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DT@SD Review

Downtown at Sundown | 2025

About

- Thursday night 5:30 pm - 9:00 pm from July 24th - August 21st
- 2025 = 10th Year
- The primary goal of the event is to create a free all-ages event and central gathering place for community members and visitors alike.



History

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- 2013: Community Charrette and survey
- 2014: The City (Tim Reed, Jeff Weldon), CVB (Jennifer Johnson), and DBI (Kristin Heismeyer) strategized and ultimately hired event consultant Annie Creek, LLC, based in Spearfish, South Dakota.
- 2015: First series put on by CVB (7 weeks)
- 2019: CVB passed the baton to Chamber



The Team

The Downtown at Sundown event series is managed and executed by the Brookings Area Chamber of Commerce, with funding provided by the City of Brookings as well as event sponsors.



Chamber Staff

Kelsey Doom
Layne Manson
Casey Stickland
Ainsley Bennett



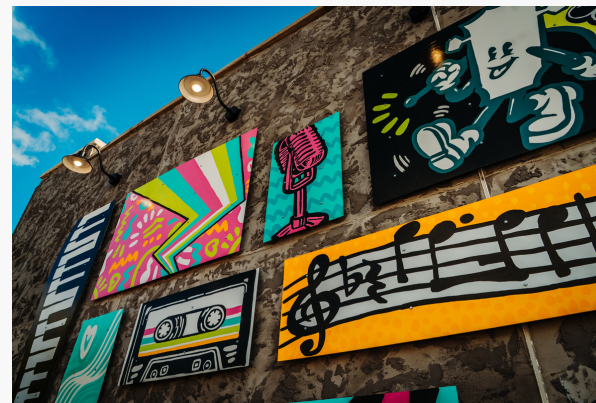
Interns

Eleanor Wehseler
Hannah Spoden
Rylee Terveen
Masume Krol
Erin Soltys

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Theme Nights & Special Additions

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Theme Nights-

- July 31: Bobcat Night
 - 8 Brookings Bobcat related features
- August 8: New Resident Night
 - Interacted with 50+ new residents
- August 14: Multicultural Night
 - 5 multicultural vendor booths
- August 21: SDSU Night
 - 9 SDSU related features

Special Additions-

- Bowes Construction Sandbox - Kid Zone
- BHS Band Performance - Bobcat Night
- 10th Anniversary Mural Reveal
- Guest Speakers - SDSU Night
 - Dr. Michaela Willis
 - Coach Dan Jackson



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Vendor Summary



Total Number of Vendors - 41

- Food Vendors - 7
- Business/Non-profit - 14
- Retail - 3
- Multicultural - 5
- Sponsors - 12

New Vendors - 14

Returning Vendors - 27

*Comparisons from 2024 to 2025

Revenue

Item	Budgeted	Actual
City Allocation	\$20,000	\$20,000
Sponsorships	\$36,300	\$42,000
Vendor Fees	\$8,000	\$10,683
Beer Sales	\$7,300	\$6,819.55
In-Kind	\$9,500	\$8,500
TOTAL	\$81,100	\$87,957.55

Financials

Expenses

Item	Budgeted	Actual
Operations	\$29,550	\$29,619.10
Marketing	\$24,330	\$20,598.35
Entertainment	\$16,750	\$14,652.75
In-Kind	\$9,500	\$8,500
TOTAL	\$80,130	\$73,370.20
NET	\$970	\$14,587.35

Financials

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Marketing

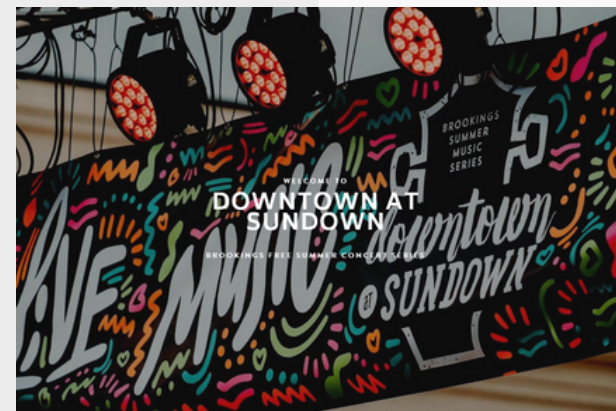
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Social Media

15.8K (Facebook)

3.1K (Instagram)



Website

4.6K Visits



Other Marketing

Radio Ads, Brookings Billboards, Town & Country Shopper Ads, Register Articles

Event Date	Attendees	Notes
July 24	4,219	
July 31	4,154	Bobcat Night
August 7	3,073	New Resident Night
August 14	2,538	Multicultural Night
August 21	3,914	SDSU Night

Attendance



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Year	Attendees	Change
2016	5,939	
2017	8,157	+37%
2018	7,643	-6%
2019	9,747	+28%
2020	0	-100%
2021	12,134	+24% (from 2019)
2022	18,004	+48%
2023	20,123	+12%
2024	15,603	-22%
2025	17,898	+14%

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Attendance



Strengths

High Vendor Demand
10th Anniversary Mural & Partnerships
Volunteer Support

Weaknesses

Power Resources
Crowd Flow & Space

Opportunities

Building on 10th Anniversary Momentum
New Resident Welcome Night
Multicultural Night
Merger

Threats

Weather
Competing Events
Merger

**SWOT
Analysis**

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Sponsors

A HUGE thank you to the City of Brookings and First Bank & Trust for your continued investment in Downtown at Sundown.

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Thank you!

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