



SMALL BUSINESS SATURDAY

November 26, 2022




2022 Recap






DOWNTOWN
Rochester, Minnesota

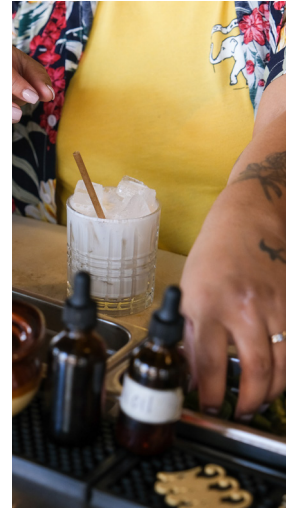
About Small Business Saturday in downtown

2022 GOALS:

-  Proactively engaging with as many businesses as possible through a variety of channels to maximize participation and benefit.
-  Trying new mediums to reach different audiences for the campaign.
-  Testing fun and engaging ways to move people throughout downtown.

KEY LEARNINGS:

-  It takes a lot of staff time to properly engage businesses to participate in these opportunities.
-  The trolley that circulated throughout downtown on Small Business Saturday was a good prototype. We would look to co-brand it so as to be a clearly identifiable Small Business Saturday tie-in.
-  The 5 Days of Giveaways contest was well received and engaged with once again. We may look to incorporate an element of active participation through downtown business purchases for a larger prize next year.



Campaign analytics



Website analytics:

- 2,309 web page views (9% increase from 2021)
- 1,976 unique pageviews (12% increase from 2021)



Social Media:

Facebook pages and Facebook event

- 30,756 reach (10% increase from 2021)
- 1,446 total post engagements (14% increase from 2021)
- 321 story views

Instagram

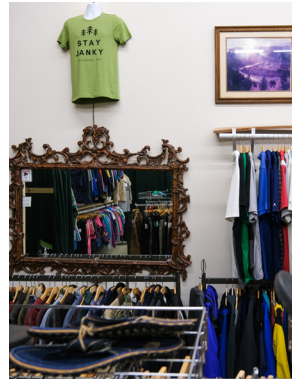
- 50,074 post reach
- 1,236 post likes
- 14,185 stories views (70% increase from 2021)

Twitter

- 3,095 impressions
- 42 engagements

5 Days of Giveaways contest (part of overall social media stats)

- 16,405 organic reach on Facebook and Instagram
- 1,193 engagements on posts (reactions, comments, shares)



Campaign analytics

Marketing:

- Two billboards - promoting Small Business Saturday :
 - One on North Broadway coming into downtown
 - One near West Circle Drive
- Key metric:** 585,000 estimated traffic over 18-day campaign period



- Podcasting and streaming ads with iHeart Media
- Key metric:** 6,607 unique people heard the ad from streaming or podcasting



- Radio ads and promotion with Y105 FM
- Key metric:** 370 pageviews with 91 entries over an eight-day campaign period

Communications and media relations

- Generated media: 835,000 estimated reach (68% increase from 2021)
- Public social media mentions: 1,823,436 estimated reach (301% increase from 2021)



Public social
media mentions:
1,823,436
estimated reach

Generated media:
835,000
estimated reach

Get additional business support:

Ongoing grants and programs

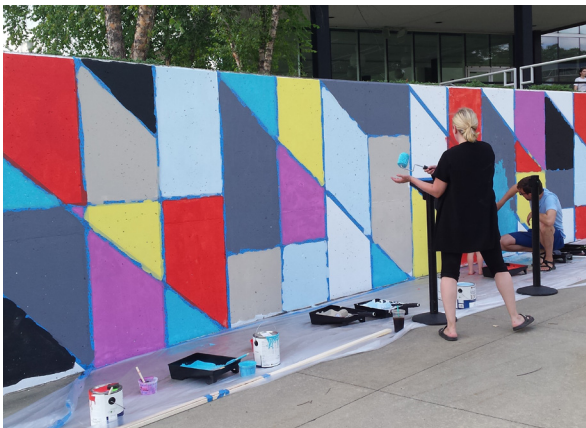


Clean and Safe Ambassador Program

Our Clean and Safe Ambassadors provide daily cleaning, safety, and hospitality services to the 44-block downtown Rochester special service district (SSD).

If your business notices instances of graffiti and/or trash that needs our Ambassadors' attention or an employee would like a safety escort, please reach out by calling our Ambassadors at 507-316-7511.

Learn more at DowntownRochesterMN.com/CleanandSafe



Mural Grant Program

The Mural Grant Program helps encourage collaboration and creativity between businesses and artists to enhance the vitality of downtown. Any property or business owner whose property lies within the downtown Rochester special service district (SSD) is eligible for program funding, which provides 70 percent of the mural's cost and the property/business owner secures the additional 30 percent.

Learn more at DowntownRochesterMN.com/MuralGrant

DOWNTOWN
Rochester, Minnesota

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