

# NEWSLETTER >

Rochester Downtown Alliance

## Summer Recap

From Thursdays to Dogs Downtown, we take a look back at our "event"-ful summer.  
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## Save the Date

The RDA Annual Meeting is just around the corner, and we want you to be there!  
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What does a healthy community look like?

*Photo: PlaceMakers | Rochester Prototyping Festival Team at Thursdays on First*

# From the ED

**BY JENNA BOWMAN**  
RDA EXECUTIVE DIRECTOR

It is hard to believe we are just three short months away from the end of 2016. However, there has been a lot happening both inside and outside the walls of the RDA office. I encourage you to read all of the updates and information in this latest newsletter. There are a few specific items that I would like to bring particular attention to.

**Board of Directors Strategic Planning:** By the time you receive this newsletter, the Rochester Downtown Alliance (RDA) Board of Directors will have completed their strategic planning session. This 4-hour session will have allowed the RDA board the opportunity to review a wide variety of data and information and use that material to begin to set strategic direction for the organization. The strategic direction provided from the Board to me will show itself in the 2017 Operating Plan and 2017 budget, which will be shared at the RDA Annual Meeting on December 13, 2016.

**RDA Annual Meeting:** Within this newsletter you will find a save the date announcement for the 2016 RDA Annual Meeting. The RDA Board of Directors invites you to join them for a complimentary breakfast and program on Tuesday, December 13th starting at 7:30am. The Annual Meeting will take place at the Doubletree. Please save the date on your calendar as more details will follow.

**DMC & Donuts:** We have heard from a variety of stakeholders through conversation and survey feedback that there is a desire to have a stronger understanding about what is going on with DMC. This feedback has allowed us to connect with our colleagues at the Destination Medical Center Economic Development Agency (EDA). The EDA will be providing quarterly updates specifically geared toward what you would be most interested in. Please watch for those in the months to come. In addition, you have a unique opportunity to engage in mini session updates. These are 30 minute sessions dedicated to providing a brief overview of the latest information, as well as answering questions you may have or may be hearing from your customers. I encourage you to register for a session.

**Boosting General Marketing:** As you will read, the RDA is working with Red Couch Stories, a downtown stakeholder, to build our ...continues on page 2



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# DMC Discussions

30 MINUTE SESSIONS TO PROVIDE OPPORTUNITY FOR INFORMATION AND QUESTIONS

We have heard from you that you want to know more about what is happening with Destination Medical Center (DMC). This desire is to not only be more informed and educated, but to be able to share updates and information with your clients and patrons. With this in mind, DMC will have a spot in our quarterly newsletter to provide that type of an update. Here is the latest:

The DMC vision is to create high quality experiences for visitors, patients, and community members. As DMC progresses in the implementation phase of the development plan, community engagement is core to its success. The DMC Economic Development Agency (EDA) is pleased to offer a series "DMC & Donuts." The next session will highlight development projects in the district including Heart

of the City, Discovery Square and St. Mary's, and partnership programs including the recent PlaceMakers prototyping festival. DMC EDA values collaboration with our stakeholders, including the RDA, and appreciates the opportunity to engage with the downtown community. These 30-minute sessions will provide you the opportunity to gain insightful updates and also ask questions you might have.



**DMC & Donuts**  
**Wednesday,**  
**October 12th**  
**University of Minnesota**  
**Rochester**  
**Room 419**

**Sessions Provided at the Following Times:**

- 8 am - 8:30 am
- 8:45 am - 9:15 am
- 9:30 am - 10 am
- 10:15 am - 10:45 am
- 11 am - 11:30 am

RSVP by contacting Jenna Bowman: 507.216.9888 or [jbowman@rdowntownalliance.com](mailto:jbowman@rdowntownalliance.com)

## From page 2

...media suite. This means that we are in the process of starting to capture more video and photos of downtown Rochester over the course of the next four seasons. This is being done to build on our brand, which was launched in March of this year. The expanded media

suite will allow for the RDA to have a more expansive general marketing campaign, highlight people, place, and experience. As stakeholders, this includes authentic images and branding of the vast offerings of our downtown. The focus of the general marketing efforts will be

both local and focused outside of the area. We look forward to sharing more as this develops over the course of the next year.

Thank you for time and attention. As always, I encourage you to reach out with questions, comments and/or concerns.



SAVE THE  
DATE

PLEASE JOIN THE  
ROCHESTER DOWNTOWN ALLIANCE  
BOARD OF DIRECTORS  
for the 2016

ANNUAL MEETING

on December **13** at 7:30 am

DOUBLETREE HOTEL

# Summer Events Recap

BY LAURA ENGELMAN & ENDER GÖÇMEN

With over a third of the Rochester Downtown Alliance's events happening over the course of the summer, the RDA is busy with planning and executing these events, so thousands can enjoy the vibrancy downtown Rochester has to offer. The next few pages provide a recap of

the three events making up our summer events season, which spans the months of June, July, and August: Thursdays on First & 3rd, Movies in the Park (formally Movies in the Plaza), and Dogs Downtown. Thank you to all who attended and made these events possible.



# Thursdays on First & 3rd

BY **LAURA ENGELMAN**  
COMMUNITY ENGAGEMENT MANAGER

**T**hursdays on First & 3rd took over downtown Rochester once again this summer. Over 216,000 people came down to enjoy music, food, beverage, and shopping throughout 11 weeks of the event. RDA is always appreciative of feedback from the community, and especially interested on how this event impacts them.

**73.89% were introduced to a new product, service, and/or type of music**

**86.73% feel more connected to the Rochester community after attending Thursdays on First**

As with any outdoor event, the weather always plays a factor. Unfortunately, this summer we experienced a tough weather pattern which affected a few market dates. There were two full days canceled due to the threat of severe weather and three dates that were affected by either a late start or early end time. The RDA appreciated the vendors' and community's support throughout the weeks.

A special thank you to our group volunteers to ensure the event was cleaned up each night. These included: Century Football, John Marshall Softball, and John Marshall-Lourdes Girls Hockey.

Themed Thursdays took over Historic 3rd Street for the second year. This year's themes included:

**June 9: Adventure Day**

**June 16: Pop-up Park**

**July 7: Farm in the City**

**July 14: IBM Rochester Day**

**July 28: The Great Outdoors**

**August 18: Pay It Forward**



Photos left to right, top to bottom: @pamindeed, @katie\_taylor35, @rochester\_mn, @downtownrochestermn, @tbrobst



Photos: Movies in the Park during screening of "Jurassic World"

# Movies in the Park

BY **LAURA ENGELMAN**  
COMMUNITY ENGAGEMENT MANAGER

**M**ovies in the Park had a new home this summer at Central Park, and it proved to be a great change of venue for the event. There was ample green space for event goers to setup chairs, blankets, or even a nice picnic before the show started. Approximately 430 people total came out to view new and classic movies on the big screen during the summer. Thank you to our event partner Premier Banks for their continued support of this event.

New this year, Zpizza offered a special Movies in the Park deal. Free delivery to Central Park was offered along with a great meal deal including pizza, breadsticks, and soda all for only \$25.

In case you missed the movie lineup from this summer, take a glance below!

## Summer Movie Line Up

- June 11: The Intern**
- June 25: Alexander and the Terrible, Horrible, No good, Very bad Day (rained out)**
- July 9: Jurassic World**
- July 23: Cool Runnings (rained out)**
- August 6: Beethoven**
- August 20: Inside Out**

# Dogs Downtown

**BY LAURA ENGELMAN**  
COMMUNITY ENGAGEMENT MANAGER

**D**ogs Downtown, presented by Clements Subaru, made its return to the Peace Plaza for the second year this summer. The Plaza was filled with canines and their human companions from 11 a.m.-3 p.m. **Attendance nearly tripled this year and reached approximately 9,000 people; thank you Rochester for coming out!**

The funny dog photo contest returned for its second year as well. People were encouraged to submit photos of their dog(s) doing something goofy or out of the ordinary. Over 200 photos were submitted online which is almost twice as many from 2015.

Event goers enjoyed a variety of activities and vendors while at the event. See below for a complete listing.

### Participating Vendors and Organizations

- Clements Subaru
- K9 Ninja Warrior Roo Yori
- Olmsted Medical Center
- The Wagazine
- BACB Unleashed
- Doberman Rescue MN
- Café Steam
- Murph's Hot Dogs
- MN Greyhound Rescue
- K-9 Foundation

### Activities

- Costume photo booth
- Doggy pools
- Funny dog photo contest (pre-event)
- Paw art- commemorative keepsake
- Dog caricature drawings
- Agility course



Photo: Above, Presenting partner Clements Subaru team at Dogs Downtown.

Attendees and users were also eager to engage with us via [DowntownRochesterMN.com](http://DowntownRochesterMN.com) and our social media pages. Key metrics to note:

**Viewership on Dogs Downtown web page was up 15% from 2015**

**RDA Facebook Page post reach climbed from 7,930 in 2015 to 54,164 in 2016. Both metrics represent organic growth. That's +5,880% year over year!**

The RDA continues to measure the impact our events have on the community. Here are some survey results from those who attended Dogs Downtown:

**97.36%** of attendees felt Dogs Downtown made them feel more connected to the Rochester community.

**98.18%** of attendees plan to bring their dog downtown again in the future.

**89.1%** of attendees felt they made at least one new connection with another dog owner/ admirer while at Dogs Downtown.

# A Few Words From Our Summer Interns



## Mercedes Johnson, Marketing Intern

“My experience with the RDA was short lived, but a summer to remember. Working with the RDA staff and the community they support was eye-opening. It takes A LOT of time, effort, and energy to accomplish all of the events they put on downtown and information they provide through the downtown website. I walk away appreciating how easy it is to access quality information that keeps me informed and busy doing fun things here in Rochester. My favorite event was Dogs Downtown. I was able to participate during the event and four hours has never gone so fast. People loved it, which made it so much fun for me!”

## Abby Slick, Events Intern

“Being an intern with RDA has been one of the greatest experiences I’ve ever had. I’ve learned what it takes to plan and execute an event and how to be quick on my feet. The biggest thing I’ll take away from this experience is to not sweat the small stuff because there’s always bigger stuff to worry about, like rain.”



## Karissa Wright, Events Intern

“Heading into my sophomore year of college I reflect on my amazing experience with RDA. Having the responsibility of helping manage and assist 50+ vendors, interacting with the bands, and giving stage announcements each Thursday has improved my self-confidence as a leader, team player and as an effective and energetic communicator. Seeing event attendees enjoy themselves and the event, and knowing that I helped make that happen has been the highlight of my internship.”

## RDA QUICK BITES: BUILDING THE MEDIA SUITE

The Rochester Downtown Alliance is working with downtown stakeholder Red Couch Stories to produce a comprehensive media suite that will compliment the RDA brand, which was introduced in March 2016.

The media suite will include a full catalog of photos

and video media to be used in various channels like print, television, and digital spaces. The focus of the media suite will be to highlight what makes downtown unique, which is the people, the places, and experiences found downtown. The media suite is expected to be completed by June 2017.



Photos: STYLE on the Plaza 2016

# STYLE on the Plaza

*RAIN CANCELS OUTDOOR FASHION SHOW, PRE-SHOW GOES ON*

**S**TYLE on the Plaza was slated for its 9th Annual show on September 15, 2016. Unfortunately, the show was canceled due to heavy rain and storms moving through the area that evening. Based on a schedule determined prior to the event, the decision to move the show indoors or continue outdoors was to be

made at Noon that day to allow enough time for lighting, sound, and production to prepare accordingly. After consulting with the National Weather Service that morning, it sounded like Rochester wouldn't be seeing rain until after the show's conclusion. With that information, it was decided to keep the show outdoors. As the

evening progressed, so did the weather towards Rochester. The rain sadly arrived shortly after 7 p.m. and remained in the area throughout the evening forcing a cancellation of the show. However, STYLE attendees were still granted the opportunity to view models preparing for the runway as well as enjoy the pre-show party presented by Cambria held at the Shops at University Square.



## STYLE Pre-Show presented by Cambria

Thank you to our pre-show partner, Cambria. The pre-party was bustling with people inside Shops at University Square from 5:30-7:30 p.m. Guests enjoyed a signature Dragon Fruit cocktail, music by the D'Sievers, and light hors d'oeuvres.



It is important to recognize the hard work and dedication of those who worked to make the show great for all.

### Participating Businesses

99 Giggles/Shades of Green  
 BB Makeup and Cosmetic Bar  
 Blu H2O Salon  
 Camy Couture  
 Collections Fashions  
 Ginny's Fine Fabrics  
 Hanny's  
 Hers  
 Knight's Chamber  
 Lasker Jewelers  
 O&B Shoes  
 Optical Vision w/Flair  
 Poppi Italian Leather  
 Refashion  
 The Nordic Shop

## Volunteer Partnerships

The RDA partnered with two organizations this year for STYLE on the Palza. NOVA Academy of Cosmetology provided 10 student volunteers to assist Blu H2O Salon with model's hair at the event; this was a great opportunity in that the salon received back-up assistance with models at the event, and it provided those students with the opportunity to learn and showcase their skills to a potential employer.

We also partnered with United Way on their Community Outwear Drive for the event in exchange for volunteers

from their Emerging Leaders in Giving Program. Emerging Leaders in Giving is a growing network of young professionals who volunteer their time and effort in community and group activities that advance the common good. Emerging Leaders are dedicated to change in themselves and the community.

More information about the United Way's Community Outwear program and how this drive served our community can be found on their website at: [www.uwolmsted.org/winter](http://www.uwolmsted.org/winter)

These were both great partnerships and were not only a great way for the RDA to receive volunteers for our event, but they allowed us to give back to the community and these great organizations at the same time.

Photos: STYLE on the Plaza 2016

### Emerging Designers

Opal Macken  
 Abbie Kenyon  
 Denise Flynn  
 Teaki Garcia  
 Mercedes Bergman

### Fashion Coordinator

Lauren Smith



# PlaceMakers

**BY JENNA BOWMAN**  
EXECUTIVE DIRECTOR

PlaceMakers | Rochester Prototyping Festival took place on September 15 - 17, 2016 in downtown Rochester on 3rd Street & First Avenue. This three-day event was the culmination of 6 months of collaborative work between the Rochester Downtown Alliance (RDA), Destination Medical Center Economic Development Agency (DMC EDA), and Rochester Art Center (RAC). We are excited to share more about this major initiative.

You might be asking yourself, what is prototyping? Prototyping: (noun) to create, test and try an experimental model of a new idea or object. Prototyping public space is a way of involving a range of people like creatives, builders, civic leaders, community advocates and artists to come up with possible solutions to a physical space.

The community has been a key in the success of this event. At the first event, A Community Conversation About Prototyping, which took place in April, there were over 100 people in attendance. There were two subsequent events following that event, an Idea Jam and Pitch Night. All three of these events connected community members, brought forward ideas, and ultimately led to the creation and installation of 16 prototypes. Over 100 “makers” were involved in the prototypes.

“Over 100 ‘makers’ were involved in the prototypes.”

This initiative was intended to invite the community to be a part of shaping the future of Rochester. It was successful with achieving that outcome. Without these 100 makers, this event would not have been possible. The RDA was able to focus on our core, which is people, place and experience. We thank our collaborators, DMC EDA and RAC. We would also like to highlight the following supporters: City of Rochester, Bush Foundation, RSP Architects, Think Mutual Bank, SRF Consulting Group, Post Bulletin, Apollo Music Group, and Studio 324.





# THE INSTALLATIONS

- Rocker Talker
- Sit Next to Me, Sue!
- Creative Crosswalks
- Artscaping the Bikeway
- Bike Corral
- Destination Inner Peace
- Kids on the Block
- Chime In
- SWAMP
- Recharging Stormwater
- Living Wall
- Multilingual Pedestrian Signage
- Inner Each Echo
- Town Cube
- Info Alley
- The Artery



Photos courtesy of Destination Medical Center

# Talking Oktoberfest with Ari Kolas

**BY KARLI MCELROY**  
EVENTS & VOLUNTEER COORDINATOR

No one knows Oktoberfest in Rochester better than Ari Kolas of Apollo Wine & Spirits, so we sat down with him and got to know more about this annual rite of passage for Fall. Prost!

**This is the 21st year of Oktoberfest. How did the event get started?**

**Ari Kolas:** It was started to say, "Thank you," to our customers and give them an opportunity to try new and exciting beers! 21 years ago the craft beer industry was in its nascent phase, and we wanted to help bring the great new flavors to everyone to try.

**When the Peace Plaza was remodeled in 2008, what prompted you to use the new venue?**

**AK:** It was always a dream to make the Oktoberfest a part of the city's

fabric and identity. Why does LaCrosse have an Oktoberfest and Rochester doesn't? The Peace Plaza is the perfect venue to make all feel welcome to come and enjoy themselves and feel part of the Rochester beer-lovers community.

**Any highlights for 2016?**

**AK:** The [inclusion] of new Minnesota craft breweries, the new Polka band to make it feel like the original Munich Oktoberfest, and the new layout within the Peace Plaza, which makes it easier to enjoy the over 100 beers, Liquors and wines!

**What is your favorite activity (other than drinking) at Oktoberfest?**

**AK:** Dressing in Lederhosen and singing German Songs! I can't dance, so I have to sing!



**What is the best Oktoberfest tip you've learned over the years?**

**AK:** ...Pace yourself and remember it is sampling! If you drink 50--4oz samplers you are getting a lot of free beer!

**What makes Rochester's Oktoberfest unique (or better) than the rest?**

**AK:** For one low \$20 price attendees get all the beer they want to drink, a free Oktoberfest meal from Johnny Mango's, a free collectible Oktoberfest mug, free live music and more! There are also a few wines and liquors to sample too! The best value anywhere!



Photos courtesy of Oktoberfest



# stART-UP Fund Applications

BY **KARLI MCELROY**  
EVENTS & VOLUNTEER COORDINATOR

The Rochester Downtown Alliance's (RDA) Downtown Cultural Initiative (DCI) Committee is pleased to offer the stART-Up Grant, which provides first-time events with up to \$3,000 in financial assistance towards hosted events within Downtown Rochester.

This grant has funded some of downtown Rochester's most buzzed about events in 2016, such as:

**Art4Trails** which brought public art to the bike trails near downtown Rochester. Receiving positive response, the Rochester Arts and Culture Collaborative, the Rochester Art Center, RNeighbors, We.Bike.Rochester, and Park & Rec have decided to collaborate on Art4Trails 2017.

**1st Annual Rochester City Jazz Festival** featured local, regional, and nationally recognized jazz performers. This event brought

talented young jazz musicians to play alongside more experienced performers.

**Hijab for a Day** documented the experiences of five non-Muslim women in Rochester who wore a Muslim hijab for one day. The event encouraged interfaith dialogue in the community and educated the public on the beliefs of Islam.

**diVERSE Poetry Slam & Spoken Word Slams** organized by the Diversity Council brought nontraditional participants and audiences together around culturally significant themes.

## 2017 Applications

Grant submissions for 2017 Events are open now through November 30, 2016 with decisions made by December 31, 2016. Each submitted request will be considered by the RDA's DCI Committee and juried based on mission alignment with the program, location, type of event, community engagement, focus, and marketing appeal.

## How to Apply

Visit [downtownrochestermn.com](http://downtownrochestermn.com) and submit an online application before November 30, 2016. For questions, please contact Jenna Bowman at [jb Bowman@rdowntownalliance.com](mailto:jb Bowman@rdowntownalliance.com).

*Photo: 2016 stART-UP Fund recipient Rochester City Jazz Festival*

# Featured Stakeholder Series

w/ Sarah Kirklin Pacchetti  
Owner of Studio on 3rd

**BY ENDER GÖÇMEN**  
MARKETING MANAGER

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 Sarah Pacchetti, Studio on 3rd owner, with one objective: “Tell us about yourself.”

Why did you start Studio on 3rd?

Sarah Pacchetti: Owning a small boutique studio, means you can be more flexible and personal than the larger health clubs. I wanted a place where both clients as well as instructors were appreciated, empowered and allowed to be themselves. I wanted a close community with smaller and more intimate classes. I also wanted to bring something new to Rochester which is exactly what we did with BarreAmped and Pound.

What is your favorite class you offer?

SP: That’s a tough one as I truly love all the classes we offer, but BarreAmped has allowed me to get in the best shape of my life. You become addicted to it! In the past I only taught (or took) cardio classes, but BarreAmped is strength training using body weight, and it revs your metabolism.

It’s given me strength and definition without bulking up



*Sarah Kirklin Pacchetti, Studio on 3rd Owner*

or getting injured. It’s great on its own or as a balance to other fitness programs like running, cycling and, of course, Pound and yoga.

Why is fitness important?

SP: The obvious answer is health,

but I think many people think fitness is only for physical health. I feel the mental health benefit is even greater. Being physically active helps with focus, fights off depression, and gives a feeling of empowerment. You just have to find the right activity... and then mix it up every so often.

Why is it important to you to be operating from downtown Rochester?

SP: Downtown is such a fun and vibrant place to be! We love being able to serve those living and working in downtown, and we also love being able to head out after class with clients to grab a coffee at Café Steam or a cocktail or dinner at all the amazing bars and restaurants around us! It’s also fun to fit in some shopping when time allows and not having to get in a car to drive from place to place.

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

SP: With DMC, we’ll continue to see the development of more amazing restaurants, shopping, entertainment venues, theater and arts downtown. To balance the transportation needs of those working and visiting downtown, I’m hoping to see the addition of such services as Uber and Lyft - along with the continued growth of Nice Rice MN.

Photo credit: Tanya Christine Photography



# Save the Date

**Here Comes Santa Claus**  
**Friday, November 25**



**Small Business Saturday**  
**Saturday, November 26**



## From the Chair

By Dan C. Aguilar

It continues to be a great honor to serve as your Chairman. We are now well into our 11th year of existence, and we have reached a level of maturity and sophistication where we find ourselves well structured, proactive, and focused. Our board conversations now center on continuous improvement. We find ourselves asking two basic questions, "Are we doing things right" and "Are we doing the right things."

In order to answer these questions as accurately as possible, we have solicited your feedback through surveys. I'm happy to report we have had a great response (88 at the time of this writing). A big thank you to everyone who participated.

If you have ever wondered what organizations do with survey results, let me tell you what we did. First, we compiled, analyzed, and interpreted the data. Then, we engaged in a facilitated strategic planning session where we set priorities and focused energy and resources around the survey results. This is pretty sophisticated right? We like to think so.

I mention all this to highlight how important your feedback is and encourage you to continue to engage us in conversations. Our promise as a board is to listen. If you are interested in learning more about survey results, be sure to attend our Annual Meeting on December 13.

- Dan C. Aguilar

# A Word From Our Staff

## Ender Göçmen, Marketing Manager

Marketing comes in all shapes and sizes. There's promotion, ads, communications, and more. But what I like most is the relationship formed between the RDA and our audience. From event attendees to our online community, it's been amazing interacting and engaging with our community and visitors over the summer.

One amazing example of this was Dogs Downtown, presented by Clements Subaru. The event site (Peace Plaza) was filled with dogs and their humans smiling and having a good time. Similarly, Facebook, Instagram, Twitter, and Snapchat were coming alive with images from the event. We're thankful to everyone who loves our events and downtown just as much as we do. Keep sharing the love, and we'll keep working our hardest to make you smile.



## Laura Engelman, Community Engagement Manager

It is hard to believe that summer is over, and we are planning our final events for the year. The summer was filled with great events, great people, and some not so great weather. Thursdays on First & 3rd proved to bring thousands of residents and visitors downtown once again this year. A big thank you to all of our restaurants, bars, and artisan vendors that continually setup each week at the market; without them, the event wouldn't be possible. The weekends were also busy in downtown this summer with our Movies in the Park series and

Dogs Downtown. It is great to see the Rochester community come out to support these activities and then spend additional time exploring the great shopping, dining, and services that downtown has to offer. I am looking forward to a great end of the year and excited to continue creating fun and engaging events for downtown in 2017.

## Karli McElroy, Events & Volunteer Coordinator

This summer has been busy in the volunteer and events area of the Rochester Downtown Alliance!

Thursdays on First & 3rd was successful as we were able to re-partner with the Alternative Learning Center for morning setup of the event. This has been a great learning opportunity for these students as it allows us and their educators to help them work on their "soft skills" such as communication, teamwork, and adaptability.

Additionally, the RDA was able to reach out to local sports teams to secure clean-up of the event. We worked with the JM-Lourdes Girls Hockey Team, the Century Football Team, and the JM Softball team and provided them with a donation towards their organizational expenses.

Lastly, it was so fun to see the community come out to Themed Thursday dates such as Farm in the City and Pay It Forward. I had such a fun time coordinating these two specific themes as they had a great focus on families at the event and non-profits in our community. I cannot wait for next year!





# Fall Fest

*ALL THE BEST BITS OF FALL IN THE HEART OF THE CITY*

The cool and crisp autumn weather is the perfect complement to our fun new event called, Fall Fest, which will be held on Saturday, October 15 from 10 am – 2 pm located on the Peace Plaza. With a targeted focus on kids and families, Fall Fest will include activities such as a petting zoo, arts and crafts, and pumpkin decorating. Admission into the event and activities are free, and there will be an opportunity to purchase food and beverage on-site.

Looking to participate in an activity before October 15? Enter the pumpkin carving contest! RDA is looking for 25 people who think they have what it takes to create the best pumpkin. Pumpkins will be displayed at the event. The public

will vote and one winner will be chosen for each of the following categories:

1. **Best Overall Skill**
2. **Most Creative**
3. **Most Humorous**

Voting to take place on the event site from 10 am-12 pm with winners announced at 12:30 pm. The three winners will each receive a \$25 gift card to a downtown business and recognition on Downtown Rochester's website. For more details, visit [www.DowntownRochesterMN.com/FallFest](http://www.DowntownRochesterMN.com/FallFest)

# DOWNTOWN

Rochester, Minnesota

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**THINK AND DO  
FREE FAMILY DAY**

**October 1st + November 5th + December 3rd**  
Every first Saturday of the month from 1:00 - 4:00 PM,  
join local artists and RAC staff as we create masterpieces,  
inspired by our exhibitions. All ages are welcome, arrive and  
leave when you please, and, as always, it's FREE!

**ROCHESTERARTCENTER**

40 Civic Center Drive SE | Rochester, MN 55904 | 507-282-8629 | www.rochesterartcenter.org



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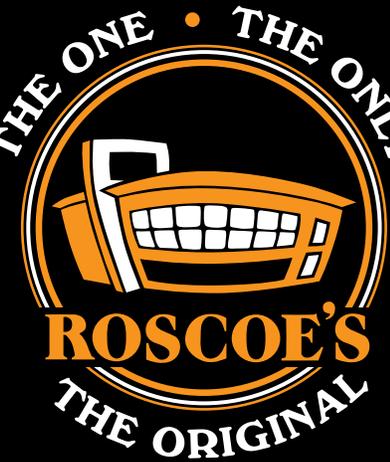
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to get to the next level, SCORE is there for you.

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