



# DOWNTOWN

Rochester, Minnesota

“Here Comes Santa Claus,” (HCSC) Downtown Rochester’s cherished holiday tradition for 44 years, featured appearances by Santa Claus, Mrs. Claus, local celebrities, live entertainment, and a Peace Plaza tree lighting ceremony. Trolley rides, “Santa’s Elves’ Workshop”, and the “Warming House” added to this year’s experience, as well as a complimentary photo with Santa. The Rochester Downtown Alliance (RDA) looks forward to continuing this tradition in future years.

**ATTENDANCE - EST. 4,000**  
**ECONOMIC IMPACT - EST. \$85,000**



# HCSC 2018 RECAP

## Partners

- Olmsted Medical Center
- Caribou Coffee
- Castle Community
- Shops at University Square

## Activities

### Warming House // Castle Community

**Time: 4PM to 6PM**

- Musical entertainment
- Holiday craft inspired by a local artist
- Sugar cookie decorating and hot cocoa
- Story time with Mrs. Claus

### Santa's Elves' Workshop // 311 South Broadway Ave

**Time: 4PM to 6PM**

- Write and color your own letter to Santa
- Complimentary popcorn and hot cocoa bar
- Showing of the holiday movie favorite, "Elf"
- Photo opps

### Complimentary Trolley Rides

**Time: 4PM to 6PM**

- Trolley rides throughout Downtown Rochester, with stops at each activity

### Santa's Rescue // Old City Hall

**Time: 6:05PM**

- Rochester Fire Department rescued Santa from atop Old City Hall
- Santa reunited with Mrs. Claus and Mayor, transported in fire truck by RFD
- Enhanced theatrical production

### Tree Lighting Ceremony // Peace Plaza

**Time: 6:30PM**

- Lighting of the holiday tree

### Complimentary Photos with Santa // Shops at University Square

**Time: 6:45PM**

- Complimentary digital photo
- Complimentary hot cocoa and cupcakes provided by Caribou Coffee



# HCSC 2018 RECAP

## Digital Marketing

- DowntownRochesterMN.com Website Slider
- Event Page - within the top 5 most visited pages in the months of October and November
- Weekly Enewsletter updates
- Three blogs
  - Ring in the Holiday Season with Here Comes Santa Claus
  - Santa Claus is Coming to Town
  - Guide to Here Comes Santa Claus

## Print Marketing

- Full page ad in November issue of Shop Rochester
- 50 posters distributed throughout Downtown Rochester
- 1,000 trolley maps printed and distributed

## Social Media Marketing

- Event Page
  - Attendees // Reached: 41,600 // Responses: 2,100 // Audience: 40% were Women 25-34
  - 13 Posts // Engaged: 174
  - 1 Video // Engaged: 23
- Downtown Rochester MN Facebook Page
  - 9 Posts // Reached: 39,171 // Engaged: 2,922
  - 2 Videos // Reached: 10,869 // Engaged: 820
- Thursdays on First & 3rd Facebook Page
  - 5 Posts // Reached: 9,780 // Engaged: 225
- Downtown Rochester MN Instagram
  - 5 Posts // Reached: 7,678 // Engaged: 503



# RDA STAFF



**Sarah Oslund, Interim Executive Director**

Sarah Oslund is the Interim Executive Director of the Rochester Downtown Alliance (RDA). Sarah also owns and operates Inspire, a Rochester-based communications, public relations, and marketing consulting firm, which was founded in 2015. Prior to her current roles, Sarah served as the Director of Communications & Public Relations for the University of Minnesota Rochester from 2008-2014 and for the Lakeville Area Public School District from 2014-2015. She holds a Master's Degree in Management from St. Mary's University and a Bachelor's Degree in Psychology from Minnesota State University Mankato. Sarah serves on the Steering Committee for the Rochester Area Chamber of Commerce Leadership Greater Rochester program and as the Communications Co-Chair for More Women on the Move.



**Karli McElroy, Sr. Director of Placemaking**

Karli McElroy is the Rochester Downtown Alliance (RDA) Senior Director of Placemaking, in this role she is responsible for creation and development of innovative and collaborative community programs within Downtown Rochester. This includes outreach to public and private organizations regarding partnership for RDA programs. She works with partners on both RDA and related community programs to coordinate, oversee, and evaluate programming. Karli also serves as the manager for the Start-Up Grant and the Façade Improvement Grant. Additionally, she oversees Peace Plaza rentals on behalf of the City of Rochester. Karli received her degree in Psychology from the University of Minnesota – Twin Cities, and is a 2016 graduate from Leadership Greater Rochester with the Rochester Area Chamber of Commerce.



**Samantha Rossi, Director of Marketing & Design**

Samantha holds a Bachelors Degree in Marketing and minors in Psychology and Business Administration from Mankato State University. Samantha is a Rochester native, but Rochester truly became home as she immersed herself in the community. She served as chair of Rochester's young professional group, Forty Below with the Rochester Area Builders and volunteers on a variety of different boards and committees such as RNeighbors (2014 to present), Rochester's National Night Out Committee (Co-Chair 2015 and 2016), Rochester Area Builders Marketing Committee (2014 to 2017) and is a graduate of the 2017 Leadership Greater Rochester Class with the Rochester Area Chamber of Commerce.



**Meghann Southwick, Director of Events & Strategic Partnerships**

Meghann Southwick is the RDA's Director of Events & Strategic Partnerships. A native of the Rochester community, Meghann returned home in April 2016 after spending five years working and living in San Francisco, CA. Most recently, she served as Events Manager for the Rochester Area Chamber of Commerce. Meghann became immersed in the vibrancy of Downtown Rochester and quickly invested in fostering the social and economic development of the business community. She holds a B.A. in Mass Communication from Concordia College in Moorhead, MN, and enjoys downtown coffee dates with her 4-year-old son, Declan.