rochester Pet & Country Store
- Wagazine
- Dog Portrait Art
- People's Food Co-op
- Chuck & Don's
- Leashes and Leads
- Small Dog Rescue of Minnesota
- Coldstone Creamery
- Café Steam







Dogs Downtown Event Photos
August 3, 2019



DOGS DOWNTOWN

Dogs Downtown De-Tails



Pup-ular Activities:

- Costumes & Photo Booth
- Picnic Area
- Complimentary massages by YES Massage
- Agility Course
- Relaxation Area
- Puppy Pools & Bubbles

Dog-gone Good Volunteers:

- Century High School Lacrosse
- Rochester Alternative Learning Center
- Individual Volunteers



Paws-itive Survey Results:

- 98% of survey respondents would attend Dogs Downtown again next year
- 92% of survey respondents felt more connected to the community after attending Dogs Downtown
- 73% of survey respondents heard about Dogs Downtown through social media
- 67% of survey respondents were Rochester area residents
- 58% of survey respondents were First-Time Attendees
- 18% of survey respondents were Mayo Clinic Employees



Surveys
Completed:
464

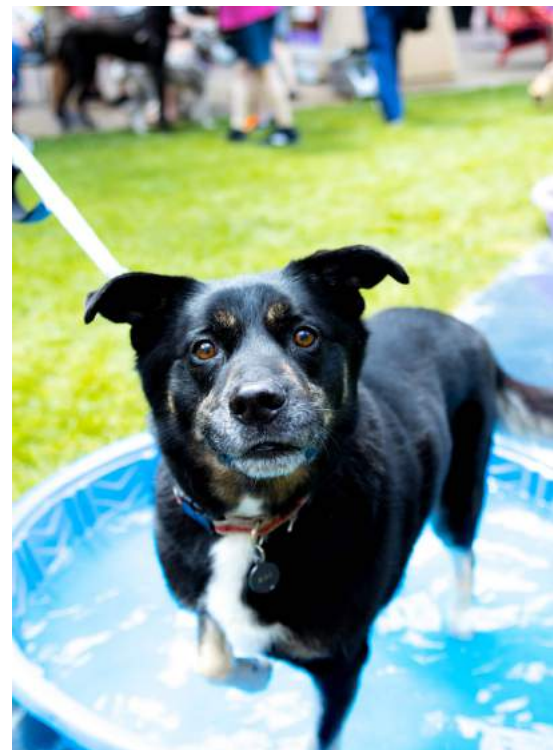
Digital Marketing

- **DowntownRochesterMN.com Marketing**

- o Website Slider: Ultimutt Guide to Dogs Downtown
- o Event Page
 - Pageviews: 3,591
 - Page Views Day of Event: 394
 - Page Returns: 414 people visited this page more than once.
- o RDA eNewsletter—beginning early July
 - Sent to 23,426 people (July through August 3)
 - Average weekly email list: 7,809 people
 - 19.20% average open rate
- o Community Calendars
 - Published on more than 30 online event calendars
- o Dogs Downtown Blog Features on RDA Blog
 - Save the Date July 3
 - Ultimutt Guide July 19
 - Subaru Partner July 27
 - What Dog Are You Quiz July 29

- **Radio Marketing**

- o In-Kind Partnership with MN 97.5
 - (150) :15 second ads detailing event and partners
 - On-air interview



Print Marketing

DOGS DOWNTOWN

Free fun “fur” the whole family!

AUGUST 3 • 11AM - 3PM • PEACE PLAZA

*RAIN DATE AUGUST 4

DOWNTOWNROCHESTERMN.COM/DOGS

PRESENTED BY:

DOWNTOWN
Rochester, Minnesota

SUBARU
ROCHESTER
— LOVE WHAT YOU DRIVE —

Altra
Federal Credit Union

OLMSTED
MEDICAL
CENTER

2019 Dogs Downtown Poster Design

- (125) 11”x17” posters distributed throughout downtown and the greater Rochester community
- (500) 5”x7” postcards distributed to downtown businesses and hotels; available at Thursdays Downtown info booths; and at Dogs Downtown
- 6’x3’ banners placed in July
 - o Peace Plaza
 - o People’s Food Co-op
 - o On fence outside Old City Hall
- Half page ad in Summer 2019 issue of Wagazine Magazine
 - o 5,000 copies in and around the Rochester area (Stewartville, Kasson, Mantorville, Byron, Zumbrota, Red Wing, Northfield, Owatonna)
- Ad in Shop Rochester and Rochester Visitor Magazines, August Issue
- Placed at 50 key locations within 50 mile radius of Rochester, Minnesota

Onsite Giveaways & Other Promotions

- Dogs Downtown Gift Basket
 - o Included dogs chew toys and outfits
- Dogs Downtown can koozies, drawstring bags, collapsible dog water bowls, and dog outfits and toys
- 2019 Dogs Downtown t-shirts sold at event



2019 Dogs Downtown T-Shirt Design

Social Media Marketing



Instagram Influencer

- @the_bashful_aussie (Sebastian "Bash" Godric, a mini Aussie)

- o 6 Posts
 - 325 Likes
 - 34 Comments
- o 18 Stories
 - Estimated 1,260 reach



- Boosted Ultimutt Guide to Dogs Downtown blog on Facebook

- o 8,539 impressions

- Dogs Downtown Facebook event

- o 22,800 people reached
 - 5,555 impressions from boost
- o 2,900 event page views
- o 996 responses
 - 209 Going
 - 787 Interested

- Downtown Rochester, MN Facebook page

- o 5 Posts
 - 15,374 Reach
 - 118 Reactions, Comments, and Shares
 - 411 Post Clicks

- Downtown Rochester, MN Instagram page

- o 5 Posts
 - 311 Likes
 - 27 Comments
- o #DogsDowntown
 - 44 Public Posts

Event Generated Media



- **Townsquare Media**, 4 articles
 - o Rochester's Dogs Downtown Will be Pup and Running August 5 Blog Post
- **Med City Beat**
 - o Dogs Downtown This Weekend Online Article
- **Rochester Post Bulletin**
 - o Downtown is for the Dogs Online/Print Article/Interview
- **KIMT**
 - o Dogs Take Over Downtown Rochester Online Article/Interview
- **KTTC/Fox 47**
 - o Furry Friends Take on Peace Plaza Online Article/Interview
- **KAAL**
 - o Hundreds of Dogs Descend into Downtown Rochester Online Article/Interview
- **KSMQ**
 - o Feature in R-Town Walkabout section



Earned Media Impact:

416,000
estimated
reach



DOGS DOWNTOWN





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

In this role, Karli is responsible for creation and development of innovative and collaborative placemaking projects within Downtown Rochester. She works with partners to help the community envision how we see our Downtown spaces differently. Karli also oversees the Start-Up and the Façade Improvement Grant programs. Additionally, she manages Peace Plaza rentals on behalf of the City of Rochester.



Katie Adelman / Director of Content & Communications

Although a native of Ortonville (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 in 2010 and a bachelor's degree in mass media with an emphasis in public relations from Minnesota State University, Mankato in 2014.



Monika Kopet / Events Manager

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.

It's not too late to participate!

Upcoming Partnership Opportunities

Fall Fest: October 5

Premier Partners

Activity Partners

DIY Partner

Here Comes Santa Claus: November 29

Presenting Partner

Premier Partners

Experience Partner

Warming House Partner

DIY Partner

SocialICE 2020: Dates TBD

Partnership and vendor information available in January 2020

Thursdays Downtown 2020: Dates TBD

Partnership and vendor information available in January 2020



DOWNTOWN
Rochester, Minnesota

Rochester Downtown Alliance
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Rochester, Minnesota 55904

Have questions/interested in partnering with us?

Contact Monika Kopet, our events manager, at
507.216.9882 or mkopet@rdowntownalliance.com