



# Thursdays

DOWNTOWN  
Rochester, Minnesota

Thursdays  
Downtown  
Recap  
2019

DOWNTOWN  
Rochester, Minnesota



# About Thursdays Downtown

A weekly summer staple of downtown Rochester, Thursdays Downtown combined arts, music, food and a vendor market into one community-uniting, block-party-style event June 6 through August 29.

Art abounds at Thursdays Downtown; find works of art from jewelry to photography to glassware and everything in between. Your taste buds will be satisfied with enticing foods and musical styles, too. Every week running June through August, enjoy life, feel a sense of place, and interact with others at the Thursdays Downtown. Relax with friends and family as musical talents take to the Thursdays Downtown stage from 11:30 a.m. to 1 p.m. Stick around for the Music Festival performances at 5 and 7 p.m. on two stages.



Scheduled  
Music  
Performances:  
72

Estimated  
Vendors Per  
Week:  
115

2019 Dates  
June 6-  
Aug 29



# Event Partners

## Stage Presenting Partners:



## Evening Band Partners:



## Radio Partners:



## TV Partner:

## 3rd Street Mini Market Partner:

## 3rd Street Activation Partners:



## Survey Results:

- 96% of survey respondents would attend Thursdays Downtown next year
- 85% of survey respondents felt more connected to the community after attending
- 56% of survey respondents attended the event multiple times in the past
- 50% of survey respondents were Rochester area residents
- 33% of survey respondents heard about the event through word of mouth
- 31% of survey respondents heard about the event through social media

Total  
Surveys  
Completed:  
**1,096**





# New in 2019

- Altra Federal Credit Union 3rd Street Activation on Multiple Dates
- The Gwaltney Group of REMAX Results 3rd Street Activation on Multiple Dates
- New covered 1st Avenue Stage
- Introduced new weather notification system, Textify, and signed up 165 members



Estimated  
Season  
Attendance:  
**222,261**

Average  
Weekly  
Attendance:  
**19,960**

Estimated  
Economic Impact:  
**\$8,179,338**











Thursdays Downtown  
Event Photos Summer 2019



# Thursdays Downtown 2019 Recap

- **Downtown Rochester, Minnesota Tents:**

- Two tents onsite: in Peace Plaza and at 1st Avenue
- Staffed throughout event entirety
  - Interns
  - Event Staff
- Information and guidance about Thursdays Downtown provided
- Print marketing materials of other RDA events and programs available
- Location for attendees to take Thursdays Downtown survey

- **Rochester Downtown Alliance Interns**

- Maxwell Hayon and Teagan Holmes
  - End of May through end of August
  - Assisted with Thursdays Downtown preparation and on event site
    - Assisted with setup
    - Checked in bands
    - Made stage announcements
    - Assisted with marketing materials
    - Placed waitlist vendors
  - Featured in “Life as an Intern” Blogs written by Maxwell and Teagan



- **Volunteer Groups:**

- Evening Volunteers
  - Century High School Boys Lacrosse Team
  - Lourdes High School Girls Hockey Team
  - John Marshall High School Girls Hockey Team
    - Assisted with cleaning event, and putting away tables, chairs, and garbage cans
- Rochester Alternative Learning Center
  - Students and staff onsite each week during morning set-up
  - Assisted with table, chair, and garbage set-up
  - Assisted vendors with unloading
- Each group received compensation as a fundraising opportunity through community outreach



# Digital Marketing

- **DowntownRochesterMN.com Marketing**

- Website Sliders

- New Food and Drink added June 21
- Under 500 Calories added July 10
- Dietary Restrictions added August 12
- Chris Kroeze added August 19
- Thursdays Downtown 2020 added August 22

- Event Page (from January 1, 2019)

- Total Page Views Since Jan 1: 40,316
- Unique Page Views Since Jan 1: 34,938
- Time Spent on Page: 3:04
- 20,545 visitors to our events were from Rochester  
7,556 were from Minneapolis,  
2,517 were from Chicago, and  
387 were from Owatonna.

- RDA eNewsletter (January through August)

- Sent to 218,917 people throughout the season
- Average weekly email list: 7,818 people
- 18.78% average open rate

- Community Calendars

- Published on more than 30 online event calendars

- Press Releases

- Evening Entertainment May 9
- One Week Away and Lunchtime Entertainment May 28
- New Food and Drink June 19
- Surprise Performance July 22
- Thursdays Downtown 2020 Plans August 22
- Last Chance 2019 August 27



Total People  
eNewsletters  
Were Sent To:  
**218,917**

Average  
Weekly  
Email List:  
**7,818**





# Digital Marketing cont.

- o Thursdays Downtown Features on RDA Blog
  - Our most visited 2019 article “Don’t Miss Out! A Year of Downtown Rochester Events” with 1,382 visitors, which mentioned Thursdays Downtown.
  - The average user spent 1 minute to a minute and a half reading our blog
  - 2019 Evening Entertainment (May 7)
  - A Whole New Look for Thursdays Downtown (May 14)
  - 2019 Lunchtime Entertainment (May 21)
  - Your Insider’s Guide (May 29)
  - Life as an Intern by Teagan Holmes (June 11)
  - New Food & Drinks (June 18)
  - Artisan Vendors (June 24)
  - 9 Things to Do Other Than Thursday Downtown (June 28)
  - <500 Calorie Foods (July 8)
  - 3 Food-Allergy-Friendly Eats (July 16)
  - Behind the Booth: Vendors’ Favorite Moment (August 1)
  - Life as an Intern by Maxwell Haydon (August 12)
  - A Runner-Up on the Voice is Coming (August 17)
  - A Brief History of Thursdays Downtown (August 20)
  - Thursdays Downtown Makes a Move in 2020 (August 22)
  - Last Call for Thursdays Downtown 2019 (August 27)
  - 13 Partner Blogs throughout the Season (May through August)





# Radio/TV Marketing

- **Radio Marketing**

- o In-Kind Partnership with iHeart Media
  - 20 live and/or pre-recorded promotional mentions (15-30 second) per week on all three stations
    - Total value: \$10,800
  - One social media update per week on Facebook and Twitter on all three stations
    - Total value: \$2,400
  - Dedicated webpage with front page link for entire length of event
    - Total value: \$4,000
- o In-Kind Partnership with Townsquare Media
  - 20 live and/or pre-recorded promotional mentions per week per station June through August
    - Total value: \$19,200
  - Weekly pre-recorded PSA's June through August
    - Total value: \$2,600
  - Dedicated webpage with front page link for entire length of event (June through August)
    - Total value: \$1,500
  - Weekly re-recorded music with partner messaging
    - Total value: \$500
  - Five blogs and five Facebook lives throughout season
    - Total value: \$1,500 per station

- **TV Marketing**

- o In-Kind Partnership with ABC 6 News
  - (2) 30 second co-sponsored announcements (mid- May through August)
    - Total value: \$1,100
  - 25- 30 PSA spots per week (June through August)
    - Total value: \$34,075
  - Web tile on homepage and app with link to Thursdays Downtown with event details
    - 300,000 total impressions throughout the season
    - Total value: \$5,684
  - One social media post per week
    - Total value: \$2,900
  - News mentions and coverage
    - Total value: \$23,500





# Print Marketing

- **11"x17" band line-up posters** (175 count) distributed throughout downtown, in Peace Plaza poster stands, and in the greater Rochester community
- **5"x7" band line-up postcards** (500 count) distributed to downtown businesses and hotels; available at Thursdays Downtown info booths; and at Dogs Downtown
- **6'x3' banners placed in May**
  - Peace Plaza
  - People's Food Co-op
  - On fence outside Old City Hall
- **Full-page Band Line-up ad in Rochester Magazine June/July issue's Summer Events insert**
  - 56,000 average print readers
  - 15,000 print circulation
  - 200+ rack locations where Rochester residents and visitors congregate
  - Added benefits:
    - First Thursdays Downtown event feature: June calendar (page 2)
    - First Thursdays Downtown event feature: August calendar (page 26)
    - Thursdays Downtown: By the Numbers section (page 23 of Rochester Magazine June/July Issue)
- **3 In-Kind Band Line-up Ads in Shop Rochester magazine (June through August)**
  - Thursdays Downtown logo on June issue cover
  - Placed at 250 key locations within 50 miles radius of Rochester
  - Total value: \$1,200
- **3 In-Kind Band Line-up Ads in Rochester Visitor magazine (June through August)**
  - Placed at 250 key locations within 50 miles radius of Rochester
  - Total value: \$1,200





# Social Media Marketing

- **Thursdays Downtown Facebook page**

- 924 new page likes May 1-August 31, 2019 (total page likes 13,528)
- 56 posts (January through end of August)
  - 233,902 Reach
  - 3,097 Reactions, comments, and shares
  - 15,501 Post Clicks

- **Downtown Rochester, MN Facebook Page**

- 35 posts
  - 101,165 Reach
  - 1,308 Reactions, comments, and shares
  - 7,885 Post Clicks

- **Downtown Rochester, MN Instagram page**

- 20 posts
  - 1,436 Likes
  - 51 Comments
- #ThursdaysDowntown
  - 457 Public Posts

- **Downtown Rochester, MN Twitter account**

- 14 tweets
  - 18 Retweets
  - 64 Likes

- **Public social media mentions**

- 1,986,940 estimated reach

- **YouTube**

- 267 views of the 2019 Thursdays Downtown promo video (posted August 5)



# Social Media Marketing cont.

- Facebook boosts

- New Food & Drink blog
  - 328 link clicks
  - 6,640 reach
  - 14,175 impressions
- <500 Calorie Foods blog
  - 241 link clicks
  - 5,180 reach
  - 9,317 impressions
- 3 Food-Allergy-Friendly Eats blog
  - 197 link clicks
  - 6,730 reach
  - 14,267 impressions
- A Runner-Up on the Voice is Coming blog
  - 203 link clicks
  - 7,126 reach
  - 11,911 impressions
- Thursdays Downtown promotional video
  - 2,245 plays
  - 9,797 reach
  - 17,184 impressions

- Bonus Facebook Ads for Chris Kroeze's Performance

- 55,733 Reach
- 3,720 Reactions, Comments, and Shares
- Total Value: \$500

Social Media  
Mentions Reach:  
**1,986,940**

New Facebook  
Followers  
(May-Aug):  
**924**

Total Page  
Likes:  
**3,528**





# Event Generated Media



- **Townsquare Media**

- Say Goodbye to Thursdays on First & 3rd
- Popular Downtown Rochester Event Returns
- You Can't Beet the Beats or the Brisket at Thursdays Downtown Today
- After 13 Years on 1st Ave in Rochester, Thursdays Downtown Needs a New Home
- Officers Giving Breathalyzer Tests at Thursdays Downtown
- Kid-Friendly Activities at Thursdays Downtown
- 3 Amazing Foods That Are New to Thursdays Downtown This Year
- Surprise! Lots of 500-Calories and Under Thursdays Downtown Choices
- 5 Ways to Make Friends in Rochester
- Here's Where Rochester's Thursdays Downtown is Moving Next Year
- Testing Rochester's Country Song Knowledge with Country Song or Ain't It at Thursdays Downtown
- The 9 Things You Have to Do During Summer in Minnesota
- The Voice Runner-Up Performing at Thursdays Downtown
- What's On Tap for This Summer's Final Thursdays Downtown in Rochester

- **Med City Beat**

- Thursdays Downtown New Map

- **Rochester Post Bulletin**

- Thursdays Music Line-up Gets More Local
- Thursdays Downtown Announces Music Line-up
- Our View: A Year of Changes for Summer Thursdays in Rochester
- Photos: First Thursdays Downtown of the Summer
- Our View: Remainder of Summer is Loaded with Major Events
- The Voice Runner-Up Set for Thursdays Downtown
- Sights and Sounds of Thursdays Downtown
- Photos: Beautiful Day for Final Thursdays Downtown

- **KIMT**

- Final Preparations for Thursdays Downtown Underway
- Thursdays Downtown Kicks Off: What You Need to Know About Parking and Traffic
- Thursdays Downtown Shut Down by Lightning Threat
- As Thursdays Downtown Wraps Up, Planning for Next Year is Underway

- **KAAL**

- The Future of Thursdays Downtown
- Rochester Minnesota: Thursdays Downtown Returns for Another Summer
- Thursdays Downtown Announces New Set-up for 2020

# Event Generated Media cont.

- **KTTC/Fox 47**
  - o Two live interviews during morning newscast June 6
    - Pre-taped on-air segment
  - o Interview with Jessica Joyce of Rochester Farmers Market about being involved in Thursdays Downtown 3rd Street Mini Market
  - o New Name, Same Music, Food, and Fun for Thursdays Downtown
  - o Midwest Celebrity Performs at Last Thursdays Downtown
- **KSMQ**
  - o Featured in R-Town Walkabout segment
- **Explore Minnesota**
  - o Featured image in EMT Express' July 16 eNewsletter
- **Eat • Play • Explore • Roch MN Blog**
  - o Pre-Recorded Interview August 29

Event Generated  
Media Impact:

**29,364,594**

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.

# 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

Premier Partners

Experience Partner

Warming House Partner

DIY Partner

### SocialCE: February 6-8, 2020

Partnership and vendor information available in January 2020

### Thursdays Downtown 2020

Partnership and vendor information available in January 2020



**DOWNTOWN**  
Rochester, Minnesota

Rochester Downtown Alliance  
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Have questions/interested in partnering with us?

Contact Monika Kopet, our events manager, at  
507.216.9882 or [mkopet@rdowntownalliance.com](mailto:mkopet@rdowntownalliance.com)