

NEWSLETTER >

Rochester Downtown Alliance



FALL
FEST

RDA Gives Back

As November represents the season of giving, we thought it was only fitting to highlight the nonprofits that we worked with throughout 2017

Plus...

Interview with Becky Montpetit of Rochester Moms Blog, a special 'Featured Stakeholder Series' with Will Forsman, and a new staff welcome

From the ED

BY JENNA BOWMAN
RDA EXECUTIVE DIRECTOR

Greetings Stakeholders,
As the colder weather approaches, we celebrate a successful summer season. Our events and programs engaged the community in wonderful ways. Through our commitment to enhancing our knowledge as the downtown experts, here are a few specific areas to highlight:

Thursdays on First & 3rd (TOF)

- 243,323 Attendees (up from 216,000 in 2016)
- \$8,202,476 in estimated economic impact (up from \$6,517,766)
- 92% of attendees felt more connected to the community after attending TOF

Dogs Downtown

- 8,000 Attendees (down from 9,000 in 2016 – due to weather)
- 99.5% of attendees stated they would attend the event in 2018
- 97% of attendees felt more connected to the community after attending Dogs Downtown

Fall Fest

- 7,328 number attended (down from 9,000 in 2016 - due to date change)
- 98.6% of attendees stated they would attend the event in 2018
- 95% of attendees felt more connected to the community after attending Fall Fest
- \$120,961 estimated economic impact

Bookworm Walk (NEW For 2017)

- 2,100 brochures distributed
- Successful partnership with the Rochester Public Library and Park & Rec.
- 84.2% of attendees felt more connected to the community after engaging with the Bookworm Walk

Move on the Plaza (NEW for 2017)

- Increased programming on the Peace Plaza by adding 15 dance/fitness classes
- Close to 1,000 people engaged in these activities over the course of the season
- Partnerships with Dahl Dance Center, Firefly Barre & Fitness & Zumba on the Plaza

The RDA continues to be committed to creating more ways to activate our downtown. As a part of our annual process, the organization is currently preparing a 2018 budget and operating plan. I invite you to join the RDA Board of Directors for the Annual Meeting, which will take place on Tuesday, December 12th from 7:30-9am at the DoubleTree. This is a wonderful way to connect with other stakeholders, hear the recap for 2017, and learn about what is on the horizon for 2018. In addition, the outcome of the media suite, which was a project that increased the RDA photo and video cache, will be shared. This is an annual event you will not want to miss!

As always, I encourage you to stay connected, informed, and engaged. We are at a critical time in our community and it takes all of us to be successful. Thank you for your continued support of Downtown Rochester.

Best,
Jenna Bowman



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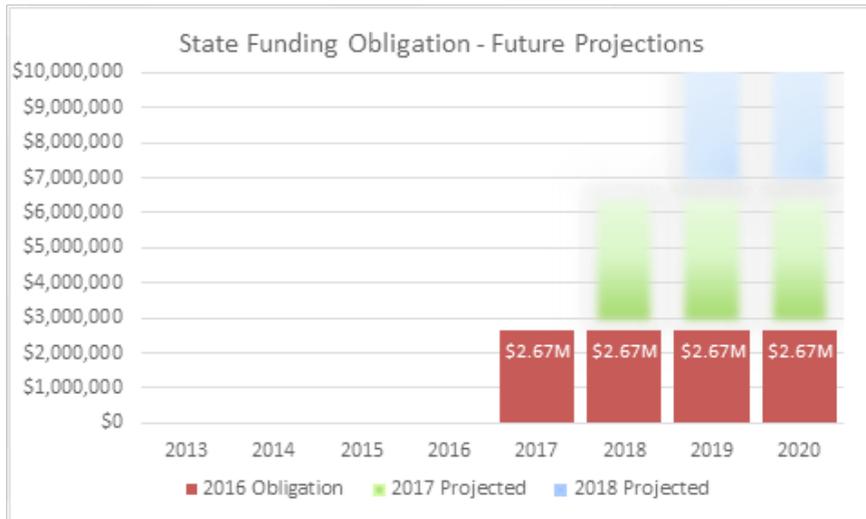
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DMC Discussions

LOCAL INVESTMENTS PAY OFF AS STATE FUNDS FOR INFRASTRUCTURE ARRIVE

BY **DMC STAFF**



The total annual private investment x 2.75% (an amount pre-determined by DMC legislation) = Funding distributed for public infrastructure in Rochester

This past spring, Destination Medical Center (DMC) reached a major milestone when the private investment threshold required to release state dollars for public infrastructure improvements was not only met but surpassed.

The unique economic development model set forth by the legislature in 2013 required that a minimum of \$200 million in private investments be committed to the DMC initiative before state funds could be released, and that amount was surpassed by nearly \$97 million in March 2017. In September, the Department of Employment and Economic Development certified the investment dollars triggering the initial release of state funds for local infrastructure.

How it works

As construction activity abounds throughout the DMC District,

these downtown developments – regardless of the project’s size – contributes to the funding DMC will receive the following year.

The exact amount of the funding is based on a simple formula and will vary from year-to-year, depending on the previous year’s private investments.

Why it’s important

Strategic investments in infrastructure have been shown to enhance economic growth – from increasing productivity and land values to improving energy efficiency and public health. With the first check for \$2.67 million now available for use, the Rochester community can look forward to seeing improvements in transportation, public spaces, and other public projects.

“The recent release of the state dollars is a tangible step forward in realizing the DMC vision for

Rochester,” says DMC Economic Development Agency Executive Director Lisa Clarke. “Continued interest from real estate investors and developers worldwide demonstrates ongoing confidence in this initiative and will result in improved roads, transit options, and more for visitors, patients, and community members alike.”

With more than \$5 billion in private investments anticipated over the next 20 years, Rochester is well on its way to becoming the world’s premier destination for health and wellness.

To learn more about the private projects and investments in the DMC District, visit dmc.mn.

Moms Who Lunch Series

BY **KARLI MCELROY**
PROGRAM MANAGER

Moms Who Lunch was a 2017 partnership between the RDA, Rochester MN Moms Blog, and four downtown restaurants: Victoria's Ristorante and Wine bar, Salute! Wine Bar, Bleu Duck Kitchen, and La Vetta. The four-part Moms Who Lunch Series was open to all moms and provides an opportunity to meet other moms and enjoy a reduced-price meal at select downtown restaurants.

Lunch Event Dates:

March 16th at Victoria's Ristorante & Wine Bar

May 18th at Salute! Wine Bar

August 17th at Bleu Duck Kitchen

October 12th at La Vetta



INTERVIEW WITH BECKY MONTPETIT, FOUNDER OF ROCHESTER MN MOMS BLOG

1. Who makes up the Rochester MN Moms Blog and why did you start it?

Rochester MN Moms Blog is comprised of a diverse group of women who are all passionate about parenting, Rochester MN, and building a strong community of women. I started Rochester MN Moms Blog to ensure that no mother in Rochester, MN and the surrounding area would face motherhood alone. I want to make building community and cherished relationships easy for mothers in our area.

2. What can attendees expect when they attend a Moms Who Lunch?

Moms Who Lunch is a casual series for all moms to come together and enjoy a fabulous lunch from a popular downtown restaurant. Expect good food, good conversation and some great giveaways! This past year, we kept the programming to a minimum in order for women to easily start conversations with new and old friends.

3. What other events do you host?

We host all sorts of events from play dates at parks, casual mom's night outs at restaurants, to our bigger signature events such as our annual Birthday Bash, Bloom: An Event for New and Expecting Moms, and Donuts with Santa. New for 2018 will be a large family event.

4. Who can attend your events?

Our events are open to all women (no need to be a mother) in the Rochester area! We'd love to see you in whatever stage of life you are in. We love to get to know moms and connect all moms, from all walks of life and parenting perspectives.

5. What benefit does a downtown restaurant receive when they participate in Moms Who Lunch?

By hosting a Moms Who Lunch event, a downtown restaurant would have the opportunity to host a group of women in their restaurant during the lunch hour and drive that valuable foot traffic into their restaurant. They are able to really show our attendees what the restaurant has to offer in a casual and intimate setting. The hope is these attendees would then consider coming back again and again for other occasions: birthdays, date nights, parties, etc!

6. Why is it important to bring mothers together in Downtown Rochester?

I believe there is a certain magnetism to



downtown. The heartbeat of our city can be found in the hustle and bustle of our vibrant downtown. Where else can you play and dine steps away from where people are being saved, babies are being born and healing is happening every day. Bringing children and families downtown helps to bind us all together as a strong community.

7. What is your favorite thing about Downtown Rochester?

It's hard for me to pinpoint one singular thing that I love about downtown...it is an important part of my life! I think I would have to say the walkability of downtown and how easily accessible things are. So much to see and do! Going downtown with a family is super easy because of free parking after 5 pm and on weekends.

8. What is one thing you would like to see happen as Downtown Rochester grows?

I'd love to see more open green spaces for families to come and simply enjoy being downtown together. This could be a playscape, open park, built-in sidewalk games, family friendly cafes and more. Downtown Rochester has so much potential to become a vibrant and busy hub for families.

BOD Member Feature

WITH JODY CHAMBERS OF BREMER BANK AND BRAD SMITH OF PEOPLE'S COOP.

Part of a diverse and eclectic group, RDA Board Members Jody Chambers and Brad Smith share their point of view into the RDA's values, mission, and strategic priorities.

Which of the RDA values resonates the most with you and why?

Jody Chambers: I'm a big believer of passion and striving for excellence. They go hand in hand in all aspects of life. Being passionate and doing the best we can at any business community event or in our personal lives creates a fun and rewarding experience. At the end of the day, when we've done our best and enjoyed our jobs and life, we can fall to sleep knowing that it's been a fulfilling day.

Brad Smith: I am a firm believer in the "Third Place" concept: the idea that people need a space to gather, converse, and recreate outside of the home and work. So to that end, the idea of creating a "central gathering place" in a unique and vibrant setting is attractive, and I believe the RDA has come a long way in doing just that.

Which strategic priority is most important to you and why?

JC: Collaboration amongst stakeholders, professionals, organizations and cultural boundaries are essential to downtown. When we all work together and it works well, it creates buy-in, leads to new partnerships and ideas, and enhances constructive feedback. No



Photo: Jody Chambers

one person has the right answer - it creates discussions and negotiations which in turn collaborates new ideas and engagement.

BS: In my view, Stakeholder relations and marketing/promotions are intertwined. Downtown Rochester's assets are the Stakeholders. They are the places that create an environment where both visitors and residents feel welcome and excited, regardless of what is going on in their lives. This may sound like viewing downtown through rose colored glasses, but again we have come a long way. The RDA's marketing and promotions have played an integral part in assisting with that progress, and continuing that progress is crucial.

Why do you feel it's important for the RDA to provide benefits, opportunities, and support for downtown Rochester?

JC: The RDA facilitates and provides support for many downtown stakeholders and visitors. Their relationships and collaborations with the stakeholders enhances the healthiness of our downtown. It's important for the RDA and Board of Directors to be good neighbors and build relationships within our Community. Those relationships extend beyond the walls of Rochester and our Region. A cohesive downtown extends to everyone and creating those opportunities for success and experiences reiterates a vibrant and healthy downtown.

BS: The RDA is situated to be the nucleus of downtown, bringing various stakeholders together and providing residents and visitors with a "one stop shop" of downtown information. RDA works to drive traffic through marketing and a



Photo: Brad Smith

general brand of the area. This helps businesses do what they are best at and go about their day to day activities.

Why do you feel a vibrant downtown is important?

JC: Downtown is the heart of the city and having a healthy (heart) downtown is essential to having a strong city and region. A healthy downtown trickles to the neighborhoods, region and visitors which creates strong cooperative partnerships between public and private sectors. Collaboration and teamwork amongst officials, business and culture leaders, property owners, merchants and residents creates a community that partners together. Strong downtowns are stimulators for economic growth and with DMC and our stakeholders, we are well on our way for future and present growth.

BS: A vibrant downtown evokes a feeling of excitement. It creates an atmosphere where ALL people want to be. It brings people together. Vibrancy makes people want to live, work, and visit. And it keeps people coming back.

From the Chair

BY **BERN O'BRIEN**
BOARD CHAIR



"We made purposeful engagement with stakeholders and strategic partners a priority"

follow up on our objectives by delivering supporting data and measurables to the community. This course of action has allowed the RDA to deliver a higher standard of events and programming for the entire Downtown.

On a more personal note, as the outgoing Chair, I am honored and humbled to have served as the RDA Board Chair for 2017. It was a fantastic experience to have worked together with all of you, that have a passion for making Downtown Rochester a great place to live, work, and play.

Dear RDA Stakeholders, For the RDA, much like many of you during this time of year we find ourselves looking back over the past many months in preparation for the upcoming year. Yes, this involves budgeting and reviews, and other (possibly) not so fun things. It is also a great opportunity to reflect on where we were, and where we want to go in the future.

Year to date in 2017 we have experienced a great Spring, Summer, and early Fall event schedule where event attendance has increased from 2016, people are feeling more connected to our Downtown community, and the return on the investment continues to improve. Many of us look at ROI as purely a numbers thing; however, communities are driven by people and how they engage with each other. The people that make up the RDA Staff and Board, our strategic partners, and the community members that volunteer, participate and engage, make our Downtown the great place it is.

I look forward to seeing you at the 2017 Board of Directors Annual Meeting on December 12th.

Regards,

Bern O'Brien

In late 2016, we as an organization set a goal to become "Downtown Experts." To do this we made purposeful engagement with stakeholders and strategic partners a priority, and to

From the Chair is a recurring article within the RDA Newsletter where the sitting Board Chair reflects on the past quarter and speaks to the next quarter.

Fall Fest

BY **SAMANTHA ROSSI**
MARKETING AND COMMUNICATIONS MANAGER

The cool and crisp autumn weather is the perfect complement for Fall Fest, which took place on the Peace Plaza on Sunday, October 15th from 10AM to 2PM. This family friendly event featured a variety of activities such as:

Red Barn Learning Center Petting Zoo

Fall Themed Arts and Crafts including: squirrel friends, leaf people, and wooden craft masks

Photo Booth

Inflatable Dual Slide

1,200 Complimentary Pumpkins

100 Complimentary Cups of Coffee from Cafe Steam

On-site Pumpkin Carving

The event attracted over 7,300 people, with almost 80% attending for their first time, to this second year event and we had an estimated economic impact of \$120,961.

About 75% of attendees heard about this event through our social media channels and 98.6% of people say that they will attend the event again next year.

88k
impressions on our social media channels

\$120,961

Estimated economic impact for Fall Fest

95%
of people feel more connected to the community after attending Fall Fest.





DCI Start-Up Grant

BY KARLI MCELROY
PROGRAM MANAGER

The Rochester Downtown Alliance's (RDA) Downtown Cultural Initiative (DCI) Committee is seeking applicants for the Start-up Grant where awarded applicants can receive up to \$3,000 in funding towards first-time events happening in 2018 held in downtown Rochester.

The RDA will distribute a total of up to \$6,000 to selected events happening in 2018. Applicants can apply for up to \$3,000 in grant funds. The grant application window will open October 23 - November 30, 2017. Funds are to be used for events in 2018.

In 2017, the RDA provided grants to four events in downtown Rochester: The Makers Space at the Women & Spirituality Conference, World Breastfeeding Week 2017 Celebration in the Peace Plaza, My Town My Music's Solid Gold, Apollo Cobra, and Rat City Enterprises show at Kathy's Pub, and Downtown Poetry at Studio 324.

When asked about how the impact of the grant helped their event and the community, My Town

My Music's Jonny Yucuis said, "I think we're helping to quench the thirst for live music in this town. We had lots of people thank us for bringing music to Rochester." He added, "The grant really upped the level of bands we could get and number of bands that played the show. We were able to [book] a bigger-named band and get some of Rochester's local favorites."

The RDA recognizes the value of supporting all types of programming and events from others in the community. We recognize that supporting new and diverse events help create a more vibrant downtown for everyone to enjoy.

Through the Start-up Grant, the RDA hopes to see the development of successful and sustainable events in the years to come. More information and an online application can be found at: <https://www.downtownrochestermn.com/get-involved/community-opportunities> or contact Karli McElroy, RDA Program Manager at 507-216-9883, kmcelroy@rdowntownalliance.com



Here Comes Santa Claus

November 24, 2017

Warming House - 4 to 6 pm, Cambria Gallery

HOT COCOA & COOKIES PLUS COMPLIMENTARY TROLLEY RIDES

Help Save Santa - 6 pm, Old City Hall

WATCH THE FIRE DEPARTMENT RESCUE SANTA FROM ATOP
OLD CITY HALL - 224 1ST AVE SW ROCHESTER, MN

Tree Lighting Ceremony - 6:30 pm, Peace Plaza

PLUS LIVE REINDEER FROM 4-7PM ON THE PEACE PLAZA

Photo with Santa - 6:45 pm, Shops at University Square

MEET & GREET WITH COMPLIMENTARY PHOTO & COOKIES

MORE INFORMATION AT DOWNTOWNROCHESTERMN.COM



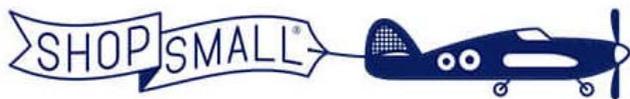
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SMALL BUSINESS

SATURDAY

NOV 25

MAKE DOWNTOWN
ROCHESTER YOUR SHOP
SMALL DESTINATION



DOWNTOWN
Rochester, MN

#SHOPSMALL

DOWNTOWNROCHESTERMN.COM

“The Green Book”

BY BILL FRANKEN
OLMSTED COUNTY COMMUNITY SERVICES

The Community Resource Guide, otherwise known as “The Green Book” on the streets, will be the 12th edition in 2018. The origin of the book came from the former Senior Social Worker working at the Francis and doing outreach to low income and homeless in the Rochester Community. She wanted to combine all the needed resources into a small booklet to hand out while doing outreach to more effective and to better serve the population. She mentioned this to the O&B Shoes owner and he wrote the first check in the

amount of \$200 to pay for the mass production of the book. The first printings were several hundred and now have increased to 9,000 copies being printed in 2017 and distributed to 55 agencies that provide services to this population. This book is developed by The Homeless Community Network which is a group of organizations that come together monthly to provide updates and to allow agencies to share information on various topics that impact the population we are serving in the community. Jacob Radtke is currently the

Senior Social Worker currently working at the Francis and doing outreach to the low income and homeless. He is a member of the Homeless Community Network and oversees the updating, financial donations and distribution of “The Green Book”. One story that is always good to share about “The Green Book” is a Social Worker was moving personal items out of a cave in SE Rochester when they found a “The Green Book” inside the cave that was printed two weeks prior.

Airglow

BY SAMANTHA ROSSI
MARKETING AND COMMUNICATIONS MANAGER

Airglow was a partnership with the Rochester Downtown Alliance, Destination Medical Center (DMC), and Northern Sun Productions. The event started on Saturday November 4th and ended the following Saturday with a Silent Disco Party.

The event featured an interactive entrance to a 40ft inflatable igloo, waterfall lights, and a mix between Info Alley and an interactive alley. The event prototype set out to test seven concepts of the Heart of the City Design Plan, which included multi-day events, art installations as attractions, cold weather events, evening events, weekend programming, and a ticketed all ages event.





RDA Gives Thanks

BY KARLI MCELROY
PROGRAM MANAGER

As we reflect on 2017, the RDA has been fortunate to collaborate with several volunteer groups for our core portfolio of events. During SocialICE this year, the RDA worked with the University of MN – Rochester's (UMR) Love Your Melon Campus Crew for survey volunteers. The mission of Love Your Melon is to provide a knit hat to every child battling cancer in America.

For Thursdays on First & 3rd (TOF) we were excited to again partner with the Alternative Learning Center (ALC) for our morning set-up and load-in volunteers. This partnership allows the ALC to provide a service learning experience to students which includes problem solving, goal completion, and soft skills. Students also use the experience at the event to earn school credit, gain valuable work experience, and bond with fellow classmates.

We also worked with three high school athletic groups in the evening at TOF. The participating teams included the Century Football team, the Lourdes Girls Hockey team, and the JM Girls Hockey team. Each group volunteered at least 10 students to clean event waste, and move garbages, tables and chairs at the end of event for one month. Upon completion of their month, each team earned a \$175 weekly donation towards upgrades in sports equipment, team trips, or training camps.

Rounding out 2017, the RDA was fortunate to establish new relationships with 40 Below, a new young professionals networking group that gives back to the community at Dogs Downtown. We also provided donations to support the Historical Center of Olmsted County at our STYLE fashion show, and Hiawatha Homes who volunteered for the RDA's Fall Fest.

We give thanks for opportunities like these to give back and provide experiences to strengthen groups and individuals in our community.



Partnership Opportunities

BY SAMANTHA ROSSI
MARKETING AND COMMUNICATIONS MANAGER

The Rochester Downtown Alliance is pleased to announce that we have created our first ever partnership opportunity packet. This packet includes all of our core events and the marketing opportunities that go along with partnering with us. Of course we would like to give our stakeholders first rights of

refusal, so if you have any interest in partnering, please reach out to our Executive Director, Jenna. Jenna will be able to provide you with a digital or print copy of our new partnership packet, along with a sit down meeting, if you prefer. We look forward to partnering with you and a successful 2018.



2017 STATS AT A GLANCE

September 2016-September 2017 Estimates

EVENT NUMBERS

- 283,117 Attendees
- Over \$9 Million Dollars in Economic Impact
- 23 Event Dates
- Over 2,500 Surveys Collected

SOCIAL MEDIA

- Over 6 Million Impressions
- 27,000 Combined Followers
- 24,000 Engagements

WEBSITE

- 625,500 Page Views
- 227,800 Visitors
- 36% of Visitors are New Visitors

E-NEWSLETTER

- 6,100 Subscribers
- 27% Open Rate
- 4.5% Click Through Rate

6M

impressions on our social media channels

283,117

people attended one or more of our core events in 2017

88%

of people feel more connected to the community after attending one of our events.

New Staff Members

BY RDA STAFF



Meghann Southwick, Community & Events Manager

Meghann Southwick is the RDA's Community & Events Manager. 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. Her primary responsibility will be to develop and manage the RDA's core event portfolio, which includes over 30 days of programming through nine events. Meghann holds a Bachelor of Arts degree in Mass Communication from Concordia College in Moorhead, MN, and enjoys downtown coffee dates and strolls with her 4-year-old son, Declan.

Why the RDA?

MS: The RDA continues to make a measurable impact on the growth and vitality of Downtown Rochester that ripples well beyond the boundaries of its 44 blocks. Every event and program acts as a catalyst for connecting our community, and each is produced with an intentional focus on building a uniquely innovative downtown. Since stepping into this new role, I've been asked this a few times: "Are you settling in?" While I genuinely appreciate the question, I stopped for a moment before answering the last time. My response was a hard "no", much to the surprise of the person I was speaking with, but with explanation. I gave that answer because I don't want to sit pacified in this role. While you, our stakeholders, are sitting on the edges of your seats consistently innovating to make downtown Rochester vital, I, too, am determined to work on that edge with you. That collaborative strive for excellence is what drew me to the RDA. Let's continue to provide opportunities for the community to experience all that downtown Rochester has to offer – together. I'm truly thrilled to be a part of this great organization, and I cannot wait to get started!



Andrea Zorbitz, Intern

I was born and raised here in Rochester, MN, and I am a senior at Lourdes High School. I am taking a mentorship class this semester, and I had the opportunity to choose a place to intern at in order to fulfill the course requirement. Being native to Rochester, I was very familiar with the events and festivities in downtown Rochester. I chose the Rochester Downtown Alliance because I was really looking for that small business feel, that provided a fun, out-of-the-ordinary service to the public. My favorite part of this internship so far has been being on-site for a variety of different events, interacting with the guests. I am really looking forward to Here Comes Santa Claus and Social Ice coming this winter, and getting the opportunity to help plan these events.



Featured Stakeholder Series

w/Will Forsman Co-Owner of Cafe Steam

BY SAMANTHA ROSSI
MARKETING AND COMMUNICATIONS MANAGER

Cafe Steam has become a staple of our community and we know that is no easy feat. Will Forsman, co-owner of Cafe Steam sheds some light on how Cafe Steam has become much more than just your traditional coffee shop.

What is your favorite thing about Rochester?

Rochester is sort of a blank slate in the best of ways. We get to experience a lot of



things for the first time that a lot of other cities are worn out on. And that joy you get from being a part of something organically happening in your city is something that can't be replicated elsewhere. Rochester is changing - Whether its street fairs, pop-up shops, food trucks, ride sharing, start-ups, music events etc.. There are things happening in this town that it hasn't experienced before and it's finally becoming cool to be 'involved'.

What do you think is the best kept secret about downtown?

The tight knit community willing to accept newcomers and support each other's passion while never being afraid to lend a hand.



Photos courtesy of Will Forsman

What do you think the biggest change will be to downtown in the next 20 years, and what do you look forward to most?

Changes in Public opinion and infrastructure to accommodate Pedestrian and Bicycle traffic is my prediction for the biggest change. There are a lot of people working hard with positive results to make Rochester more accessible to both bicyclists and pedestrians and to have that incorporated into the expansion of the DMC. I look forward to the day when those that choose this type of commuting are not viewed as a fringe culture.

Why did you start your company? What inspired you?

I grew into my ownership of Café Steam but have been with it since day one, working my way up from the former Press Coffee and Tea. Originally we took ownership of the shop to maintain its foothold as one of few gathering spaces in Rochester. Since opening in January of 2015, we've seen that simple desire continue to be upheld while truly taking on a life of its own. Our goal is use coffee to form a space that creatives can use to expand their connections and feel like they are a part of something. In the short story "A Clean, Well-Lighted Place" Hemingway writes of a café serving not only as a place of food and drink, but also as a place of refuge neither work nor home. Under this same principle we have been able to provide for Rochester a unique space built on great coffee.

What has been your most memorable moment(s) since going into business?

Without a doubt hearing someone say that without



your coffee shop they wouldn't be in Rochester is one of the most gratifying things a business owner can hear. The feeling however is mutual, as we wouldn't be in Rochester without them.

Why is it important to you to be operating from downtown Rochester? Why did you/do you want to be downtown?

Downtown Rochester is the perfect vantage point from



which you can experience and understand what is happening in this city. The downtown is shared and belongs to all parts of Rochester which allows us to use it to meet and promote the exchange of ideas.

Operating downtown, what has it meant for your business?

We would not be the shop we are today without our connection to the downtown. We owe a lot of our success to the close relationships that we've built with those at the Mayo Clinic, UMR and those that live and work in the downtown and the support that they have given to us as we grow.

Is there something in your store that would surprise most people?

The level of talent each of our staff possess outside of coffee is incredible. While not making coffee they live other lives as photographers, painters, graphic designers, nurses, writers or musicians – the list goes on. It's become not only a place for creatives to hang out, but to work. And the way they incorporate those talents into the shop makes a huge impact on its overall feel.

Is there a fan favorite, popular item, or brand that people can just seem to get enough of?

There is a bit of an underground following of some of our off-menu items, namely The Calypso or The Yeti. These are items that are not our menu but are known only to the baristas and those that they tell. Hearing two people find out the other also orders an off-menu item is like hearing them find out they both share a favorite band.

A Word From Our Staff

Karli McElroy, Program Manager

Programs are a new area for the Rochester Downtown Alliance and a question I've received is, "What is a program and how does it differ from an event?" That is a great question! The RDA's programs are activities that can be passive (people can engage with it 24/7), or active (people show to a planned activity on a specific day). How they differ from our regular core events is that programs take place over a longer period (i.e. weeks - months).

A great example of a recent RDA program was the Bookworm Walk. This was a children's reading walk which featured two children's books over the course of the summer. The route was set in flower planters along the River walk.

Planning is well underway for our 2018 programs and I'm excited to say that Rochester will see some new and exciting things popping up downtown. Be on the lookout for updates on our Downtown Rochester social media, RDA website, and print newsletter!



Meghann Southwick, Community & Events Manager

It's hard to believe a new year is right around the corner! We're looking forward to rounding out 2017's events with Rochester's 43-year tradition, "Here Comes Santa Claus", followed by celebrating and supporting our small business community on Small Business Saturday. As I'm writing this now, I've been at the RDA for one week! I already feel the excitement brewing for 2018 and beyond. That excitement begins with you, the incredible businesses, organizations and individuals, that bring RDA events to life in Downtown. I look forward to a fabulous year!

Samantha Rossi, Marketing and Communications Manager

As 2018 is quickly approaching I'm taking this time to reflect back on the 5 months I have spent with the Rochester Downtown Alliance and it has sure been a whirlwind; starting during Thursdays on First & 3rd and just finishing our Airglow prototyping event, we truly have a diverse profile of events for Rochester residence and visitors alike. It's so great to experience these events and to begin to understand what mediums of marketing resonate and how we can improve for 2018 and beyond. I look forward to the new year and I hope that you will consider joining us for our Annual Meeting on December 12th from 7:30 to 9AM at the DoubleTree Hotel to learn more about what we have in store for 2018. Cheers to the New Year!



Mark your Calendars

UPCOMING RDA EVENTS

Rochester Downtown Alliance Annual Meeting

Tuesday, December 12th 7:30AM to 9AM at the DoubleTree Hotel

SAVE THE DATE



REGISTER TODAY ON OUR WEBSITE



DOWNTOWN

Rochester, Minnesota

Rochester Downtown Alliance
4 3rd St. SW, Suite B
Rochester, MN 55902
DowntownRochesterMN.com
facebook.com/DowntownRochesterMN
twitter.com/downtownrochmn

loop
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HAPPY HOUR

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