



November 24, 2020

### **Gift Rochester announces more than \$257,000 in downtown business purchases**

In an effort to support local downtown businesses, Gift Rochester, supported by the Rochester Downtown Alliance (RDA) and Mayo Clinic, collaborated to provide an online pop-up local shopping experience for managers and supervisors to recognize their staff this holiday season.

Gift Rochester's holiday shop, which was open Nov. 6–20, allowed Mayo Clinic managers and supervisors to shop for a variety of local gifts and products for their staff. The shop was piloted with over 50 businesses in downtown Rochester to underscore Mayo Clinic's commitment to sustaining its neighboring business community.

Gift Rochester is excited to announce that Mayo Clinic purchased **\$257,786.95** in merchandise from businesses in downtown Rochester.

Mayo Clinic proposed this collaboration as a way to support local downtown businesses and as an alternative to typical holiday gatherings, which are not possible due to the pandemic. Mayo Clinic approached Gift Rochester and the Rochester Downtown Alliance as potential partners to bring the program to fruition.

"Our neighboring downtown businesses are partners in providing patients, visitors and our staff with a world-class experience. We need to support one another," says Erin Sexton, director of Enterprise Community Engagement. "We are thrilled that this was such a popular option for our staff this year and even more thrilled to see these dollars go right back to the downtown businesses. We are grateful for the collaboration with Gift Rochester to make this happen."

Sarah Miller, founder of White Space has this to say about Gift Rochester: "This idea started as a personal need to fill my son's Easter basket back in April when supporting the local businesses during out stay-at-home order. Seventy-two hours later, we launched our pilot program. While this model has evolved to support Mayo Clinic's needs, the heart of this endeavor — supporting our friends and neighbors — has remained."

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#### **About Gift Rochester**

[Gift Rochester](#) is the brainchild of branding agency, [White Space](#). It is an e-commerce platform designed to serve local businesses during the unprecedented COVID-19 pandemic.

Gift Rochester's online pop-up shop platform was developed to promote local business and enable area residents to support one another. The inaugural edition proved a success by

partnering with eight local businesses, fulfilling 120 orders and putting \$8,000 into the hands of local entrepreneurs back in April.

#### **About Mayo Clinic**

[Mayo Clinic](#) is a nonprofit organization committed to innovation in clinical practice, education and research, and providing compassion, expertise and answers to everyone who needs healing. [Visit the Mayo Clinic News Network](#) for additional Mayo Clinic news and [Mayo Clinic Facts](#) for more information about Mayo.

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