



DOWNTOWN

Rochester, Minnesota

Ladies
— NIGHT OUT —

Downtown Rochester's Ladies Night Out returned on Thursday, March 7th with a fresh facelift and added activities. With over 30 participating businesses the night was filled with over \$1,500 in giveaways and something for everyone. From a newly added 'Shop Around' shuttle and after party to gift card bingo there was no shortage of entertainment to accompany the shopping, dining, and mingling that attendees of all ages enjoyed.

ATTENDANCE - EST. 400
ECONOMIC IMPACT - EST. \$18,464

Ladies Night Out 2019 Recap

Event Partners

- iHeartMedia
- Rochester Women Magazine
- Shop Rochester Magazine
- Mercedes-Benz of Rochester

Participating Businesses

- Artistic Framers
- Bitter & Pour
- Bleu Duck Kitchen
- Cameo at the Castle
- Canvas & Chardonnay
- Collective Books & Records
- Couture by Hanny's
- Downtown Intimates
- Gallery 24
- Hers (2 locations)
- Knight's Chamber
- Loop Rochester
- Luxe Beauty Bar
- M Gear
- Neon Green Studio
- The Nordic Shop
- Olive Juice Studios
- People's Food Co-op
- Poppi Italian Leather
- Pimp
- Rochester Area YMCA
- Rochester Art Center
- Rochester Framing & Fine Art Printing
- Running Room
- SEMVA Art Gallery
- STYLE by Hanny's
- Tangerine at Wildflowers
- Queen City Coffee & Juice
- Yoga Tribe

Kick-Off and Drop-Off

We hosted our kick-off and drop-off on the second floor of Shops at University Square. We provided a complimentary punch to each attendee and they received an additional punch for every \$10 spent. A map was provided featuring all participating businesses. In addition, we sold tickets at a discounted price for the After Party at Castle Community.

During the kick-off, attendees enjoyed a live music performance by Brent Kraut from 5:30 to 7:30pm to provide entertainment, along with gift card bingo on the first floor hosted by Julie Jones from 102.5 the FOX.

Once attendees were finished shopping and dining, they turned in their punch cards and were provided with tickets they could place in the prize bins of their choice.

"I loved the businesses that were involved. The context of the evening made it a lot easier to stop in places I don't normally go to." - Emily W.

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'Shop Around' Shuttle

Thanks to our Shuttle Partner, Mercedes-Benz of Rochester, attendees were able to get around in style from 5:30pm-9:30pm. This addition was new this year to help get attendees get to all participating businesses and avoid the chilly Minnesota weather at the same time.

After Party

We encouraged attendees to cap off their evening with a concert, small bites, and a complimentary glass of wine at the After Party, hosted by Castle Community. We had the pleasure of Mayor Norton joining us to draw the Grand Prize winner to end the night.

Survey Results (100 surveys completed)

- 77% Heard About the Event Through Social Media
- 61% of Attendees Were New to the Event
- 96% of Attendees Would Attend the Event Again Next Year
- While People were Downtown for Ladies Night Out:
 - 88 % Went Shopping
 - 73% of People Visited a Bar or Restaurant
 - 16% Used a Service (Banking, Legal, Automotive, Etc.)
 - 4% Stayed at a Hotel

Social Media Marketing

Facebook Event Page

- Attendees (29,100 Reached and 1,600 Responded)
- Posts 9 (110 Likes, 14 Comments, and 19 Shares)

Downtown Rochester MN Facebook Page

- Posts 6 (44 Likes, 2 Comments, and 8 Shares)

Downtown Rochester MN Instagram

- Posts 9 (329 Likes and 8 Comments)

Website Analytics

Webpage (Data from January 8th to March 8th)

- Pageviews: 1,846
- Average Time on Page: 3 Minutes and 17 Seconds

Blogs

- Blog Posts 5 // Pageviews: 674 // Average Time on Page: 1 minute and 47 seconds
- Social Engagement (63 Likes, 8 Comments, and 13 Shares)