



## July & August Networking Events

| Date               | Event Name                                      | Time         | In-Person / Virtual |
|--------------------|-------------------------------------------------|--------------|---------------------|
| Jul 11             | AM Espresso – U of M – Rochester                | 7:30–9 AM    | In-person           |
| Jul 18             | Women's Roundtable                              | 7:30–9 AM    | In-person           |
| Jul 22             | Chamber CONNECT – July (Virtual)                | 11 AM–12 PM  | Virtual             |
| Jul 24 (afternoon) | Business After Hours – Kahler Hospitality Group | 4:30–6:30 PM | In-person           |
| Jul 24 (early)     | Women's Council: Fitness & Social               | 3:30–5:30 PM | In-person           |
| Jul 30             | Business Person of the Year Awards Celebration  | 3:30–6:30 PM | In-person           |
| Jul 31             | Business Made Social: The Penthouse             | 3:00–5:00 PM | In-person           |
| Aug 1              | AM Espresso – Weller Brothers                   | 7:30–9 AM    | In-person           |
| Aug 6              | Voices in Policy – YP Chat & Social             | 3:30–5:30 PM | In-person           |
| Aug 7              | Female Entrepreneurs Meet-Up                    | 2:30–3:30 PM | In-person           |
| Aug 8              | HR Briefing: Employee Benefits Compliance       | 8:00–9 AM    | In-person           |

## Fun Summer Marketing Ideas

- ☐ 1. Host a Summer Giveaway
  - \* Partner with other local businesses or influencers for a prize bundle.
  - \* Theme ideas: "Sunshine Survival Kit," "Beat the Heat," or "Local Love."
- ☐ 2. Pop-Up or Sidewalk Event
  - \* Set up a booth at a farmers market, fair, or outside your shop.
  - \* Offer samples, mini demos, or limited-edition summer products.
- ☐ 3. Patriotic Promotions
  - \* Run themed sales around the 4th of July or late-summer Labor Day.
  - \* Red, white, and blue packaging or branding for a week.
- ☐ 4. "Dog Days of Summer" Photo Contest
  - \* Invite customers to share photos of their pets visiting your business or wearing branded merch.
  - \* Winner gets a gift card or feature on your page.
- ☐ 5. Share "Behind-the-Scenes in the Heat" Content
  - \* Show how your team keeps cool, preps orders, or celebrates summer.
  - \* Keep it real and relatable—think iced drinks, fans, or summer jams.

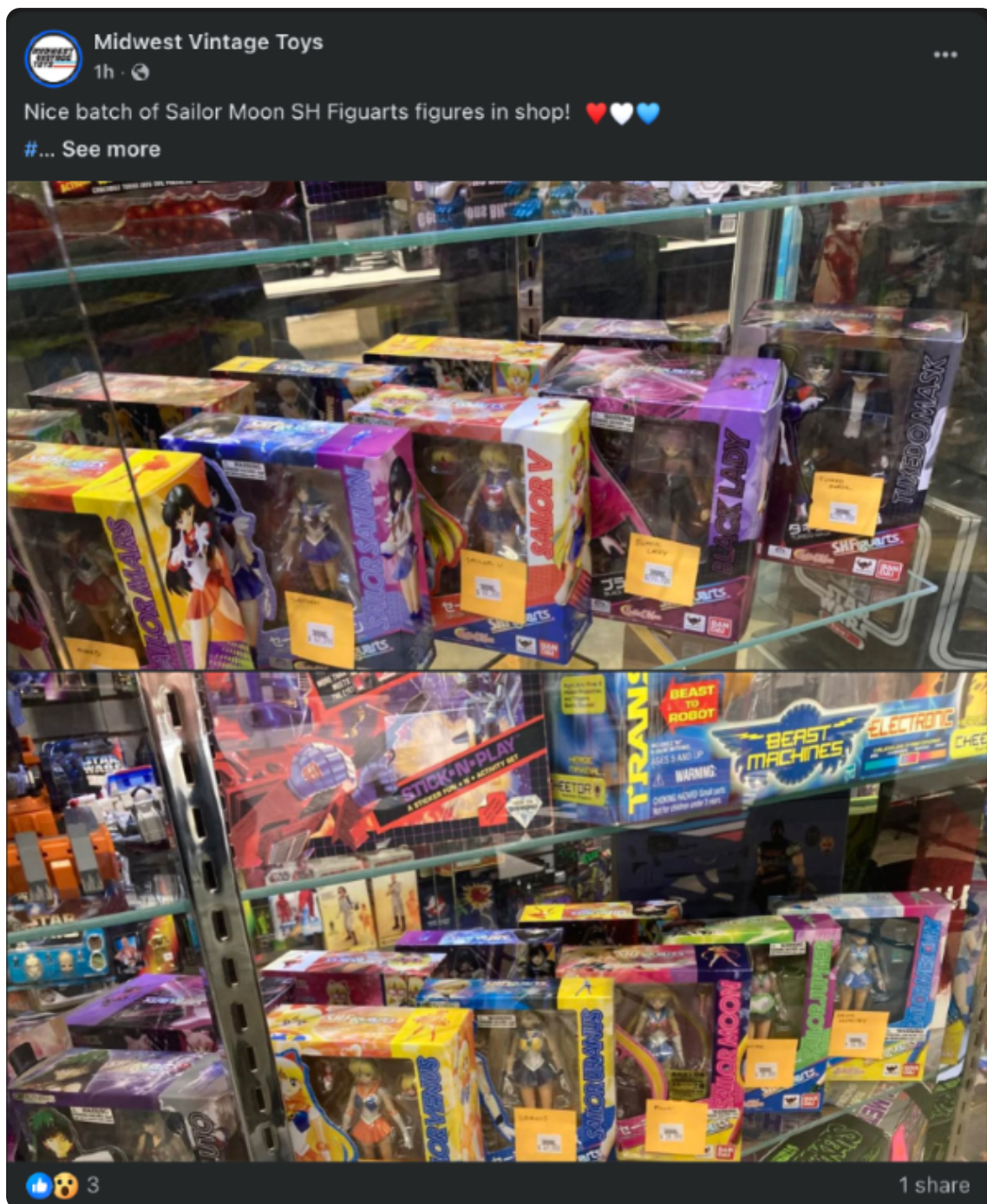
## Quick Strategy Roadmap

| Strategy               | Why It Works                            | How to Do It in Rochester                                                    |
|------------------------|-----------------------------------------|------------------------------------------------------------------------------|
| Guerrilla + Mobile Ads | High visibility, low budget             | Sidewalk chalk near Mayo Clinic, vehicle wraps driving around Olmsted County |
| Local Partnerships     | Builds trust and network                | Co-host events with RochesterSBDC or chamber                                 |
| Promotional Goods      | Walking brand ambassadors               | Hand out branded swag at Rochesterfest or Thursdays on First                 |
| Community Support      | Boosts brand + goodwill                 | Sponsor a youth sports team or volunteer day                                 |
| Digital Presence       | Captures search traffic & social clicks | Optimize Google Business, post on LinkedIn about local wins                  |

## Print Our Small Business Summer Checklist!

We've got your back when it comes to support—and we're not just saying that. This Summer, we want to see you shine, so we created a powerful checklist designed to boost your awareness and sharpen your marketing skills. Whether you're building your brand, growing your business, or just leveling up for fun, this tool is packed with tips and strategies to help you stand out and stay focused.

## CLICK FOR LATEST FACEBOOK POSTS FROM LOCAL BUSINESS'S





The Fit Loon

Yesterday at 8:21 AM · 🌐



Sip your way to a strong start. Because you deserve a week filled with energy, confidence, and progress 🍷⚡



Samuel Robinson and 5 others



Downtown Detail is at Downtown Detail.  
June 15 at 5:54 AM · Rochester · 🌐



BMW X5 in for an Exterior Wash... [See more](#)



👍 Tasos Psomas and 4 others

1 share

# EVENTS

THU  
10

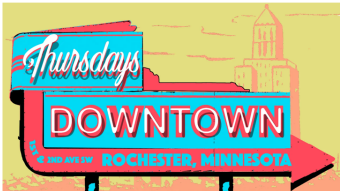
July 10 @ 11:00 am - 8:30 pm 🗓

## Thursdays Downtown | Downtown Rochester, MN

Downtown Rochester - 3rd St and 1st Ave SW Rochester, MN, United States

A weekly summer staple of downtown Rochester, Thursdays Downtown is Southern Minnesota's largest street festival, combining art, music, food, and a vendor market into one free community-uniting, block-party-style event. Join your friends and neighbors at Thursdays Downtown to eat, drink, dance, and shop the day away!

Free



SAT  
12

July 12 @ 7:30 am - 12:00 pm 📍 Rochester Farmers Market | Graham Park

## Rochester Farmers Market | Graham Park

Graham Park

The Rochester Farmers Market in Rochester, Minnesota, is a vibrant, year-round, grower-only market that showcases the best of southeastern Minnesota's local agriculture and artisan products. Operated by a vendor-owned association of approximately 100 small business owners who live and farm within 50 miles of Rochester, the market emphasizes sustainability, freshness,...



SUN  
13

July 13 @ 6:00 pm - 9:00 pm

## LIVE MUSIC – Blind Melon w/ Amateur, Riverside Music Series | Mayo Park

Mayo Park 40 Civic Center Drive SE, Rochester, MN, United States

Schedule 6:00 p.m. | Get ready! Come early to grab dinner and settle in. Food trucks start serving at 6:00 p.m., and the music starts at 7:00. Lawn chairs, blankets, and coolers are welcome. 7:00 p.m. | Amateur This Minnesota-based indie rock band brings shimmering guitars, honest lyrics, and a...



THU  
31

July 31 @ 7:00 pm - 8:30 pm 📍 LIVE MUSIC Passport Sessions Return to Thursdays Downtown | Discovery Walk Stage

## LIVE MUSIC Passport Sessions Return to Thursdays Downtown | Discovery Walk Stage

Discovery Walk Rochester, Minnesota, United States

Get ready to travel the globe, no passport required! Passport Sessions, a free outdoor concert series, is back this summer to bring the vibrant sounds of world music to downtown Rochester. Held in partnership with the Rochester Downtown Alliance's Thursdays Downtown event, this unique series celebrates cultural connection, storytelling and community through live...



SAT  
2

August 2 @ 3:00 pm - 4:00 pm

## The First Gathering | Rochester Art Life

Art Heads Emporium 317 S Broadway, Rochester, United States

We adore this Historic Art Block. We are excited to be moving right next door! August 2nd Celebrate the first gathering with us in our new location at 319 and 321 South Broadway. Stop by anytime from 3-6pm, even if it's just for a quick hello, we would love to see you! Admittedly,...



**Do you have a sale or event coming up?**  
**Email us and we can add it to our**  
**newsletter [vivifycre@gmail.com](mailto:vivifycre@gmail.com)**

**Vivify**

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