



2022 YEAR END REPORT

Event Overview

The What & Why

Downtown at Sundown is an annual 5-week outdoor concert series. It was held every Thursday night 5:30 pm - 9:00 pm from July 21 through August 18, 2022.

Summer 2022 was the **seventh year** of the event initiative, in response to community interest that came from the 2013 Charrette.

The primary goal of the event is to create an all-ages event and central gathering place for community members and visitors alike.

The Who

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.

The Team is comprised of 10 individuals including:

- Chamber Staff (4)
- Chamber Interns (3)
- Event-Day Interns (3)
 - *Fun fact : it takes an estimated **100+** staff and volunteer hours each week to coordinate, set-up and run the event. This does not account for event planning time which takes place February through June.*



The When : 2022 Event Dates

Date	Band
July 21	Ivory
July 28	Joey Leone's Chop Shop
August 4	The Barn Flies
August 11	The Boys of Summer
August 18	The Mickey Utley Band

It is recommended to have 1-2 bands return from year to year. In 2022, The Barn Flies were the returning favorite.
We are excited to announce our 2023 lineup early next year!

Event Budget

2022 Event Budget - Revenue

Revenue	Projected	Actual
City Allocation	\$27,500	\$27,500
Vendor Fees	\$4,050	\$7,400
Sponsorship	\$25,500	\$24,750
Beer sales	\$4,000	\$4,865
Donations/In-Kind	\$6,250	\$5,250
TOTAL	\$67,300	\$69,765

2022 Event Budget - Expenses

Expenses	Projected	Actual
Operations	\$23,200	\$19,219.46
Entertainment	\$23,100	\$17,817.73
Marketing	\$9,600	\$11,481.83
Sound & Stage	\$8,500	\$9,422
TOTAL	\$64,400	\$57,941.02

2018 Event Budget – Net Income

Net Income	Projected	Actual
Revenue	\$67,400	\$69,765
Expenses	\$64,400	\$57,941.02
NET INCOME	\$3,000	\$11,823.98*

*At the time of report, there are a few outstanding bills (waiting on vendors invoices), which will leave the event balance right around \$9,000.

Marketing

Impressions By The Numbers

Website Traffic:

- 3,977 visits

Chamber Chat:

- 25,284 accounts reached this summer

Social Media:

- Facebook:
 - Page reach of 24,291
- Instagram:
 - Page reach of 906

Historic DT@SD Attendance



Year	Attendees	Change
2015	3,682	--
2016	5,939	+61%
2017	8,157	+37%
2018	7,643	-6%
2019	9,747	+28%
2020 (the year that never was)	0	-100%
2021	12,134	+24% (from 2019)

2022 Attendance



Event Date	Attendees	Weather Factor
July 21	4,027	Sunny
July 28	3,616	Sunny
August 4	3,899	HOT / Kid zone waterslide
August 11	3,101	Cloudy and chilly night
August 18	3,361	Sunny

Attendance

Highest weekly attendance = 4,027 (week one with Ivory)

- Summer reunion tour and original local Brookings group

Lowest weekly attendance = 3,101 (Week four with The Boys of Summer)

- Coldest night and possible rainy weather

Total attendance for 5-week series = 18,004 (+48% Increase!)

Average weekly attendance = 3,601

Thank You!



Sponsors

A **HUGE thank you** to the City of Brookings for your continued investment in Downtown at Sundown.



BRING YOUR DREAMS.

And another **HUGE thank you** to all of the event sponsors:

- Headliner Sponsor – First Bank & Trust
- Powered By Sponsor – Goeden Trucking
- Additional Sponsors – Audio Connections, Kerry's Landscaping, Wooden Legs
- Encore Sponsors
 - Mills Property Management
 - Prairie Skies Family Dentistry
 - Falcon Plastics
 - Bel Brands
 - Twin City Fan
 - South Dakota State University (SDSU Night)