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# DT@SD Review



# About

- Thursday night 5:30 pm - 9:00 pm from August 1st - August 29th
- 2024 = 9th 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

Grace Arthur (SDSU Student)  
Victoria Hansen (SDSU Student)  
Annika Hanson (SDSU Student)  
Riley Schwinler (Brookings High School)  
Taylor Storebakken (SDSU Student)

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# Theme Nights & Special Additions

Downtown at Sundown | 2024



## Theme Nights-

- August 8: Bobcat Night
  - 7 Brookings Bobcat related features
- August 15: New Resident Night
  - Interacted with 51 new residents
- August 22: Multicultural Night
  - 4 multicultural vendor booths
- August 29th: SDSU Night
  - 9 SDSU related features

## Special Additions-

- Berry Fast Bicycles - Kid Zone
- BHS Band Performance - Bobcat Night
- Grupo Folklorico Dance - Multicultural Night
- SDSU Pride + Spirit Squad - SDSU Night
- Guest Speakers - SDSU Night
  - President Dunn
  - Tyler Merriam

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# Vendor Summary



## **Total Number of Vendors - 38**

- Food Vendors - 9
- Non-profit - 10
- Retail - 3
- Multicultural - 4
- Sponsors - 12

## **New Vendors - 18**

## **Returning Vendors - 20**

\*Comparisons from 2023 to 2024



# Revenue

Item	Budgeted	Actual
City Allocation	\$25,000	\$25,000
Sponsorships	\$41,400	\$30,500
Vendor Fees	\$4,000	\$10,200
Beer Sales	\$8,000	\$6,099.55
In-Kind	\$9,425	\$9,425
TOTAL	\$87,825	\$81,637.67

# Financials

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# Expenses

Item	Budgeted	Actual
Operations	\$31,425	\$35,129.13
Marketing	\$16,100	\$13,398.88
Entertainment	\$23,300	\$10,000
In-Kind	\$9,425	\$9,425
TOTAL	\$80,250	\$70,203.01
NET	\$7,575	\$11,934.66

# Financials

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# Marketing



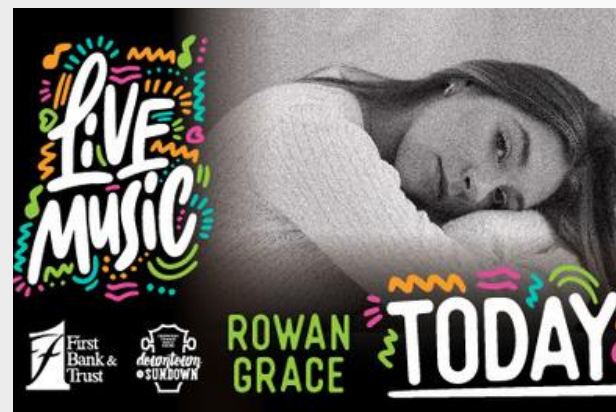
## Social Media

19.1K (Facebook)  
3K (Instagram)



## Website

3.8K Visits



## Other Marketing

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

Event Date	Attendees	Notes
August 1	2,493	
August 8	3,203	Bobcat Night
August 15	2,946	New Resident Night
August 22	3,326	Multicultural Night
August 29	3,635	SDSU Night

# Attendance



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# Attendance

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%



# Strengths

Vendor Spaces - SOLD OUT!  
Intern Program  
Theme Nights

# Weaknesses

Power Resources  
Volunteers

# Opportunities

Community Involvement - Brookings School District & SDSU  
Location  
Recording Attendance  
10 Year Celebration

# Threats

Weather  
Operational Change - Vendor Equipment Policy  
Decreased City Funding  
Location

# 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.





**Thank  
you!**

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