

# Quick Wins

## Downtown Alliance

**January 2023**

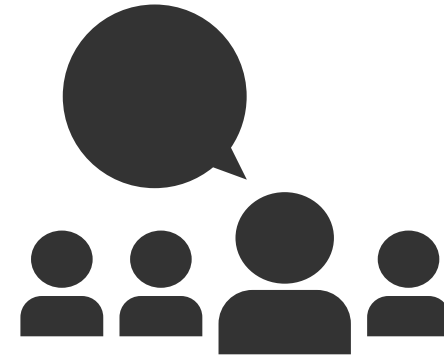
**What has staff been working on these past few months?**

- **Merchant Canvassing**
- **Merchant Directory**
- **Hospitality Postcard**
- **Beautification Planters**
- **New Parking Inventory**
- **Downtown Newsletter**
- **Website development**
- **Social Media (Facebook & Instagram)**
- **Fall/Holiday Events**
- **Downtown Perception Survey**
- **Monthly Merchant Meetups: Hello! Downtown**

**Quick Wins**

**Downtown Alliance**

# Merchant Canvassing



**Multiple door-to-door canvassings to meet downtown businesses in-person**

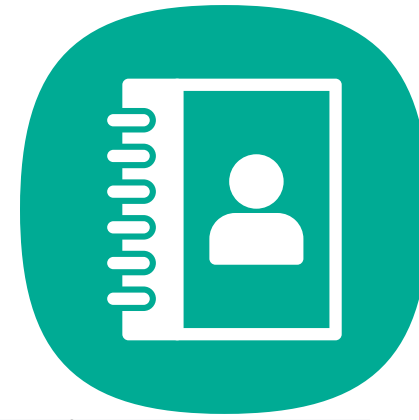
- **Information on the Downtown Alliance**
- **How to sign up for the downtown newsletter**
- **Available grant opportunities through the Economic Development Authority**
- **Chamber of Commerce benefits**
- **Upcoming events downtown**



**Quick Wins**

**Downtown Alliance**

# Merchant Directory



A	B	C	D	E	F
Business Name	Contact Person	Email	Chamber Member?	Contact Phone	Type
7West Taphouse	Ashley Kalar	ashley.d.kalar@gmail.com	Yes		Restaurant
Arroy Thai		arroy.mn@gmail.com	no		Restaurant
Arvig			Yes		
Baby's On Broadway	Amy Serbus	amy@babysonbroadway.com	Actively Recruiting		Shopping & Services
Bachman's Jewelers	John Bestgen	john@bachmanjewelers.com	Yes	320.251.8303	Shopping & Services
BadCat Digital Marketing	Michelle Henderson		Yes		
Bare Wax	Hilary	b.barewax@gmail.com	Yes		Shopping & Services
Beaver Island Brewing	Nick	nick@beaverislandbrew.com			Restaurant
Bella Salt Caves	Christina Piecek	weare@bellavitasaltcaves.com	Yes	320.309.7388	Shopping & Services
Billig Optics			no		Shopping & Services
Books Revisited	John Lee	info@booksrevisited.com	no	320.259.7959	
Botor Village Cafe & Bakery			no		Restaurant
Bremer Bank			Yes		
Brick and Bourbon		alison@brickandbourbon.com	no		Restaurant
Carrie Johnson Prom		cjbridalprom310@gmail.com	no		Shopping & Services
Cellar Door Salon			no		Shopping & Services
Chipotle					Restaurant
Cream City Tattoo	Ryan Schepp/Gabriel Berg	creamcitytattoo@gmail.com	Yes	320.251.2526	Shopping & Services
Dolsie's Lunchbox Grille		craveit@dolsieslunchbox.com	no		Restaurant
Effective Living Center		michelew@effectivelivingcenter.com	no		
EnduRUNce	Jessica Hardy	jessicakiley@hotmail.com	no	320.252.5262	Shopping & Services
Erbert & Gerberts			no		Restaurant
Falcon National Bank	Ann Thelen	athelen@falconnational.com	Yes	320.223.6300	
Fitzharris	Mike Rathisberger	fitzharris@live.com	no	320.251.2844	Shopping & Services
Flat Iron Nutrition		dillwitz@gmail.com	no		Restaurant
Fresh Ink Tattoo	Shawn Neu	freshskinink@gmail.com	no		Shopping & Services
Granite City Comics		granitecitycomics@yahoo.com	no		Shopping & Services
Greek Cravings			no		Restaurant
Green Mill			Yes		Restaurant

- **Creation and maintenance of a merchant directory for downtown**
- **67+ contacts and growing**
- **Chamber membership information for each business downtown**
- **Email addresses faded for privacy**

**Quick Wins**

**Downtown Alliance**



# Hospitality Postcard



**WELCOME TO DOWNTOWN**  
ST. CLOUD, MINN

2 Theaters  
6 Salons & Spas  
19 Retail Shops  
27 Bars, Restaurants & Cafes

FOR THINGS TO DO: VISITSTCLOUD.COM



VISITDOWNTOWNSTC.COM

MISSISSIPPI RIVER  
BEAVER ISLAND TRAIL

1st St N  
2nd St N  
3rd St N  
4th Ave S  
5th Ave S  
6th Ave S  
7th Ave S  
8th Ave S  
9th Ave S  
10th Ave S

E Saint Germain  
W Saint Germain St

HWY 23

ST CLOUD AREA FARMERS MARKET  
Saturdays 8am-12 Memorial Day - End of October

COMING SOON

COMING SOON

INTERACTIVE MAP OF DOWNTOWN



Partnership with Visit Greater St. Cloud on creating and distributing a hospitality postcard for visitors to downtown.

Quick Wins

Downtown Alliance



# Beautification Planters



## 60+ Planters

- Removed summer floral programming and added winter-themed foliage
  - Cedar
  - Dogwood
  - White Pine
  - Pine Cones
- Able to utilize a downtown merchant as a supplier to keep our dollars local and downtown!

**Goals for 2023 to evaluate where planters are placed to maximize their beautification impact.**



**Quick Wins**

**Downtown Alliance**



# New Parking Opportunities



- Michelle Henderson and I met with Public Works this past fall to request additional parallel parking spots downtown where space allows.
- Four new prime parallel parking spots were added this fall on 8th Avenue, as shown with the purple boxes below.
- We have additional locations in mind for potential new parallel spots for 2023 to hopefully continue to increase accessible & convenient inventory.





# Downtown Monthly Newsletter



## Shop Small Saturday Success!

Thank you to everyone who participated in the Shop Small Saturday.



### Downtown website updates

Please take a moment to check out our updated website, and feel free to email us updated images for your listing. [www.visitdowntownstc.com](http://www.visitdowntownstc.com)



### Visit Greater St. Cloud Update

[The Paramount Center for the Arts](http://www.paramountarts.org)

- Irving Berlin's White Christmas
- Now through December 11
- <https://paramountarts.org/event/whitechristmas/>

### Lunchtime Learning

December 7: Marketing on a Budget – Setting Yourself Up for Success in 2023

You can develop a winning social media and marketing strategy to fit your needs & budget. [Register now to attend!](#)



### Window Wonderland

- Window Design Contest
- Theme: *Light up the Night!*
- Email Tyler if you plan to participate: [tbevier@stcloudareachamber.com](mailto:tbevier@stcloudareachamber.com)
- More information coming soon.

A special thank you to our premiere sponsors of the Downtown Alliance.



### City Updates

The Weihnachtsmarkt and Holiday Tree Lighting will be held in the Rivers Edge parking ramp on Thursday, December 8, from 5 p.m. to 8 p.m.

The Downtown Alliance Thursday Night Market will be the same time from 4 p.m. - 8 p.m. December 1, 8, 15 & 22

<https://www.ci.stcloud.mn.us/civicalerts.aspx?AID=2075>



### Downtown Summit

- Monday, December 12
- 6 p.m. - 7:30 p.m. Presentation
- River's Edge Convention Center

National experts in downtown resiliency will offer their experiences and suggestions for downtown St. Cloud's next evolution.



### Downtown grant awards!

Congrats to the following businesses on their recent grant award from the St. Cloud Economic Development Authority (EDA).

- ArcaSearch
- Cowboy Jack's
- Dolsie's Lunch Box Grille
- Great River Children's Museum
- Jules' Bistro
- Oberg Roofing
- Pioneer Place Theater
- Waldo's Pizza

### Façade grant funds are still available!

The St. Cloud Economic Development Authority has funds available through its exterior improvement grant program. Click on the tile for more information or email Lyndsey Stram for more information [lyndsey.stram@ci.stcloud.mn.us](mailto:lyndsey.stram@ci.stcloud.mn.us)

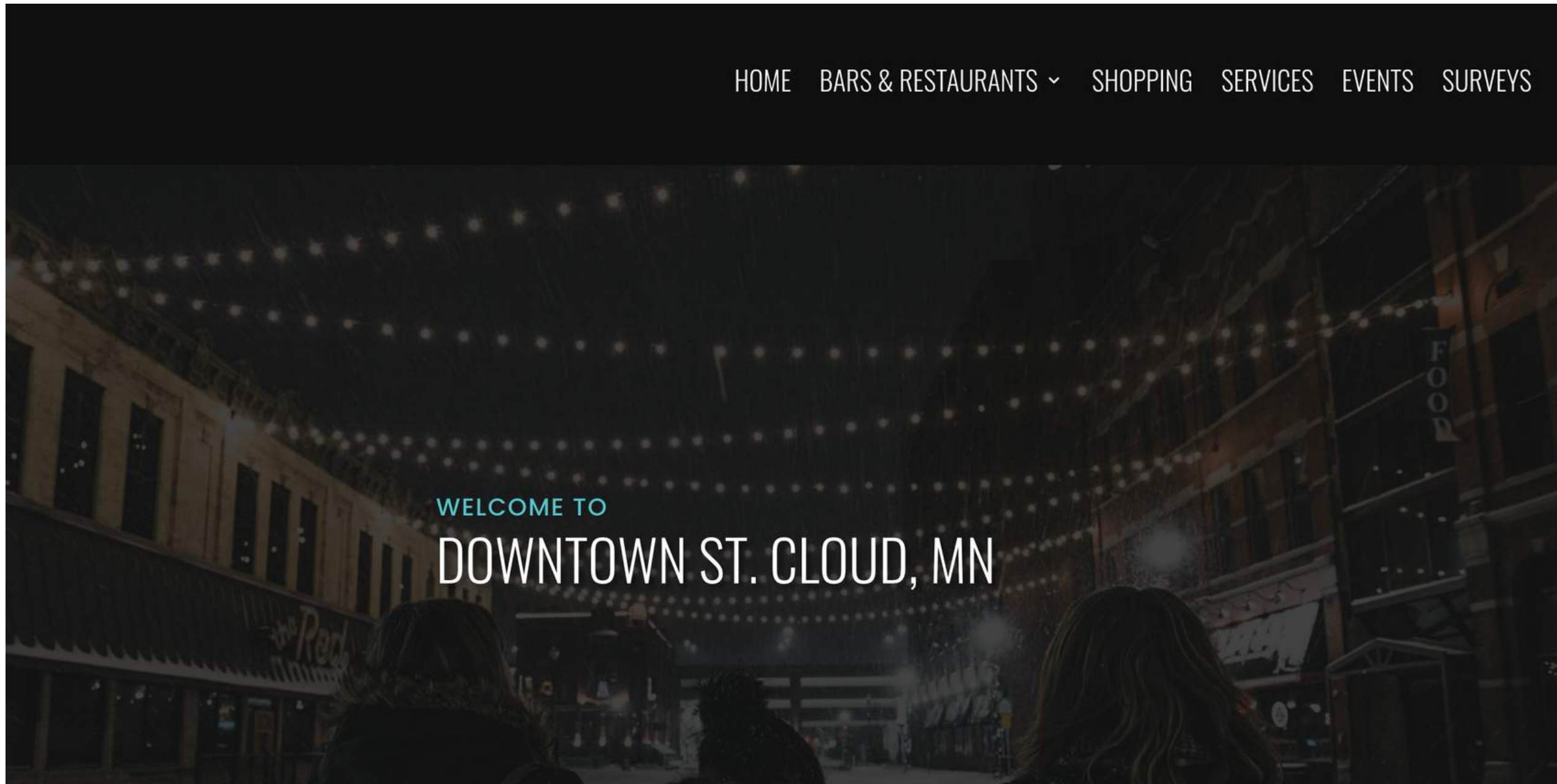
- Newsletter has grown to more than 90 downtown businesses and interested parties.
- Content includes updates on downtown events, city updates, grants available, large Paramount or Rivers Edge events for the month, and more.





# Website development

- **Visitdowntownstc.com**
- **Took over management of the website from the previous downtown council in October 2022**



**Quick Wins**

**Downtown Alliance**



# Website development

- The previous website did not have listings of downtown businesses
- The website has now been updated to have a one-stop shop for residents and visitors to downtown retail, restaurants, services, and more.

## BARS & RESTAURANTS

- [7WEST TAPHOUSE](#)
- [ARROY THAI & FILIPINO](#)
- [BEAVER ISLAND BREWING COMPANY](#)
- [BOTOR VILLAGE CAFE & BAKERY](#)
- [BRICK AND BOURBON](#)
- [CHIPOTLE](#)
- [DOLSIE'S LUNCHBOX GRILLE](#)
- [ERBERT & GERBERTS](#)
- [FLAT IRON NUTRITION](#)
- [GREEK CRAVINGS](#)
- [GREEN MILL](#)
- [HOWIE'S BAR & GRILLE](#)
- [JIMMY JOHN'S](#)
- [JULES' BISTRO](#)
- [KOHINOOR](#)
- [LILY'S WINGS, BURGERS & THINGS](#)
- [MCs DUGOUT](#)
- [MEXICAN VILLAGE](#)
- [M... ..](#)



## Coffee & Tea



JULES' BISTRO



SPICE OF LIFE TEA SHOP



## Services



SALONS & SPAS



DENTAL

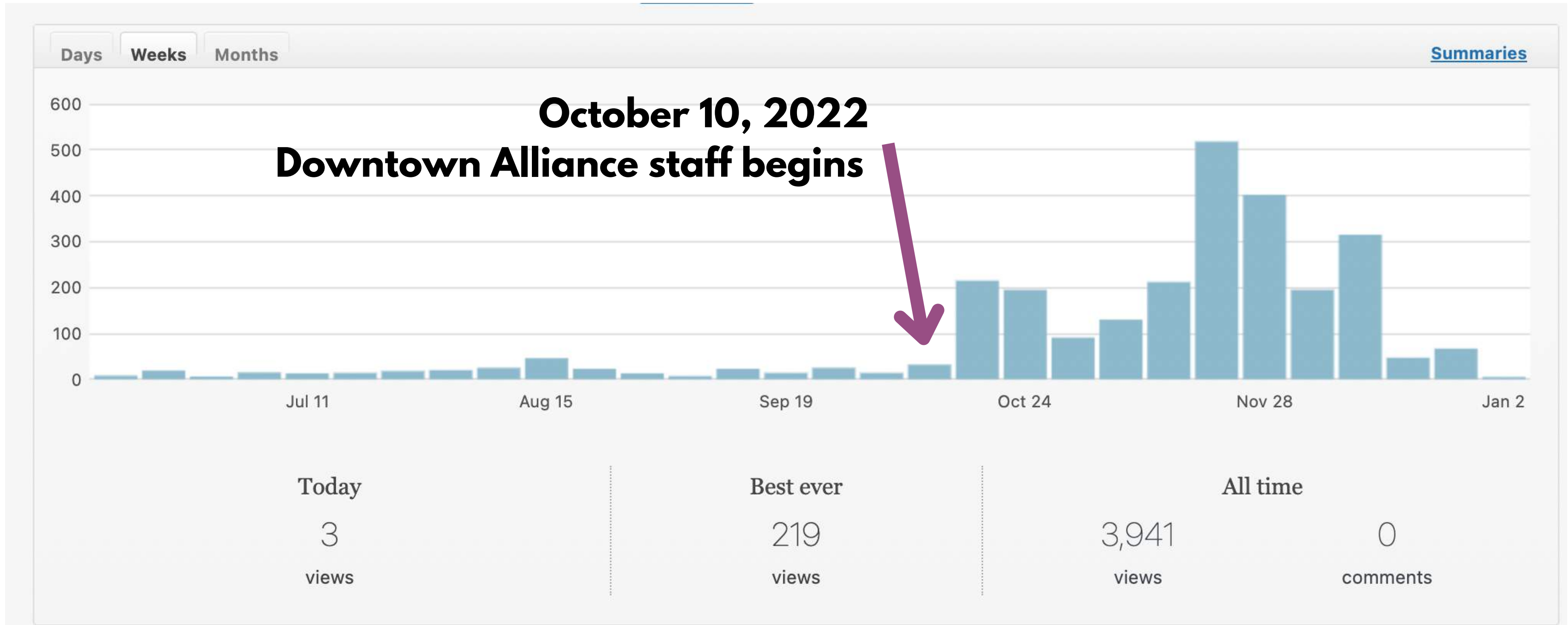


Quick Wins

Downtown Alliance



# Website development



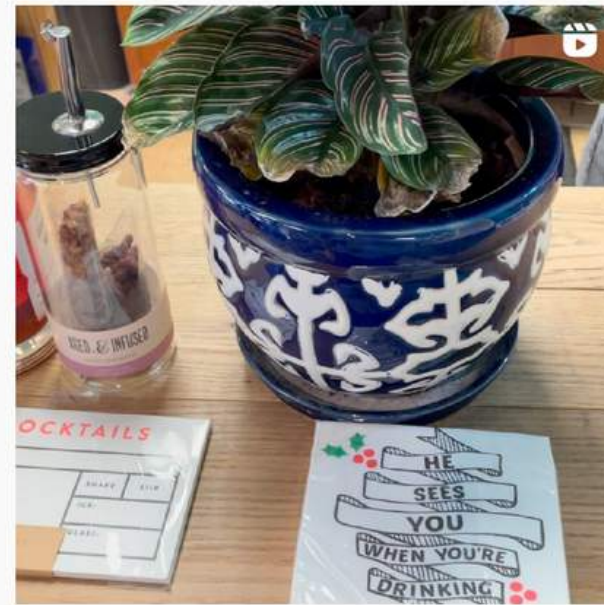
Website views

Quick Wins

Downtown Alliance



# Social Media: Snapshot of Instagram Posts



- Downtown dining and retail options
- Downtown Events
- New store openings

Quick Wins

Downtown Alliance



# Social Media



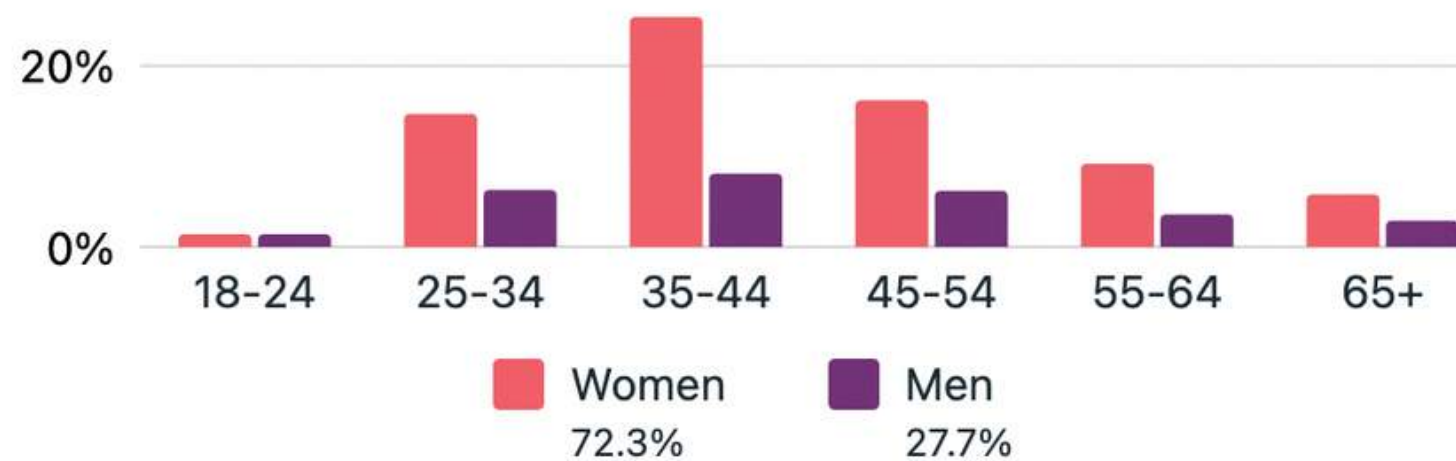
[facebook.com/DowntownStCloud](https://facebook.com/DowntownStCloud)

## Audience ⓘ


Facebook Page followers ⓘ

2,955 

## Age & gender ⓘ



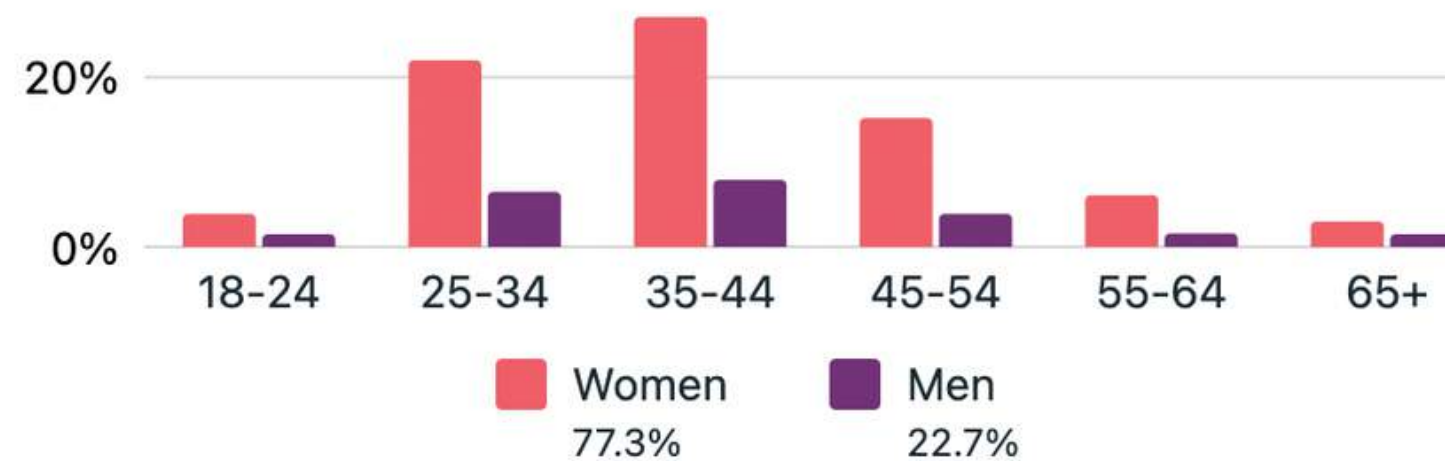
[instagram.com/downtownstcloud](https://instagram.com/downtownstcloud)

 See audience report

Instagram followers ⓘ

1,122 

## Age & gender ⓘ



**Quick Wins**

**Downtown Alliance**



# Fall Events



**August & October Art Crawls**



**Quick Wins**

**Downtown Alliance**

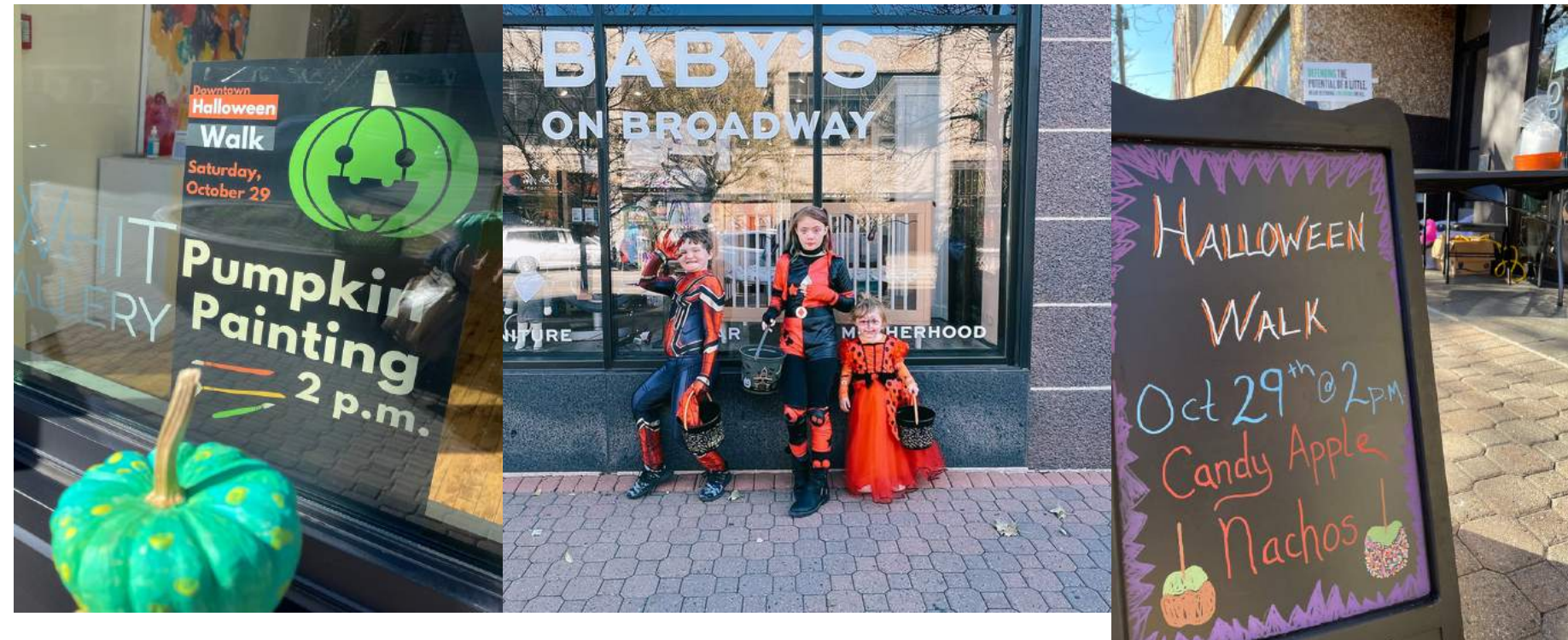


# Fall Events



## Halloween Walk

- Community trick-or-treating with downtown merchants
- Perception building activity to create a friendly environment for families downtown
- The timing was directly following Kids&Parents Expo at Rivers Edge.



**Quick Wins**

**Downtown Alliance**



# Holiday Events



- Event to promote Shop Small Saturday
- Participants received a stamp for every \$10.00 spent downtown, and a filled postcard entered them to win a downtown gift basket.
- More than \$8000 in direct sales downtown from postcards turned in (a number likely greater for customers who either chose not to participate or did not finish a full postcard)

Quick Wins

Downtown Alliance



# Holiday Events



- An event to entice the community to come downtown to shop and dine during the holiday season
- Thursday Night Markets, Downtown Cocoa Crawl, Letters to Santa, Storytime with Mrs. Clause, and Cookie Decorating
- Perception building events to create a friendly environment downtown, as well as promote direct economic activity.

**Quick Wins**  
Downtown Alliance



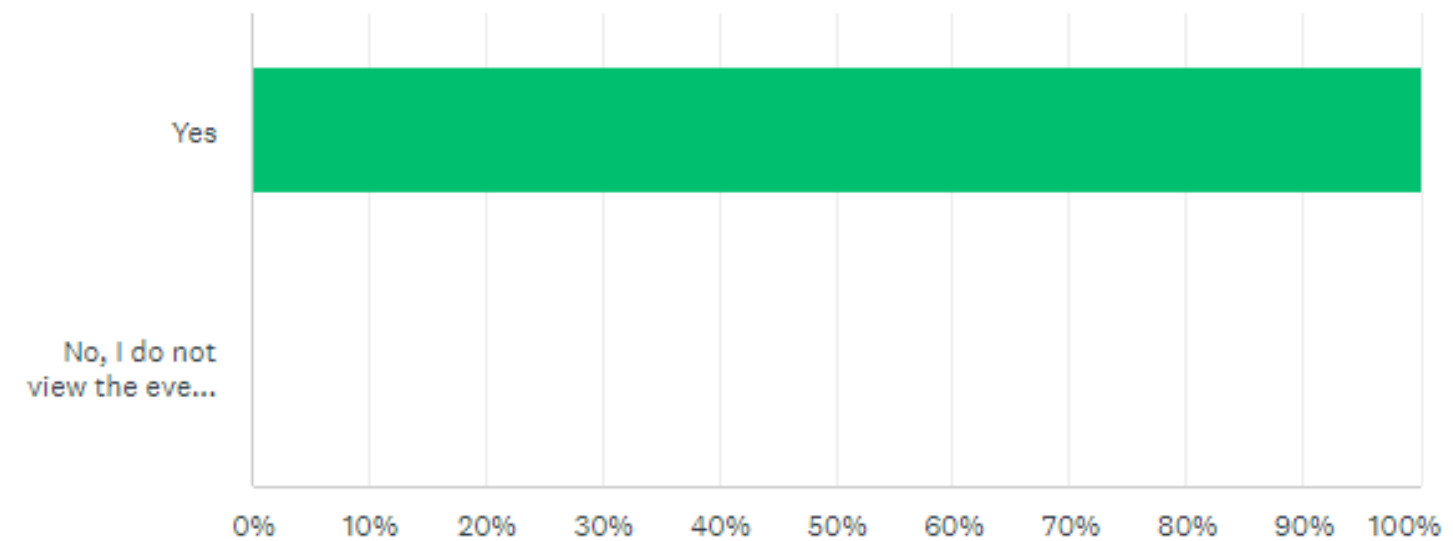
# Holiday Events

## Merchant Feedback on Events

- **Survey emailed out to Merchants**
- **100% viewed these events as a positive direction for downtown**

The Downtown Alliance has proposed several events for the Holiday Season, including Shop Small Saturday, Night Markets, Cocoa Crawl, Cookie Decorating for Kids, and Walking in a Window Wonderland. Do you view these events as a positive direction for downtown?

Answered: 16 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	100.00% 16
No, I do not view the events above as a positive direction for downtown	0.00% 0
TOTAL	16

**Quick Wins**

**Downtown Alliance**



# Downtown Perception Survey

Downtown  
St. Cloud  
*Minnesota*



2022 Survey Results

1,463 responses

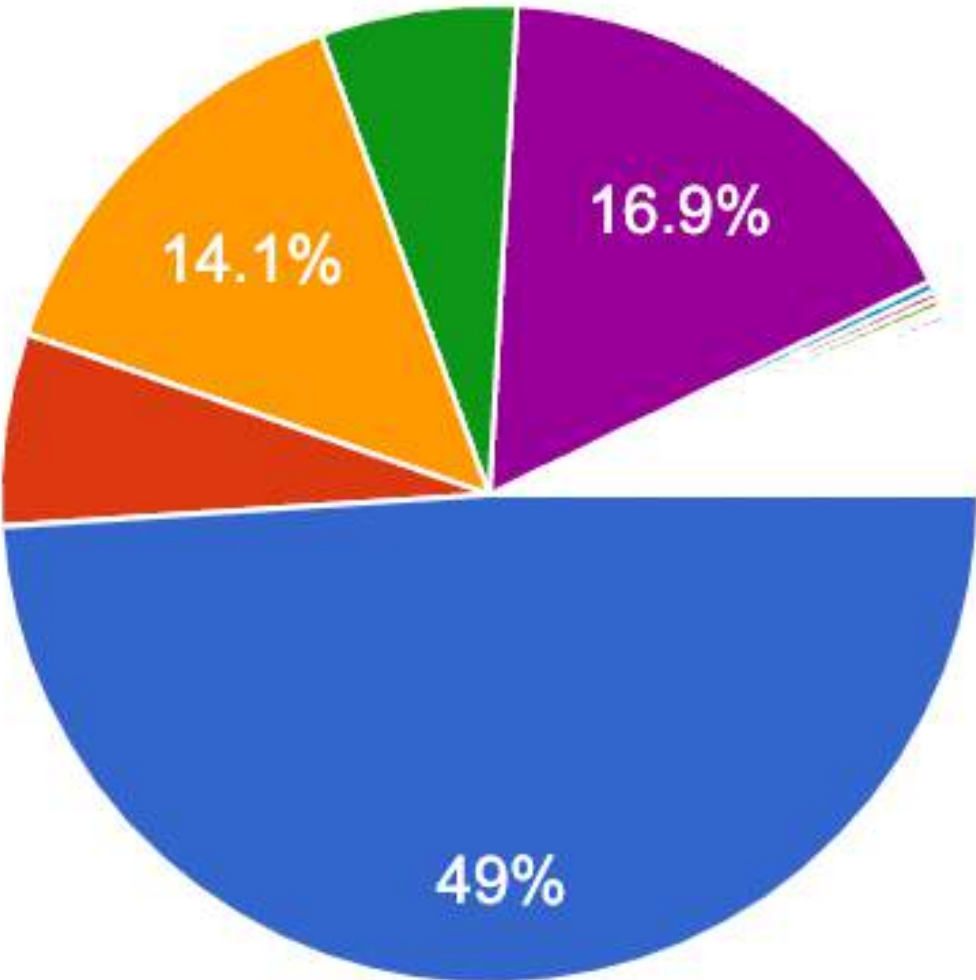
Quick Wins

Downtown Alliance



# My primary reason for being downtown is,

1,448 responses

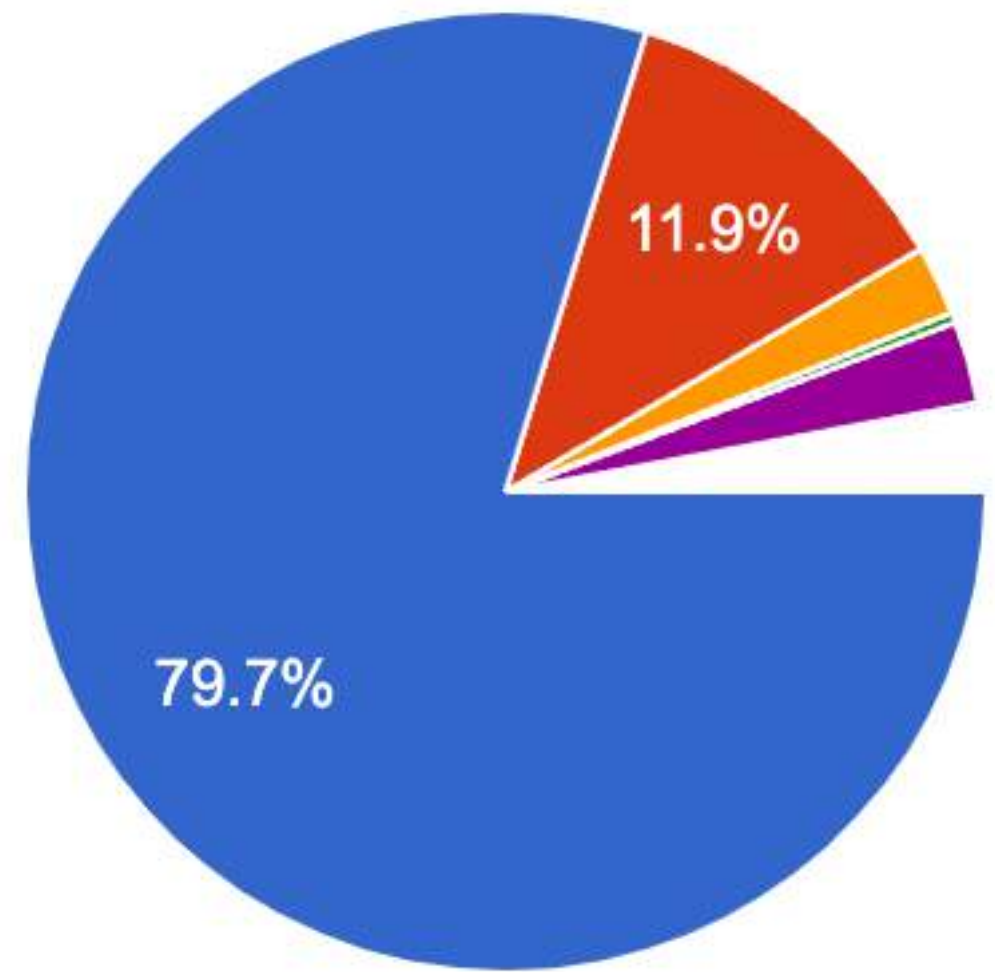


- Dining
  - Shopping
  - Employment
  - Services (Salon, Tattoo, Legal, etc.)
  - Entertainment
  - Library
  - Work
  - Church
- ▲ 1/12 ▼



# I am a downtown . . .

1,450 responses



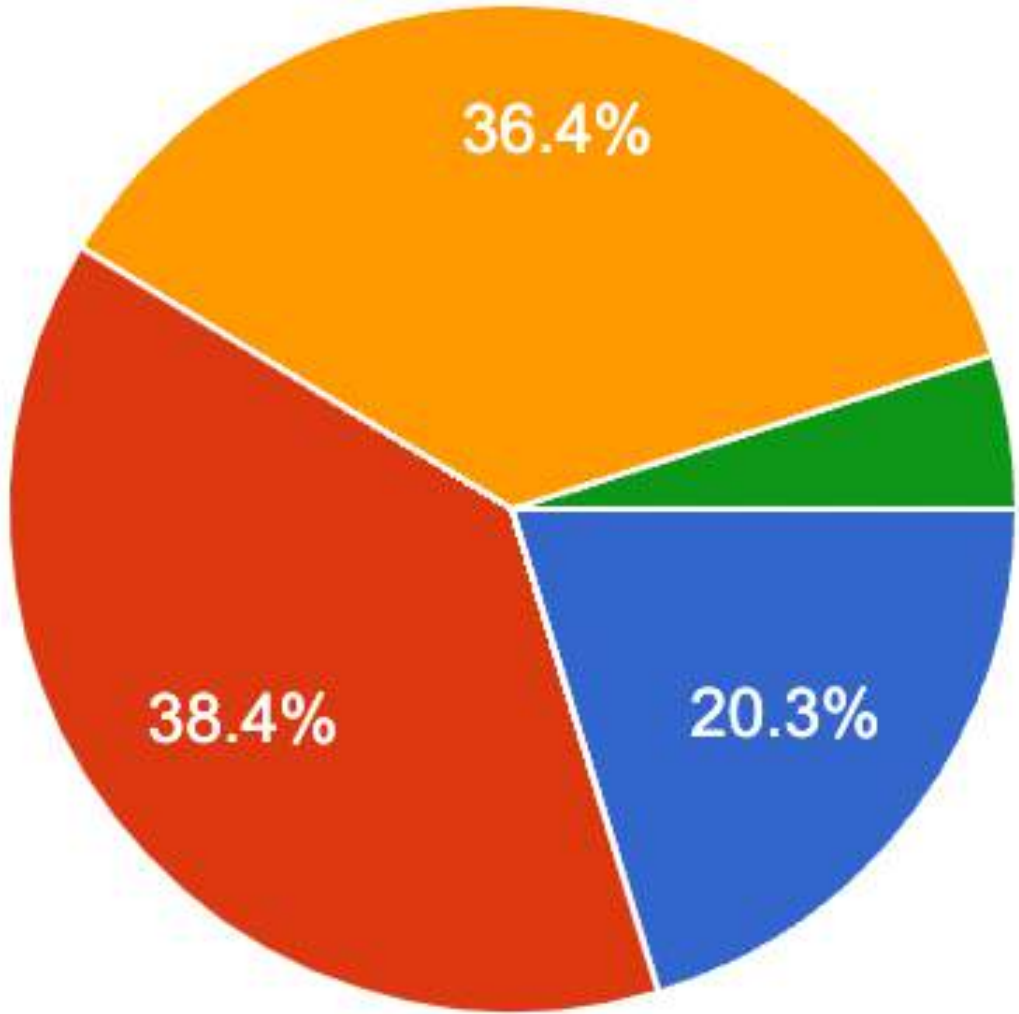
- Visitor
- Employee
- Business Owner
- Property Owner
- Resident
- Visitor and employee
- Business owner and Property Owner
- Business and property owner

▲ 1/6 ▼



# The frequency I am downtown is:

1,457 responses

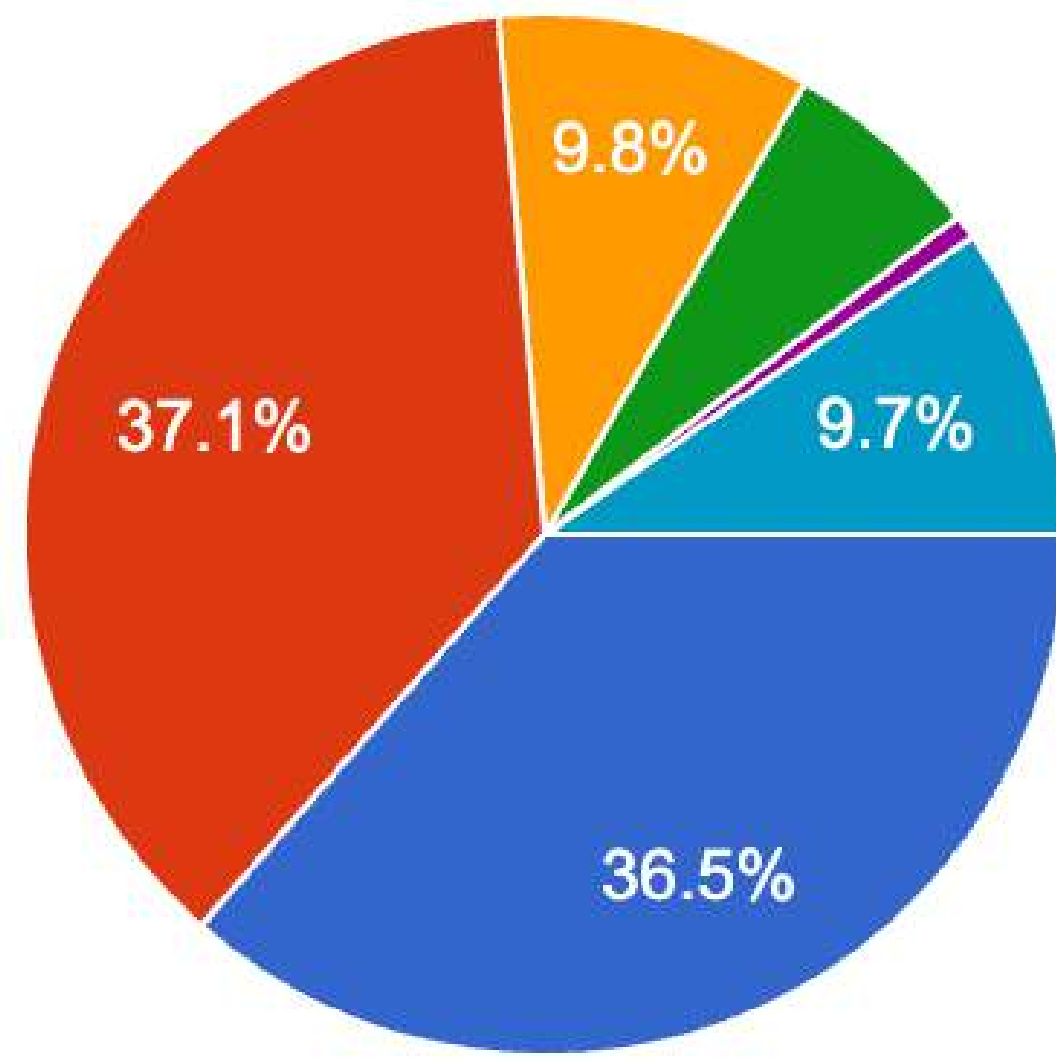


- More than three times a week
- Monthly
- Less than Monthly
- Weekly



When I come downtown, I generally stay,

1,456 responses



- Less than 2 hours
- 2 to 4 hours
- 4 to 8 hours
- More than 8 hours
- I live downtown
- I rarely go downtown

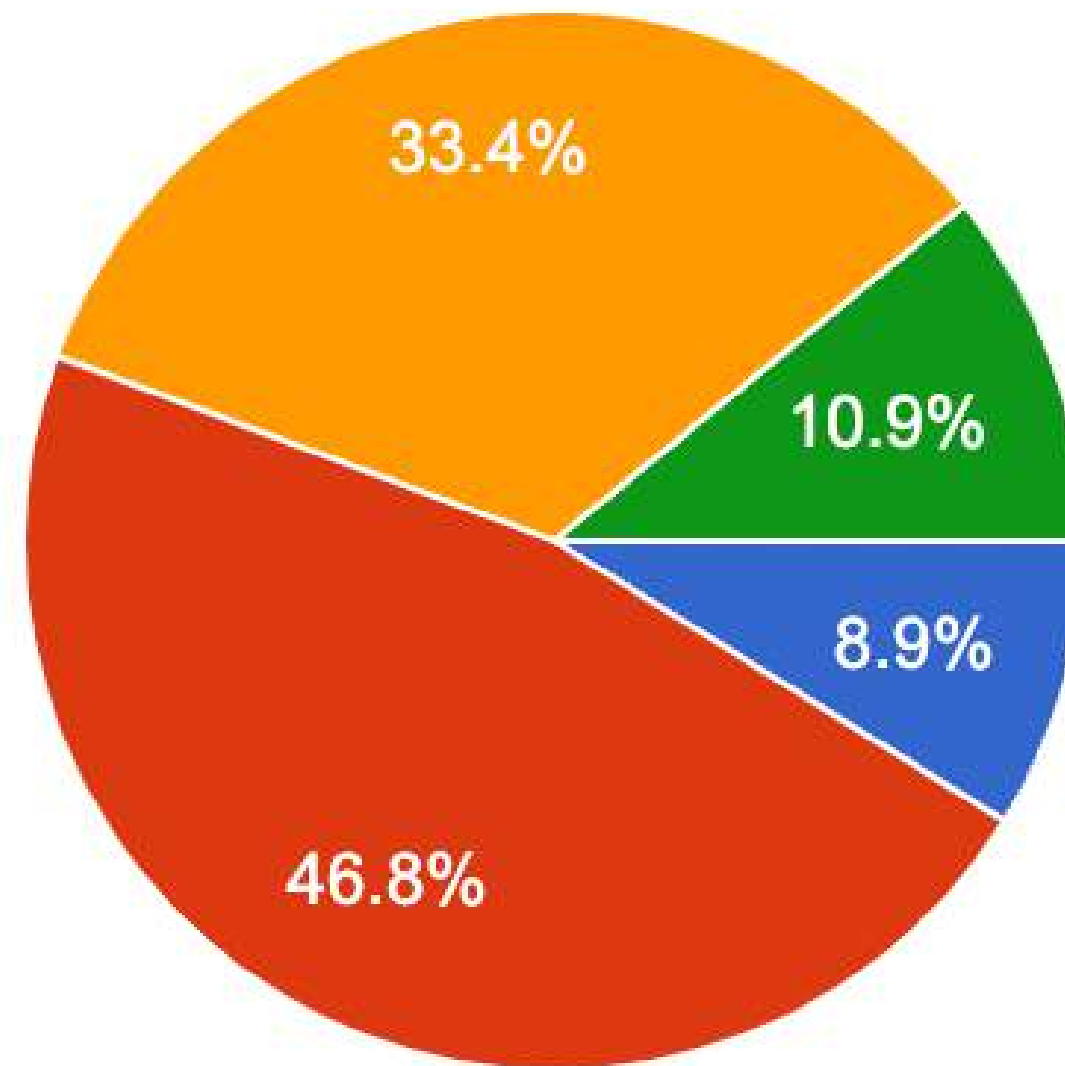
**Downtown stay is  
4 hours or less..**

**73%**



# My overall impression of downtown St. Cloud is..

1,457 responses



- Very Positive
- Somewhat Positive
- Somewhat Negative
- Very Negative

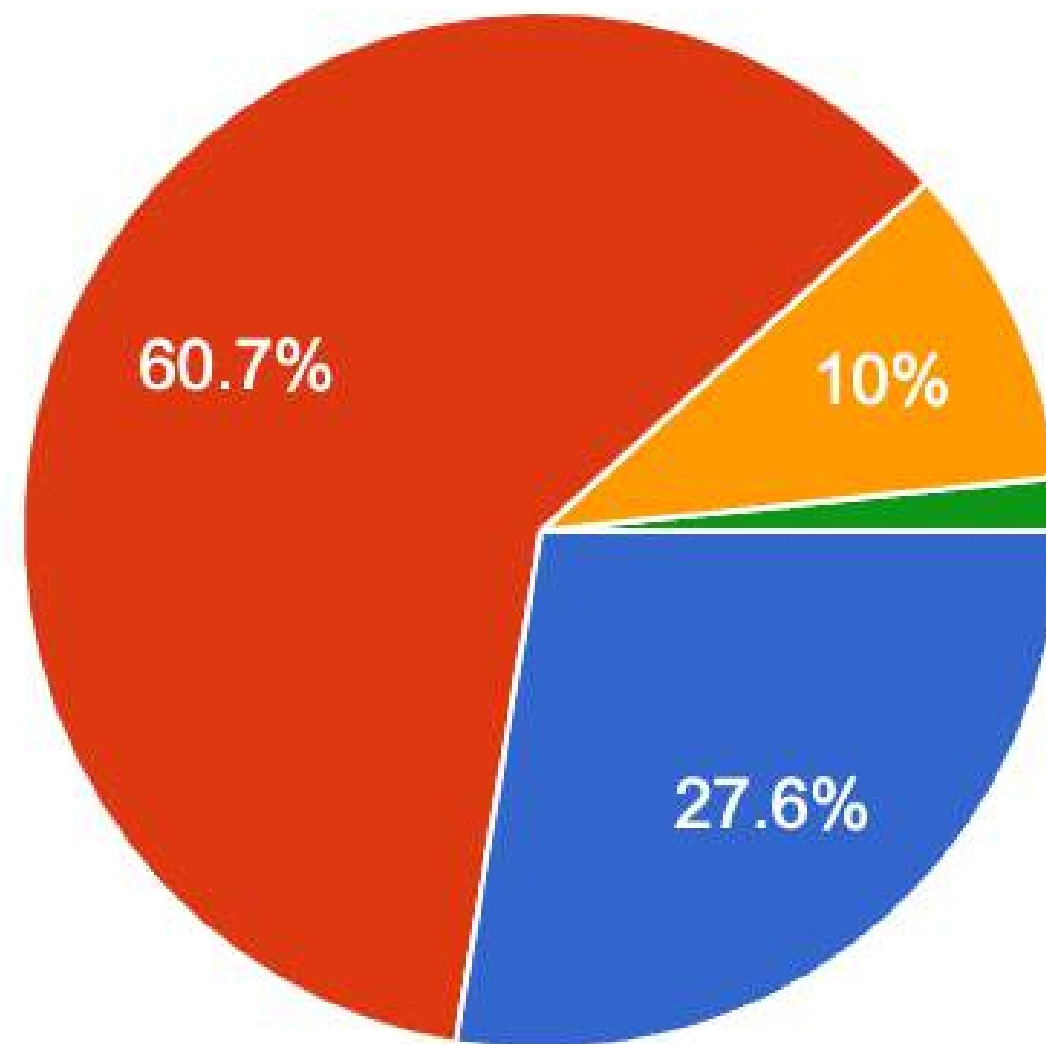
## Overall Perception

**56% Positive**

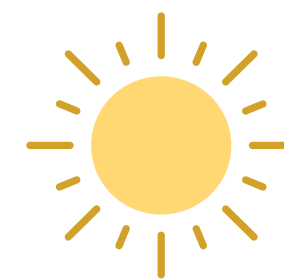


Based on your experiences, would you agree or disagree that downtown St. Cloud is a safe place during the daytime hours (sunrise to sunset)

1,455 responses



- Strongly agree
- Agree
- Disagree
- Strongly disagree



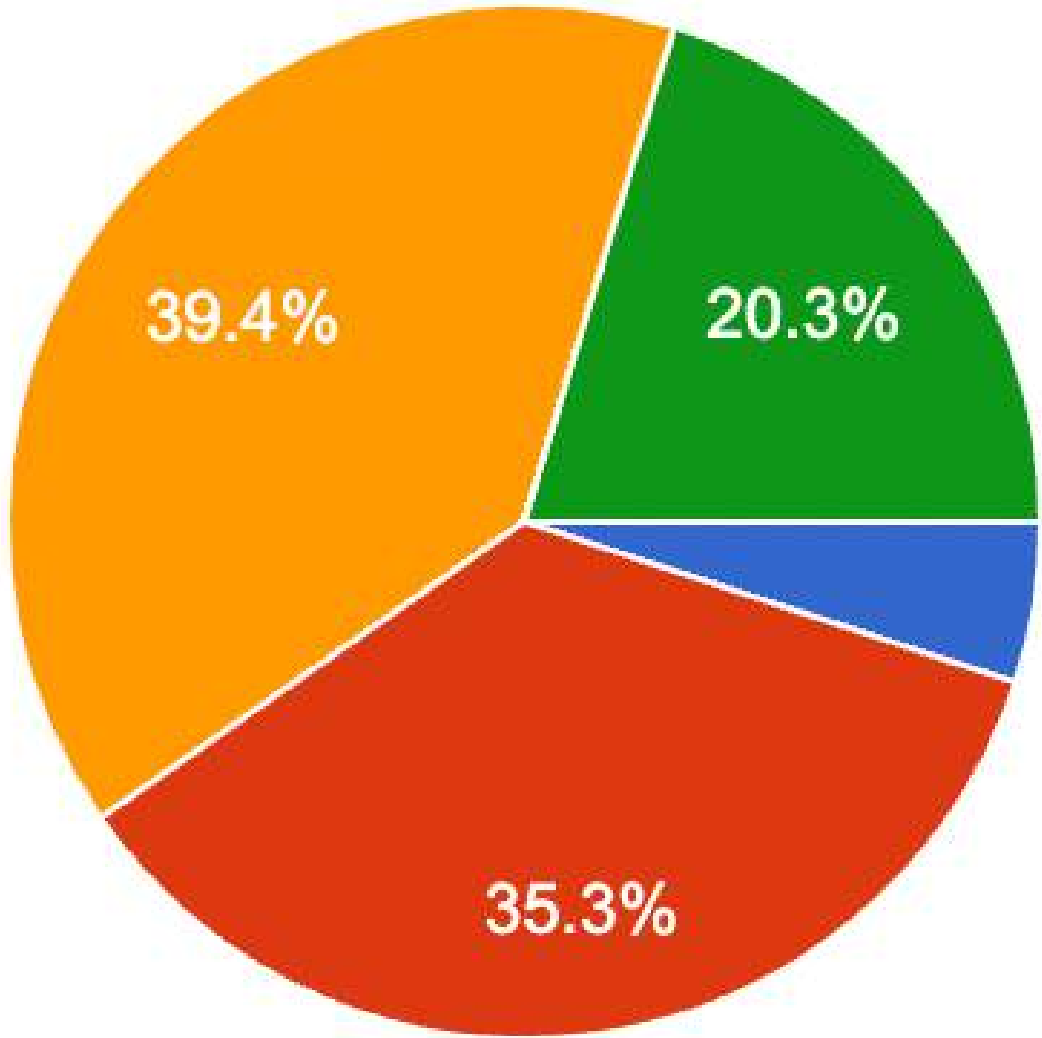
**Daytime (Sunrise to Sunset)**  
**Perception of Safety**

**88%** **Positive**



Based on your experiences, would you agree or disagree that downtown St. Cloud is a safe place during the evening hours (after sunset)

1,452 responses



- Strongly agree
- Agree
- Disagree
- Strongly disagree

 **Evening (After Sunset)**  
**Perception of Safety**

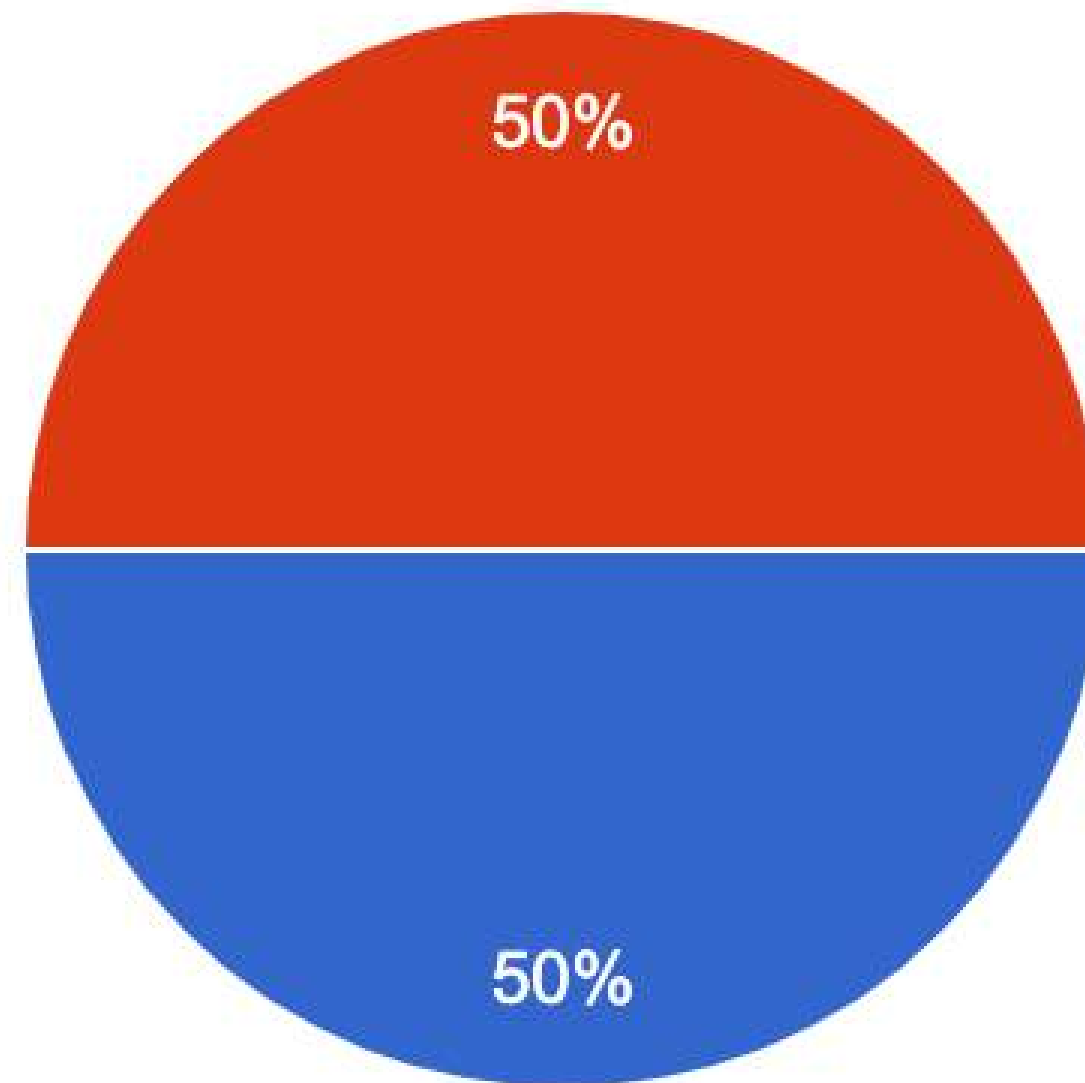
**40%** **Positive**



Have you used the ParkMobile app. while parking downtown?



1,452 responses



- Yes
- No















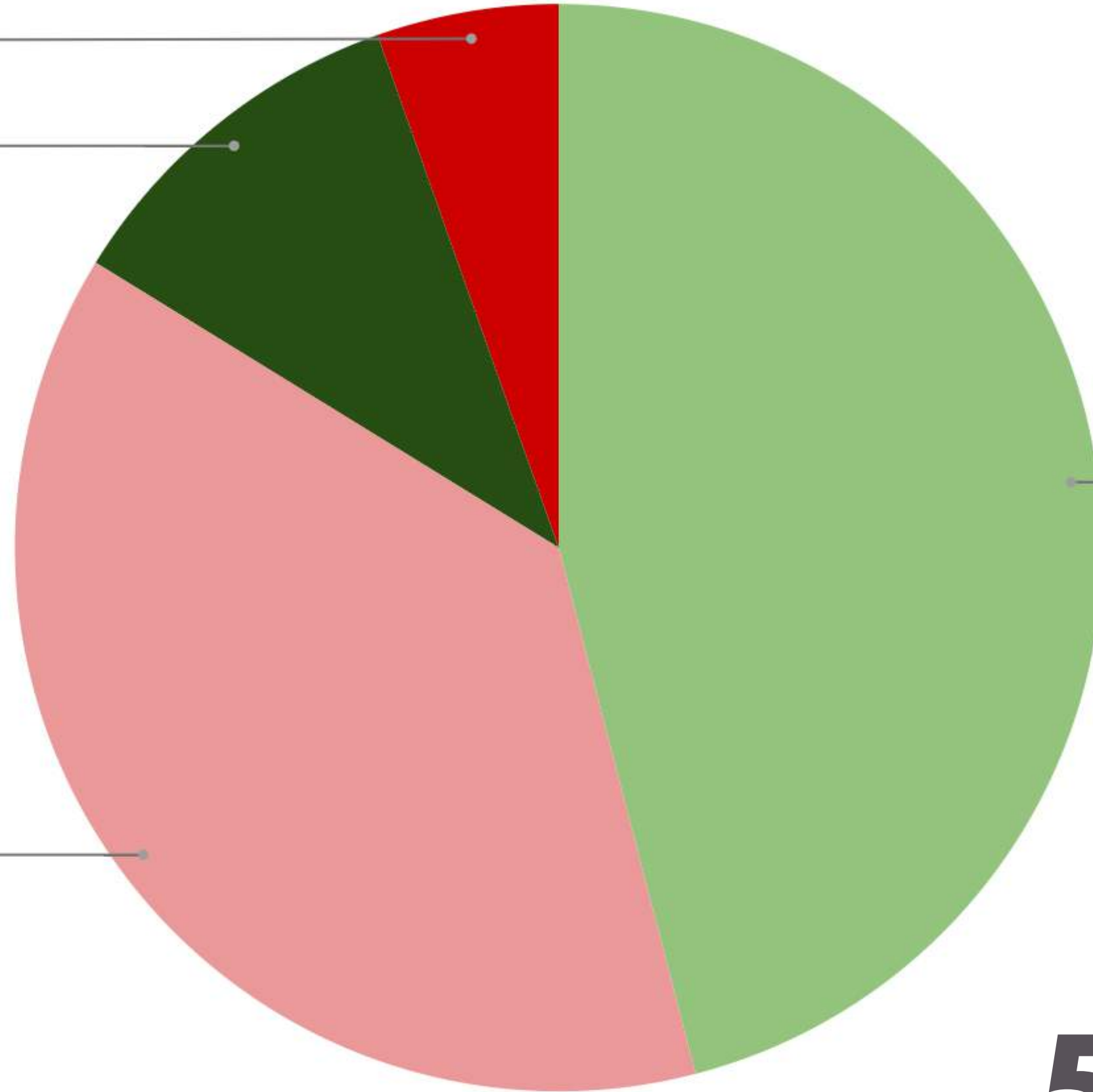
# Business/Property Owner: Impression of Downtown

Very Negative  
5.4%

Very Positive  
10.8%

Somewhat Negative  
37.8%

Somewhat Positive  
45.9%



**Business Owner:  
Overall Impression**

**57% Positive**



## Employee : Impression of Downtown

Very Negative

8.4%

Very Positive

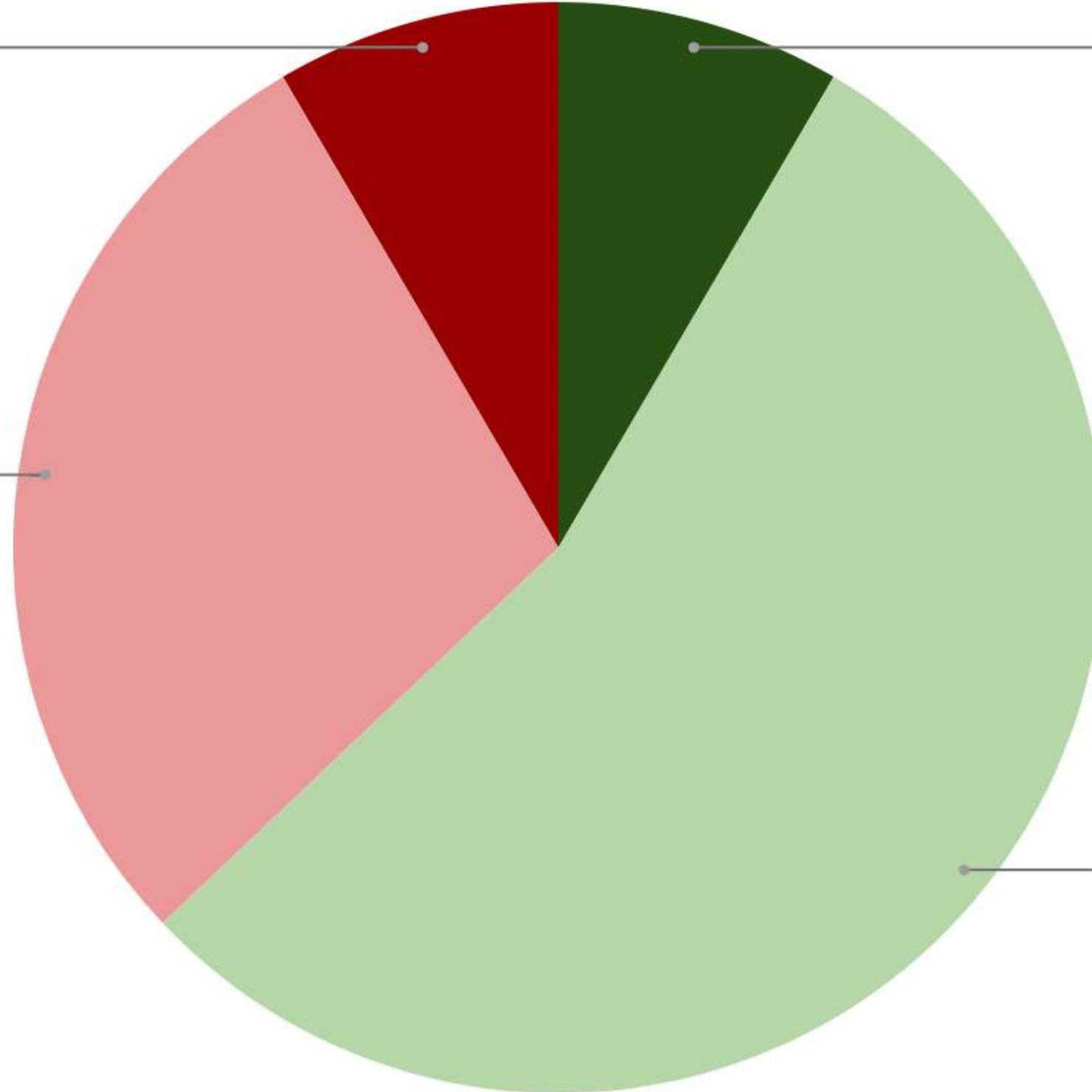
8.4%

Somewhat Negative

28.7%

Somewhat Positive

54.5%



**Employee: Overall Impression**

**63% Positive**

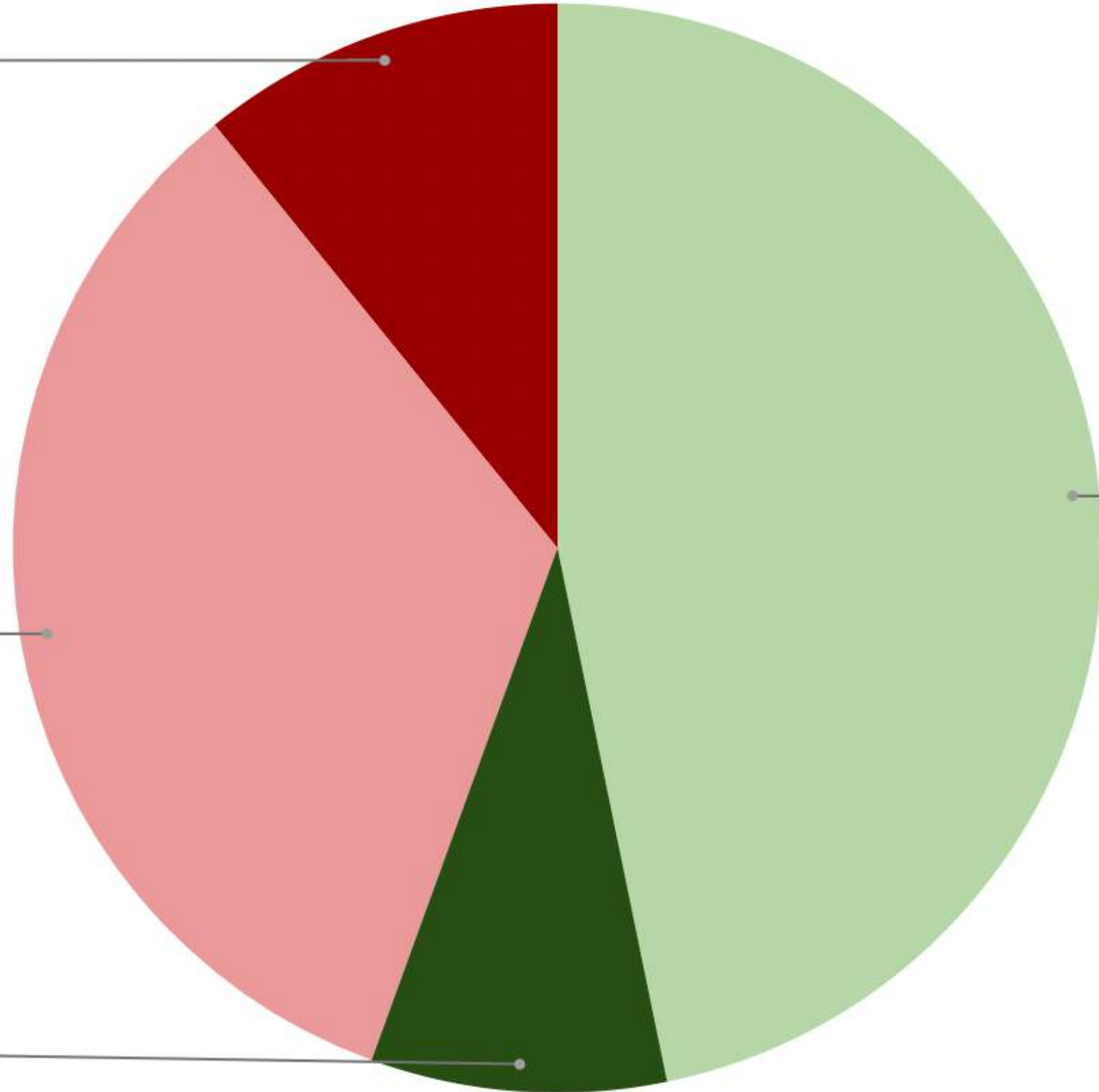
# Visitor: Overall Impression of Downtown

Very Negative  
10.8%

Somewhat Negative  
33.6%

Very Positive  
8.8%

Somewhat Positive  
46.8%



**Visitor: Overall Impression**  
**56% Positive**



# 2022 Downtown Perception Survey

## Overall Impression

**56% Positive**



**Daytime (Sunrise to Sunset)**  
Perception of Safety

**88% Positive**



**Evening (After Sunset)**  
Perception of Safety

**40% Positive**

## Business Owners Impressions

**57% Positive**

## Employee Impressions

**63% Positive**

## Local Visitor Impressions

**56% Positive**

---

2023 Goals could include setting a 2023 Downtown Perception Survey goal of 5% increases for these metrics annually/or remaining above 80% positivity for each metric to measure the success of Downtown Alliance programs and projects. **i.e. a goal of 45% or greater for evening perception of downtown safety**

**Hello!**  
**Downtown**

**Monthly**  
**Merchant**  
**Meetup**



**Hello! Downtown**

- Restarting monthly merchant meetups
- Venue for merchants to meet other downtown merchants
- Share projects they are working on, new inventory, or menu items
- Build community and comradery with downtown businesses
- January 10, 2023, at 9 a.m. at Green Thumb Etc.