



Small Business
Saturday
Recap
2019

DOWNTOWN
Rochester, Minnesota

About Small Business Saturday

A day to support local business, Small Business Saturday creates jobs, boosts the economy and preserves neighborhoods in downtown Rochester and across the country. Created by American Express in 2010, Small Business Saturday serves as the ceremonial kickoff to the holiday shopping season for small businesses across the United States.

In 2018, local retailers and restaurants were supported by an estimated 104 million American consumers, who spent \$17.8 billion. The day has been championed by elected officials in all 50 states and Washington, D.C., including President Obama, and in 2014, then-Rochester Mayor Ardele Brede officially declared the last Saturday in November “Small Business Saturday.”



Participating Small Businesses

- Baby, Baby
- BrandHoot
- Cameo at the Castle
- The Dove Kids
- Fagan Studios
- Friends of the Library Bookstore
- Hanny's Mens Store
- Hers
- Historic Chateau Theatre
- Luxe Beauty Bar
- The Nordic Shop
- On Track Boutique
- Poppi Italian Leather
- Potbelly Sandwich Shop
- Tangerine at Wildflowers



15
Participating
Businesses

Digital Marketing

- **DowntownRochesterMN.com Marketing**
 - o Website Sliders
 - 10 Reasons to Shop Small added November 6
 - o Event Page (from January 1 through December 1, 2019)
 - Pageviews: 1,673
 - Pageviews day of event: 211
 - o RDA e-newsletter (October 30 through November 27)
 - Sent to 32,521 people
 - Average weekly email list: 8,130 people
 - 18.37% average open rate
 - 1,730 clicks
 - o Small Business Saturday Blog Features on RDA Blog
 - 10 Reasons to Shop Small in Downtown Rochester (November 5)
 - Average time spent on page: 1:38
 - o Press Releases
 - 10 Reasons to Shop Small in Downtown Rochester (released November 5)

10 Reasons to Shop Small in Downtown Rochester



November 30 marks the 10th annual **Small Business Saturday**, a day to celebrate your favorite local businesses and to make a difference in the community. Here are the **top 10 reasons to Shop Small in downtown Rochester!**

10 Reasons to Shop Small feature in RDA weekly e-newsletter

- **ABC 6 News-KAAL TV**
 - o 40,000 targeted ads on national sites, plus 15,000 local ads on KAALTV.com and on the ABC 6 News mobile app (November 18 through November 30)
 - 50,009 impressions
 - Click-through rate of 0.15%, which is 114% above the average click-through rate

A screenshot of the ABC 6 News website. The top navigation bar includes links for NEWS, WEATHER, WATCH, SPORTS, COMMUNITY, ENTERTAINMENT, LINKS, and CONTACT. Below the navigation bar, there is a large advertisement for 'TROUBLE in the FIELDS' with the text 'TONIGHT AT 10 abc 6 NEWS'. To the right of the advertisement, there is a 'SHOP SMALL' banner with the text 'SHOP SMALL SHOP SMALL SHOP SMALL WITH US'. Below the banner, there is a 'TRAFFIC CAMS' section with a map of Rochester, MN. The website also features a 'Holiday Train chugs back for 2019' article and a 'Highway Patrol: 3 killed in shooting at Oklahoma Walmart' article.

Small Business Saturday ad on KAALTV.com



Radio Marketing

- o iHeart Media ads (November 25-27, November 29-30)
 - (10) 15 second broadcast ads
 - o Average number of listeners: 21,000 weekly
 - 60 percent female; 40 percent male
 - Overall female audience range 18-60; average age for female listeners is 38
 - 18,825 impressions goal through targeted audio ads
 - o 19,804 impressions
 - o 3,207 unique users
 - o 97.98% listen/view through rate



Print Marketing

- o 11"x17" posters (150 count) distributed throughout downtown, in Peace Plaza poster stands, and in the greater Rochester community
- o 6'x3' banners placed October 30 and displayed through Small Business Saturday
 - On fence outside Old City Hall
 - People's Food Co-op
 - Peace Plaza
- o Half-page ad in Rochester Magazine's November issue
- o In-kind ad in Shop Rochester, November issue
 - Placed at 50 key locations within 50-mile radius of Rochester, Minnesota





Social Media Marketing

- **Shop Small in Downtown Rochester Facebook event**
 - 6,200 people reached
 - 88% women
 - 48.5% between the ages of 25 and 44
 - 5 posts
 - 506 reach
 - 46 engagements



- **Downtown Rochester, MN Facebook page**
 - 13 posts
 - 30,470 reach
 - 946 reactions, comments, and shares
 - 1,970 post clicks

- **Thursdays Downtown Facebook page**
 - 4 posts
 - 4,736 reach
 - 11 reactions, comments, and shares
 - 63 post clicks

- **Downtown Rochester, MN Instagram page**
 - 2 posts
 - 14 stories
 - 9,192 reach

- **5 Days of Giveaways Campaign**
 - In promoting Shop Small prior to Small Business Saturday, the Rochester Downtown Alliance celebrated its local stores by giving away \$250 downtown gift cards in a 5 Days of Giveaways campaign. Each day from November 18 to November 22, we posted a question to our Downtown Rochester, Minnesota Facebook page for followers to engage with. Two winners were randomly drawn each day to receive a \$25 gift card to a downtown business.
 - 19,525 organic reach on posts
 - 851 engagements on posts
 - 1,608 clicks on posts



Event Generated Media

- o Event generated media estimated reach: 301,000
- o Public social media post mentions reach: 164,430
- o KIMT 3 News article
 - The Benefits of Shopping Local This Holiday Season
- o Rochester Post Bulletin article
 - Our View: It's Not Too Early to Start Shopping

Event Generated
Media Impact:

301,000

Estimated Reach

Public
Social Media
Post Mentions:

164,430

Estimated Reach





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.



Lauren Rockwell / Administrative Coordinator

Lauren Rockwell moved to Rochester in 2019 from Seattle, Washington. She received her bachelor's degree in psychology with a minor in film studies from Loyola Marymount University in Los Angeles. Prior to joining RDA, Lauren was a program manager for the Employer Engagement and Internal Brand team at Amazon Prime Video in Seattle. She is a lover of film and TV, design, podcasts, trivia, and all living things, especially her miniature dachshund, Honey.

It's not too late to participate!

Upcoming 2020 Partnership Opportunities

SocialICE: February 6-8

Presenting Partners (SocialICE and FAM JAM)

Premier Experience Partners

Photo Station Partner

Wall of ICE Partner

Ladies Night Out: March 26

After Party Presenting Partner

Premier Partners

Experience Partners

Thursdays Downtown: June 4 - August 27

Presenting 6th Street Stage Partner

Power Partner

Lunchtime Entertainment Partner(s)

Evening Band Partner(s)

3rd Street Activation Partner(s)

5th Street Activation Partner(s)

Market Bag Partner(s)

Hospitality Partner

2nd Street Stage Radio Partner

6th Street Stage Radio Partner

Media Partner(s)

Movies in the Park: Select Saturdays

Presenting Partner

Premier Partner(s)

Experience Partner(s)

Dogs Downtown: September 19

Presenting Partner

Premier Partner(s)

Experience Partner (s)

Vendors

Harvest Festival: October 3

Presenting Partner

Premier Partner(s)

Experience Partner(s)

Vendors

Here Comes Santa Claus: November 29

Presenting Partner

Premier Partner(s)

Experience Partner(s)

Warming House Partner

DOWNTOWN
Rochester, Minnesota

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

Have questions/interested in partnering with us?

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