

City Council Agenda Item Memo

From: Ainsley Bennett, Brookings Chamber Event Coordinator
Kelsey Doom, Brookings Chamber Director

Council Meeting: October 14, 2025

Subject: 2025 Downtown at Sundown (DT@SD) wrap-up

Presenter: Ainsley Bennett, Brookings Chamber Event Coordinator

Summary and Recommended Action:

A presentation reviewing the 2025 Downtown at Sundown music festival. This review will go over the event's history, logistics, vendors, financials, marketing, successes, and future opportunities.

Item Details:

Downtown at Sundown began in 2015, making this its 10th year. On Thursday evenings from 5:30pm – 9:00pm, July 24th - August 21st, the Brookings community gathered on Main Avenue for live music, local food and drinks, and family-friendly activities.

- July 24 – Kickoff of Series
- July 31 - Bobcat Night
 - Partnership with the Brookings School District
- August 7 - New Resident Welcome Night
 - Interacted with 50+ New Residents
- August 14 - Multicultural Night
 - 5 Multicultural booths
- August 21 - SDSU Night
 - Partnership with SDSU President's Office, University Marketing and Communications, and Athletics Department

Legal Consideration: None.

Strategic Plan Consideration:

- Safe, Inclusive, Connected Community – The City of Brookings will create an environment for inclusive programs, gathering places, and events where the community can safely live, work and come together to participate in opportunities for learning, recreation and enjoyment.

Financial Consideration: None.

Supporting Documentation:

Presentation