

SIDEWALK SALE



Tangerine at Wildflowers

**Sidewalk
Sale
Recap
2019**

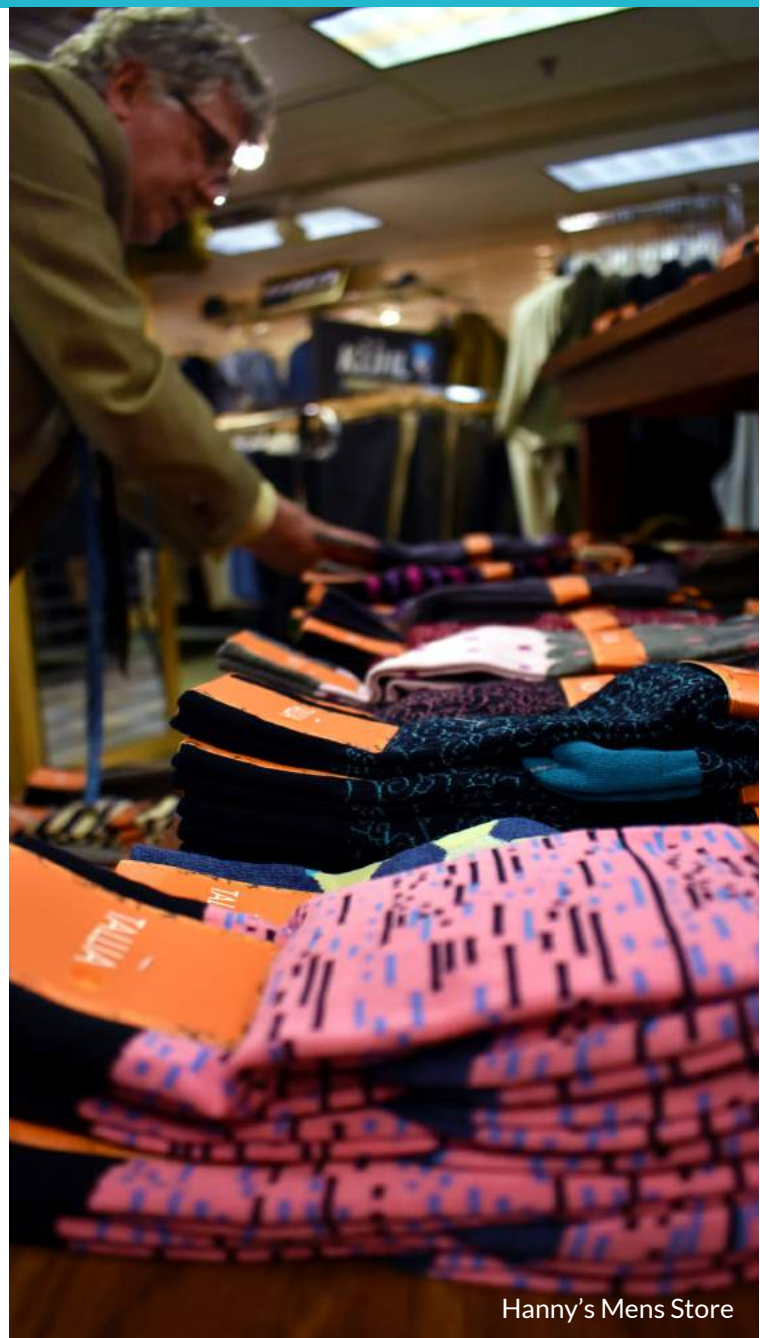
DOWNTOWN
Rochester, Minnesota

About the Sidewalk Sale

Summer wasn't the only thing heating up Downtown Rochester! Sidewalk Sale 2019 (with sale dates ranging from July 15 through July 21) featured sizzling deals, specials and discounts! Ring in summer (and the savings) with Downtown businesses during this week long market.

Purpose of the Event

Our goal was to bring people Downtown Rochester to shop many of our unique, local businesses for the annual Sidewalk Sale event.



Hanny's Mens Store



Hers

Sidewalk Sale Participating Stores



- Baby Baby
- Couture by Hanny's
- The Dove Kids
- ELL Boutiques
- Friends of the Library Bookstore
- Games by James
- Hanny's Mens Store
- Hanny's St. Croix
- Happy Mart
- Hers
- Huber Eyecare
- M Gear
- The Nordic Shop
- Offices at China Hall
- On Track Boutique
- Optical Vision w/ Flair
- POPPI Italian Leather
- Rennings Flowers
- Salient Oils
- STYLE by Hanny's
- Tangerine at Wildflowers

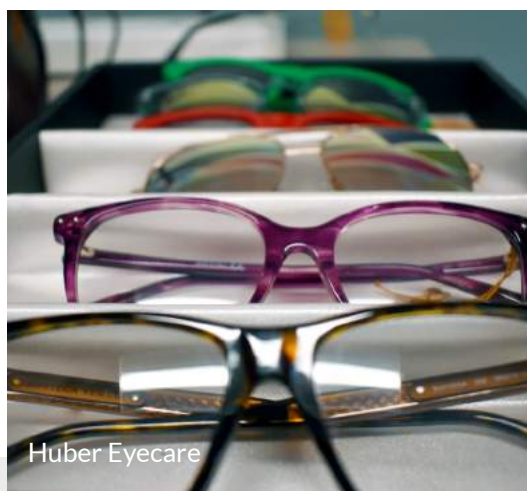
Stores
experienced
an increase in
business compared to
2018:

60%

Total 2019
Participating
Stores:
21

(Survey data is based
off five respondents)





Digital Marketing

DowntownRochesterMN.com Marketing

o Event Page

- Pageviews: 1,361
- Page Views Day of Event: 462
- From July 13 (when Sidewalk Sale Facebook ads began running) to July 23: Sidewalk Sale event web page ranked sixth on RDA most-viewed pages

o RDA eNewsletter—beginning early July

- Sent to 15,632 people
- Average weekly email list: 7,816 people
- 16.97% average open rate

o Sidewalk Sale Blog Features on RDA Blog

- Sidewalk Sale Seals the Deals in Downtown Rochester July 1
- o Average time viewer spent on page:
1 minute, 24 seconds

Number of people
who were sent RDA
eNewsletters:

15,632



Hers

STYLE by Hanny's



ELL Boutiques



The Nordic Shop



Radio Marketing

- **iHeart Media** — beginning July 1 and running through July 15
 - (43) :15 second broadcast ads
 - Average number of listeners: 21,000 weekly
 - 60 percent female; 40 percent male
 - Overall female audience range 18-60, median age for female listeners is 38
 - **Targeted audio ads**
 - Goal of 4,000 impressions delivered
 - Met and surpassed by 220 (total of 4,220 listeners)
 - Delivered to females ages 25-54
- **Townsquare Media** — July 10 through July 19
 - (45) :15 second broadcast ads
 - 36,000 impressions, reaching 11,000 adults age 25+
 - Reaching females
 - 27,000 impressions
 - 7,500 women ages 25+
 - **Streaming campaign**
 - Total listening hours: 12,460
 - Number of times online player turned on: 6,218
 - Total number of different people who tuned in at any give time (or Cume): 867

Friends of the Library Bookstore



Salient Oils



Happy Mart



The Dove Kids

Social Media Marketing

- **Sidewalk Sale Facebook event**
 - 6,000 people reached
 - 271 event page views
 - 245 responses
 - 11 Going
 - 244 Interested
 - Audience: 41% women ages 25-34
 - 64% of people who responded from Rochester
 - 17 posts about businesses' sales
 - 901 Reach
 - 138 Reactions, Comments, Shares, and Post Clicks
- **Facebook Ads of 21 Participating Businesses' Photos**
 - 15,413 impressions
 - 334 total unique link clicks
- **Downtown Rochester, MN Facebook page**
 - 3 posts
 - 5,343 Reach
 - 44 Reactions, Comments, and Shares
 - 104 Post Clicks
- **Downtown Rochester, MN Instagram page**
 - 17 posts
 - 362 Likes
 - 22 Comments



Friends of the Library Bookstore



Couture by Hanny's



Offices at China Hall

Facebook
Ads Impact:
15,413
Impressions



Print Marketing

- (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
- Sidewalk Sale event included on 6'x3' Thursdays Downtown banners placed in May
 - o Peace Plaza
 - o People's Food Co-op
 - o On fence outside Old City Hall
- Rochester Visitor July Issue
 - o Placed at 250 key locations within 50 mile radius of Rochester
- Rochester Magazine June/July Issue
 - o 56,000 average print readers
 - o 15,000 print circulation
 - o 200+ rack locations where Rochester residents and visitors congregate

Number of
Event Posters
distributed:

125

Total
Postcards
distributed:

500



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



Rennings Flowers

DOWNTOWN
Rochester, Minnesota

Rochester Downtown Alliance
311 South Broadway South Suite A2
Rochester, MN 55904

Have questions/interested in partnering with us?

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