

April Director's Report

4/30/2020

Transformational Strategy	We will transform our downtown when we create high-quality housing options in our second and third story buildings
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- Started video of Josephson's Building Project. See the teaser on Facebook,

Transformational Strategy	We will transform our downtown when we support and recruit businesses to our downtown.
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- Rethos Grants to businesses for \$4000

Transformational Strategy	We will transform our downtown when we connect to the community in meaningful ways that encourage their love and support of our downtown.
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- Public Art Liaison Action Team (PALS)--Meeting about benches
- Walgreens/Corner Drug Window decorated for Graduation by volunteers
- Collaboration with the School for Graduation Celebration, Flags, and Parade
- Video collaboration with Hanisch

Meetings	
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4/1/2020-- Economic Development Partners

4/7/2020--Board meeting

4/7/2020--PALS

4/8/2020--Main Street Directors Check-In

4/13/2020--VCB Collaboration meeting about Small Business Week

4/13/2020--Andrea Hanson--planning video meeting

4/14/2020--Board check-in

4/14/2020--PALS

4/14/2020--Trivia

4/21/2020--Board check-in

4/21/2020--PALS

4/22/2020--Call with Mike Melstad and Mark Urdahl re COVID Economic Recovery for Red Wing

4/22/2020--Economic Development Partners

4/24/2020--Rebound/ Real Estate Investment Fund

4/28/2020--Senior Banners and Parade

4/29/2020--Mayo Webinar on COVID and Reopening--Travel and Tourism

4/30/2020--Mayo Webinar on COVID and Reopening--Retail and Restaurants

March Coordinator's Report

March 2020

Partnerships/Friends

Partnerships

- 2020 - 45 total Partners YTD for \$9375 in funds
 - Statements were sent late April by Megan with a personal note with a result of 6 Partners making their payment in early May.
- 2019 - 66 total paid Partners for \$13875 in funds

Partner Social Media Support

- Multiple features and sharing of Partner social posts
- 2 Live Gameshow Experiences with many mentions of our Partners
 - 10 gift cards awarded to participants from Partner stores

Communications/Events

- Communications
 - 1 E-newsletter
 - #RW/SmallBusinesses Opt-in promotion email.
- Events
 - 2 FB Live Gameshow Experiences
- Events in Planning
 - Senior Banners
 - Senior Parade
 - Senior Window Decorating

Holiday Stroll

n/a

Meetings

- 4 Meetings with Executive Director

Other

- Senior Recognition Project
 - \$6560 raised to place RWHS Graduate banners downtown by May 26
 - Parade in planning. PUPP being presented to council for approval
 - Walgreens window is decorated

DTMS

Overview

Key performance metrics for the selected period.

Fans 5.9K <small>1.5%</small>	Engagement 12K <small>116.4%</small>	Impressions 250K <small>42%</small>	Brand awareness 530 <small>31.2%</small>
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Video **Post** Shares [See Metrics for All Video](#)

Red Wing Downtown Main Street
Published by Pam Dusbabek (?) · April 8 · 🌐

Let distance bring us closer. Shop local.
#OurRedwing
Hanisch Bakery and Coffee Shop
Red Wing Holiday Stroll... See More

Let distance bring us closer. Shop local.
02:11

👍 Get More Likes, Comments and Shares

Performance for Your Post

27,606 People Reached

18,665 3-Second Video Views

1,939 Reactions, Comments & Shares 🗨️

23 Like	0 On Post	23 On Shares
1,509 Love	222 On Post	1,287 On Shares
33 Haha	5 On Post	28 On Shares
1 Wow	0 On Post	1 On Shares
2 Sad	0 On Post	2 On Shares
122 Comments	22 On Post	100 On Shares

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Video **Post** Shares [See Metrics for All Video](#)

Red Wing Downtown Main Street was live.
Published by Megan Allen Tsui (?) · April 12 at 9:58 AM · 🌐

Listen as the church bells ring.

12:16

👍 Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

13,420 People Reached **3,957** Engagements [Boost Post](#)

Performance for Your Post

13,420 People Reached

7,686 3-Second Video Views

1,076 Reactions, Comments & Shares 🗨️

24 Like	3 On Post	21 On Shares
780 Love	352 On Post	428 On Shares
2 Haha	1 On Post	1 On Shares
4 Wow	2 On Post	2 On Shares
1 Angry	1 On Post	0 On Shares
158 Comments	90 On Post	68 On Shares
107	103	4



Red Wing Downtown Main Street

Published by Pam Dusbabek [?] · April 28 at 9:54 AM · 🌐

There's a revolution on the horizon. The idea that we are all in this together has never been more true. There will be no more separation between our downtown history and the people who want to carry it forward. It begins with a building...and one person to stand up and say "Why not me?"... See More



8,483
People Reached

2,270
Engagements

Boost Again

Performance for Your Post

8,483 People Reached

6,947 3-Second Video Views

379 Reactions, Comments & Shares

252 Like	124 On Post	128 On Shares
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88 Love	35 On Post	53 On Shares
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28 Comments	16 On Post	12 On Shares
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12 Shares	12 On Post	0 On Shares
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1,891 Post Clicks

336 Clicks to Play	1 Link Clicks	1,554 Other Clicks
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