

BE!

Rochester
Downtown
Alliance
Stakeholder
Newsletter:

The Place to Be
Informed!

RDA | Newsletter

May, 2015

From Executive Director Jenna **Bowman**

It has been just over a year since I started with the Rochester Downtown Alliance (RDA). When I accepted the position, I was excited to have the opportunity to move back to Rochester after spending almost nine years in St. Paul, MN. The last year has been a momentous one. The RDA has seen a tremendous amount of transition, and the organization continues to experience a positive transformation. However, through this transition, there has been a continuous focus on you, our stakeholders.

As you will read, we recently relocated. This move was the culmination of the growth of the RDA over the past 10 years, as well as the growth of the Rochester

Chamber of Commerce. We are excited to be in our new location, as it offers us the opportunity to be more connected and collaborative as staff. I invite you to visit us and to see our historic urban office.

There is a lot ahead of us here in the next seven months. The summer will be busy with both RDA programming and the facilitation of Peace Plaza rentals. The Peace Plaza is slated to see another busy summer and fall through both public and private rentals.

The RDA continues to move through the Special Service District (SSD) renewal process. I encourage you to read about that process in an update in this newsletter. I also want to take a moment to highlight what I see as a significant part of

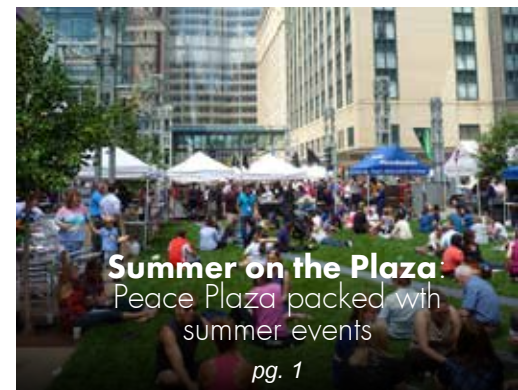
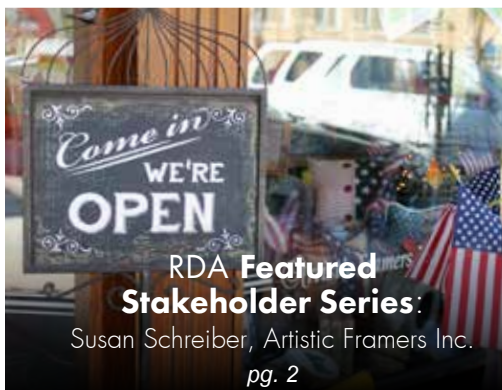


Above: Cover of SSD Renewal Packet

...story continues on pg. 2 under “From the E.D.”

— Jenna **Bowman**,
RDA Executive Director

in the **issue...**





SUMMER ON THE PLAZA



There are a number of exciting public events happening on the Peace Plaza this summer that are sure to have something for everyone! These events are a great opportunity for merchants to capitalize on traffic and potential sales in "the heart of the city."

Rosemary and Meredith Willson Harmony For Mayo
Every Monday, June 1 – August 31 at 12:00pm

Zumba on the Plaza
Every Monday, June 1 – September 28 at 5:30pm

UMR Connects
Every Tuesday, June 2 – August 18 at 7:00pm

Salvation Army's Donut Day
Friday, June 5 at 9:30am-2pm

Intercultural Mutual Assistance Association (IMAA) Walk Around the World
Saturday, June 13 at 11:00am – 2:00pm

SEMYO's "Bows, Bowlers and Bassoons: A Silent Movie Event"
Wednesday, June 24 at 9:00pm – 10:00pm

Rochester Pridefest
Sunday, July 19 at 12:00pm – 6:00pm

Hiawatha Homes Festive Mixology
Thursday, September 10

Athensfest
Friday & Saturday, September 11 – 12

Boys & Girls Club Chili Challenge
Thursday, September 24

Octoberfest
Friday, September 25

from the E.D.

...continued from pg. 1

our organization's movement forward—That being our Organizational Values – **To Be**:

- Accountable to our stakeholders by following through on our commitments
- Continuously improving
- Fiscally responsible to our stakeholders and the community in the delivery of our services
- Respectful of the diversity in our community; providing excellent customer service
- Forward thinking as we encounter challenges and opportunities

It has been an honor to lead the RDA this past year. I am eager to work with the three other RDA team members, Board of Directors and committees as we enter a new era of downtown and the RDA. While a lot of great work has already been done, this is by no means the end of the story. Onward.



The last year has been a momentous one.



Above: Jenna Bowman, RDA Executive Director

RDA FEATURED STAKEHOLDER SERIES

with Susan Schreiber
of Artistic Framers Inc.

Stakeholders are the personality of Downtown Rochester, and that got us thinking, "We bet there are some interesting stories out there." So the RDA sat down with Downtown Rochester stakeholder Susan Schreiber, owner of Artistic Framers Inc., with one objective: "Tell us about yourself."

How long has Artistic Framers been around?

S: This will be our 26th Anniversary in June. Our gallery has been continuously evolving since the very beginning. We love keeping up with all the newest trends in art, framing, and seasonal gift ware. Come visit us for the most unique art, framing, and fine gift ware in the area. We want our customers to feel like Artistic Framers is the happy place to shop.

What is it like being a business owner of Artistic Framers?

S: We have so much fun helping customers to restore life their family photos, art, and special family heirlooms. Our selection of art is so varied now that we can work with our customers to create their own individual, one of a kind look to fit their lifestyle.

So I have to ask. What was the biggest picture or art piece that you had to frame?

S: An original abstract that was 6 ft by 8 ft. It was quite a challenge and very rewarding to see the outcome.

What is your favorite thing about Rochester?

S: The people. I grew up in this city in a family with nine children and I not only know people through myself, but also through my sisters and brothers. We have met so many people that are visitors and made so many friends throughout the years from customers that have returned again and again, some from Rochester and some from other countries.

What's the best kept secret about downtown?

S: Historic 3rd Street, where we are located. It has so much to offer to the Rochester residents and visitors with its unique shops, restaurants and friendly people.

What do you think the biggest change will be to downtown in the next 20 years?

S: The downtown is a very exciting place to be right now. We really love our neighbors on Historic 3rd street. We have a very eclectic collection of shops and restaurants. It's so much fun to be right in the middle of the most interesting street downtown and all of the exciting changes that are happening. For the answer to your question, my hope is that Rochester remains a people place no matter what changes occur.

What changes do you look forward to most?

S: That our city will continue to be a thriving, exciting place to visit.

What's one of the coolest things you've seen being a retail store owner downtown?

S: The scenery changes but the people remain the same. I feel like the people in Rochester make the city the kind and generous place it is.

What services or products do you offer that folks would be surprised to find in your store?

S: The extensive line of gift ware and specialty items.

And finally, what is your favorite movie?

S: "The Big Lebowski"

The RDA Featured Stakeholder Series takes a look into the life and business of a Downtown Rochester stakeholder. A downtown stakeholder represents property owners, business leaders, city officials, and others with a direct stake in the enhanced business and economic development condition in the downtown special service district.



IMPROVEMENT PROGRAM

The **Façade Improvement Program** started in 2010 as a partnership with the City of Rochester with a focus on stimulating downtown investments and to maintain a high quality businesses environment. The results since the program began are striking. Since 2005, almost \$500,000 has been granted to over 50 businesses. The results of these funds has meant a reinvestment of just under \$1.7 million dollars into downtown facades. The improvements have included murals, lighting, signage, awnings, painting, tuck-pointing, windows and doors. The grant applicants are reviewed by a volunteer group of skilled professional designers and architects. The Urban Design Guidelines guide the group's decisions and feedback.

Hal Henderson, a founding member of the Design Review Committee and Principal at HGA Architects and Engineers states, "The Façade Improvement Grant Program has proven to be very successful. **The commitment to a beautiful downtown demonstrates the pride we have in our community to our visitors and citizens.** The heart of any community is the downtown and providing financial support and assistance to the businesses that remain loyal to our downtown area is critically important."

In early April 2015, the Rochester City Council approved an increase of \$25,000 to the program, resulting in the total budget available of \$125,000. The funds are matching grants, up to \$20,000. Already this year, the grant has provided almost \$30,000 in awarded projects, with a return of over \$250,000 in property improvements and reinvestment.

Chris Colby, another founding member of the Design Review Committee and Principal at CRV Architecture states, "**This program is mutually beneficial for the applicants and the community.** While the amount of investment by the City to fund this program has been relatively minimal, I believe the result has been a renewed interest in repurposing older buildings and improving the amount of investment made by small businesses in the downtown community."

If you are interested in learning more about this opportunity or have a project you would like to apply for, please contact Executive Director, Jenna Bowman at 507.216.9885 or jbowman@downtownalliance.com.

Photos from top to bottom: Paine Furniture before & after, Olive Juice Studios before & after



THE SPECIAL SERVICE DISTRICT: RENEWAL UPDATE

The Rochester Downtown Alliance (RDA) was formed in February 2005 following a year-long community study. The RDA began with a base funding amount of \$150,000 with additional contributions of \$75,000 from the Mayo Clinic and the City of Rochester. It was renewed first in 2009, after four successful years, with an expiration date of December 31, 2015.



The renewal process began last fall, with conversations about how the RDA would seek renewal. A Special Service District Renewal Task Force was created and chaired by Chancellor Stephen Lehmkuhle. Other committee members included past Board of Directors Chairs Gail Eide, Chris Tatting, Mark Steege and Audrey Betcher. The Task Force and Board of Directors put forth a plan that would request support from property owners to do the following:

- Maintain the 44-block area boundary
- A 4% base 8% cap growth adjustment funding model
- Renew for 10 years

Over the past 10 years the RDA has seen an incredible amount of improvement and forward motion, it is by no means the end of the story. Downtown Rochester is slated for additional change and growth. The organization looks to do the following in the next 10 years:

YOUR WORDS

“Over the last 10 years, we have seen the excitement level for downtown go up exponentially!”

-Bruce Dahlstrom
Owner, Hers
Clothing Stores

“The RDA activates our downtown - a gathering place for our community, patients, and visitors.”

-Chancellor Stephen
Lehmkuhle
University of
Minnesota Rochester

1

To provide a unique, vibrant, urban experience for all

2

To facilitate successful and energetic programming within the downtown

3

To advocate for policies that assist in accomplishing our core mission

4

To create a sense of community through experience

5

To promote and market the downtown identity

6

To effectively operate and administer our organization

7

To build partnerships with community organizations and entities that assist in accomplishing our core mission

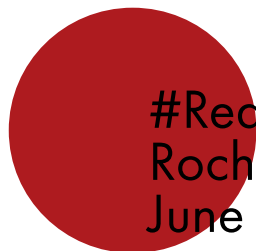
If you have any questions, please contact Jenna Bowman, RDA Executive Director, at 507.216.9885 or jbowman@rdowntownalliance.com



coming up...



Starts
June 4



#RedBallProject
Rochester
June 6 - 12

DOGS
DOWNTOWN
August 2



DOWNTOWN EVENTS UPDATE

Thursdays on First & 3rd June 4-August 27 (no market on June 25)

The sun is shining, and we are less than 2 weeks away from the start of Thursdays on First & 3rd! The anticipation has been building to see what will be new for this year's 12-week market. In addition to over 115 artisan and food vendors, there will be 70 performances on two stages, an online interactive market map, and activities for event goers on our six Themed Thursday dates. Not only will Themed Thursdays add a unique and fresh concept to this summer event, but they have also allowed the RDA to build and strengthen community partnerships. The hope is to see businesses and organizations get involved with this event each year to provide exposure and entertainment to the Rochester community.



Themes

June 11: RedBall
July 2: Red, White, and Blue
July 16: The Great Outdoors
July 30: Wellness
August 6: Youth Day
August 20: Pay It Forward

FREE outdoor screenings of classic and new films! Movies will start around 9 p.m. in the Peace Plaza.



2015 lineup

June 13: Mary Poppins
June 27: Muppets Most Wanted
July 11: Miracle
July 25: Finding Nemo
August 1: Homeward Bound
August 8: Into the Woods



It's PAWS-itively exciting to announce our new event for 2015: Dogs Downtown. The RDA mission is looking to create an inviting and engaging downtown environment for pet owners and dog lovers alike. Dogs Downtown will be held on **Sunday, August 2, 1-5 p.m.** in the Peace Plaza.

For more information or opportunities, contact Laura Engelman at 507.216.9884 or lengelman@rdowntownalliance.com

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#REDBALLPROJECT Rochester



June 6-12, 2015
Downtown
Rochester

Artist Kurt Perschke's RedBall Project is an internationally travelling sculptural installation squeezed between buildings and is hoisted above bridges, punctuating overlooked possibilities within its host cities. Rochester will mark the RedBall's first stop back to the US in a decade.

This project is meant to provide the Rochester area a unique opportunity to explore different spaces and places in Rochester. The project will also offer participating area groups, non-profits, and businesses the opportunity to engage with the public around the installation with pop-up concerts, community drives, and family programming.

RedBall Project is commissioned, organized, and supported by the Rochester Downtown Alliance's Downtown Cultural Initiatives Committee.

REDBALL SCHEDULE:

SATURDAY 6/6	Rochester Art Center
SUNDAY 6/7	Pedestrian Bridge to Govt. Center
MONDAY 6/8	Plummer Building Doors
TUESDAY 6/9	Pedestrian Crossing, Peace Plaza
WEDNESDAY 6/10	600 Block, 6th Ave. NW
THURSDAY 6/11	Historic 3rd St, Thursdays on First & 3rd
FRIDAY 6/12	Mayo Building

For more information check out www.downtownrochester.mn.com or engage with **#RedBallProject**.



FROM THE
CHAIR

Board Chair
Dan C. Aguilar
welcomes new
Vice Chair &
Marketing Chair
and talks Mayo
Clinic Community
Breakfast

Dear Friends of the Rochester Downtown Alliance (RDA), this is an exciting month!

As I continue to transition into the position of Chairman, I am inspired by the commitment, creativity, and collegiality of my fellow stakeholders, board members and the RDA staff. This month, we voted in a new Board Vice Chair and a new Marketing Committee Chair. I am pleased to introduce you to Vice Chair Denise Villeneuve and Marketing Chair Mary Gastner. Denise and Mary bring a wealth of experience and energy to the positions.

The Board is currently focused on bringing more events and more communications about events. Ex-officio Brad Jones suggested we create a mission statement for every event. The board and staff are very energized by this idea as these mission statements will serve as effective tools to measure success.

As a way to continue building and strengthening

relationships, Jenna and I attended the Mayo Clinic Community Breakfast on Thursday, April 23. This large gathering of community leaders provided the opportunity to engage Mayo Clinic President and CEO John Noseworthy and the DMC's Economic Development Agency Chair Jeff Bolton among others. During the breakfast, I was thankful to have the opportunity to vocalize the importance of continued collaboration between the RDA and Mayo Clinic. Both Dr. Noseworthy and Mr. Bolton articulated that patients spend 70% of their time in Rochester outside of the hospital. This key statistic highlights the importance of our organization and its commitment to providing fun, engaging, and quality events downtown. It was a pleasure to represent the RDA that morning.

Thank you for your continued support. I look forward to connecting with you at an upcoming Thursdays on First.

- Dan C. Aguilar





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Rochester, MN 55904
DowntownRochesterMN.com



OPEN HOUSE

June 16
3pm-6pm

4 3rd St. SW,
Rochester, MN
55902



Original hardwood floors, chandeliers, exposed brick, and sunshine are a few of the things you can find in the RDA's new office space! We are excited to announce that as of April 13, the RDA staff is located above the new Grand Rounds Brew Pub on Historic 3rd Street in downtown Rochester. The new office offers opportunity for a collaborative work environment and space to host meetings with community partners. We look forward to seeing you!