

A hexagonal logo with an orange outline and a blue fill, containing the year 2019 in white text.

2019

The logo for the Downtown Neighborhood Association of Elgin, featuring the words 'downtown' and 'neighborhood' in a lowercase sans-serif font, with 'neighborhood' in orange and 'downtown' in white. Below it, 'ASSOCIATION OF ELGIN' is written in a smaller, all-caps, white sans-serif font.

downtown
neighborhood
ASSOCIATION OF ELGIN



It's Your City. It's Your DNA.

“2019 was a productive, exciting year for the DNA and Elgin’s downtown. From the continued success of the farmers market to the winter festival, our mission of helping Elgin’s downtown success is stronger than ever. Our focus for 2020 is continued success and improvement. Working together we will keep moving Elgin’s downtown forward!”

~ Aaron Sellers, DNA Board President

Jennifer Fukala
Executive Director

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ASSOCIATION OF ELGIN



Our Mission

The DNA is a 501(c)3 non-profit organization representing Downtown Elgin. Our mission and strategic plan encompass a vast array of objectives strategically selected to enhance and sustain our vibrant city center.

- Economic Development
- Perception & Promotion
- Community Building & Collaboration
- Beautification & Physical Enhancement



DNA Staff



Jennifer Fukala
Executive Director



Christina Gonzales
Event Manager



Jennifer Arndt
Marketing Manager

DNA Board of Directors 2020

PRESIDENT

Aaron Sellers

Elgin Community College
Instructor

VICE PRESIDENT

Steve Kroiss

Owner, 79 Ratio
Downtown Resident

TREASURER

Brian Haschak

Owner, Jimmy John's
(Grove Street location)

SECRETARY

Dustin Good

Downtown Resident

Tom Brockner

Owner, Tom's
Auto Clinic

Amanda Harris

Head of Elgin Cultural
Arts Commission

Mark Novelli

Owner, Imago

Jig Patel

Owner, The Expo Experts
Consultant & Business Coach

Don Pielin

Elgin History Museum
Board Member,
Downtown Property Owner

Brian Pinon

Real Estate
Business Consultant

Patricia Williams

Executive Director,
Elgin Literacy Connection

DNA 2019 Year in Review

downtown
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ASSOCIATION OF ELGIN

EVENTS

MARKETING

SUCSESSES

FINANCES

FUTURE

Downtown Events

“Our goal is to help make every downtown event successful, whether we’re hosting it or not.”

~ Jennifer Fukala, DNA Executive Director speaking on the DNA philosophy of supporting local events.



DNA Hosted Events

Farmers Market, Open for Business, Winter Market, Winter Wonderland, Cinco de Mayo

26k+ Attendees



DNA Supported Events

NeighborWorks Day, Elgin Food Truck Festival, Fringe Festival, Historic Elgin House Tour, Art Harvest, Open Elgin, Fox Trot, Nightmare on Chicago Street, National Night Out, Back-to-School Bash, Downtown History Talk

25k+

2019 Notable Achievements

38

Supporting Sponsors

Financial support of 38 event sponsors helped DNA host 5 free public events, all profitable with proceeds invested directly back into promoting downtown.

59%

Gift Card Sales

DNA sold \$3,025 in Downtown Elgin gift cards, up 59% from 2018.

350%

Farmers Market Growth

Visitors to the Farmers Market increased nearly 350% over last year with almost 1,000 shoppers visiting the market weekly. (16,776 in 2019 vs. 4,845 in 2018)

85k

Website Reach

DowntownElgin.com reached over 36k people who viewed a combined 85k pages. Since the 2018 website redesign, users have increased 70%.

Farmers Market

- **32 Booths each week** (24 vendors, 3 community partners, 5 sponsors)
- **55 Vendors** (13 full-season)
- **Sip & Shop Began Sept 6** (329 participated)

“I like that it’s by restaurants. My Mom and I combine our shopping with dinner and drinks every Friday!”

“Loved the music and the chef demos! I also loved when local restaurants would showcase specials using vendors from the market.”



18 Weeks (1 rained out)
Friday on S. Grove Avenue 3-7pm.
Weekly theme days: Hispanic Heritage, Music, Dogs, Books, Local History & more.



14 Sponsors
Amita Health, BMO Harris Bank (Link Match partner), All of Us Research, Elgin Sustainability Commission & more.



16,776 Visitors
Nearly 1,000* shoppers every week.
↑350% over 2018

*Based on a 17-week season due to 1 rain-out.

Winter Wonderland

- **4,500+ Attended** (615+ shopped the market)
- **13 Businesses Participated** (on-site activities)
- **18 Market Vendors / 6 Food Trucks**
- **FREE** (live music, special performances, carriage rides, pictures with Santa, ice-carving, s'mores, kids crafts & activities, live nativity and more)

”For the past 4 years, my family and I love everything this event has to offer. The kids’ ornaments making, s’mores, carriage rides, we love it all. Thank you for helping my family and friends make memories every year.”



22 Sponsors

Financial support of sponsors make this event entirely free for the community.



Beyond Elgin

Attendees come from Elgin, South Elgin, Huntley, Carpentersville, Hoffman Estates, Streamwood, Gilberts, etc.



Social Media & Web Reach

Facebook event reach was 173.5k with 10.5k responses. The event website generated another 7k views.

Advertising

The DNA secures purchased and partnership advertising to promote Premium Members as well as DNA sponsored events in traditional print, outdoor signage and online promotions.

- Elgin Symphony Orchestra
- Integrity School of Dance
- Children's Theatre of Elgin
- CVB Visitor Guide
- Elgin Short Film Festival
- Cemetery Walk

Over 30 Advertisements!

It's Your City. It's Your DNA!

downtown neighborhood ASSOCIATION OF ELGIN

The Downtown Neighborhood Association of Elgin is proud to be a partner with every stakeholder in Downtown Elgin. Together we are creating a vibrant destination! We value our relationships with the community and will continue to host and expand exciting events in the Downtown area with the goal of supporting and enhancing all of our local businesses and partners.

THANK YOU TO THESE PREMIUM DNA MEMBERS

To learn more about Premium membership and the numerous benefits included visit DowntownElgin.com/Membership.

www.DOWNTOWNELGIN.com

Bravo Ads - Monthly

Billboards

ELGIN FARMERS MARKET

DOWNTOWN ELGIN FARMERS MARKET

GROVE AVENUE 3 - 7PM

WWW.DOWNTOWNELGIN.COM

EVERY FRIDAY JUNE 7 - OCTOBER 4

ELGIN

HOLIDAY SHOPPING

ELGIN STYLE

DOWNTOWNELGIN.COM/HOLIDAY

85k Page Views
36k Users ↑ 70%



85% New Users / 15% Returning



Website DowntownElgin.com

MOST VIEWED PAGES

Farmers Market, Eat & Drink, Downtown Jobs, Downtown Directory, Munch Madness

TOP SEARCH TERMS

Elgin Farmers Market, Downtown Elgin, City of Elgin, Nightmare on Chicago Street, Dream Hall Elgin

TOP REFERRING WEBSITES

Facebook.com, CityofElgin.org, DailyHerald.com, Instagram.com

TOP CITIES

Elgin, Chicago, South Elgin

Social Media & Email

FACEBOOK

Reach
3.26M

Posts
1,500

Followers
10,438



Followers **↑ 41%**

EMAIL CAMPAIGNS



Sent
703K

Open Rate
28.5%
10-15% is Avg.

Click Rate
14.3%
7-9% is Avg.

Lists **↑ 23%**

INSTAGRAM

Engage
4.3%
1-3% is Avg.

Posts
222

Followers
1,786



Followers **↑ 77%**



900 views among 100+ videos



Nearly 2,000 Followers

Business Leads



- NEW BUSINESSES
- EXISTING BUSINESSES
- PROPERTY DEALS
- NEW EVENTS
- ORGANIZATIONS/NON-PROFITS



Open for Business

- 14 Buildings / 22 Spaces
- 145 Building Visits
- 6 New Leads Generated

“This was the most proactive and productive real estate open house event I've ever seen. Considering the number of people that signed up for the event and how many toured my landlord-client's office unit, this event was also one of the best VALUES. Elgin has done a LOT to update the atmosphere of their downtown and this event was a good way to showcase that.”

~ Paul Miessler, Commercial Realtor



Online Reach

Promotions reached 37k via Facebook and website views.

Business Resource Fair

Opportunity to network and learn how to open a business in Downtown Elgin.
45 attended / 12 vendors participated



**YOUR BUSINESS
HERE!**

View This & More Spaces at:
DOWNTOWNELGIN
.COM/REALESTATE

Downtown Projects

The DNA worked on a variety of projects with the City of Elgin in 2019 which contributed to Economic Development, enhanced placemaking and improved quality of life in Downtown Elgin.

- Bike Racks
- Elgin Business Info Packet
- City Permitting Process
- Parking Sensors
- Civic Center Plaza



Kiosk Signs

Neighborhood Watch

**SEE A PROBLEM?
BE PART OF THE SOLUTION!**
Your immediate action will make a difference.
DON'T WAIT. CALL NOW!

GRAFFITI
CALL 311
A case will be opened and a public works team will be scheduled to perform clean-up. Information and photos will be passed to the police department for investigation.

LEWD ACTS & HARASSMENT
CALL 911
If you see inappropriate acts or you are being physically and/or verbally harassed please immediately call 911.

SLEEPING IN PUBLIC / PASSED OUT
CALL 911
This person may be having a medical emergency! You should immediately call 911.

DRUGS & ALCOHOL
REPORT IT!
If you see what appears to be a drug related transaction please immediately call 911.
If you see someone publicly intoxicated please contact police non-emergency.

GROCERY CARTS
REPORT IT!
Being in possession of a business's property (such as a grocery cart) constitutes property theft. Please contact police non-emergency.

PANHANDLING
Asking for money is not a crime and is protected by free speech. Business owners can enact policies to disallow this behavior on the premises or in entryways and have the right to ban people from their businesses as needed. Contact police non-emergency.

AGGRESSIVE HARASSMENT
CALL 911
If someone is following you, not allowing you to pass, continues to ask for money after being told NO or presents aggressive behavior or language, please immediately call 911.

PUBLIC URINATION OR DEFECTION
REPORT IT!
If you catch someone in the act please immediately call 911.
If it is strictly a clean-up job or you have incident footage on camera please call 311. This also applies to littering.

downtown neighborhood ASSOCIATION OF ELGIN
www.DowntownElgin.com

ELGIN
Police Department
Elgin Police Non-Emergency: 847-289-2700
www.cityofelgin.org

Financial Responsibility

2019 Membership

39 businesses invested in Premium Membership.

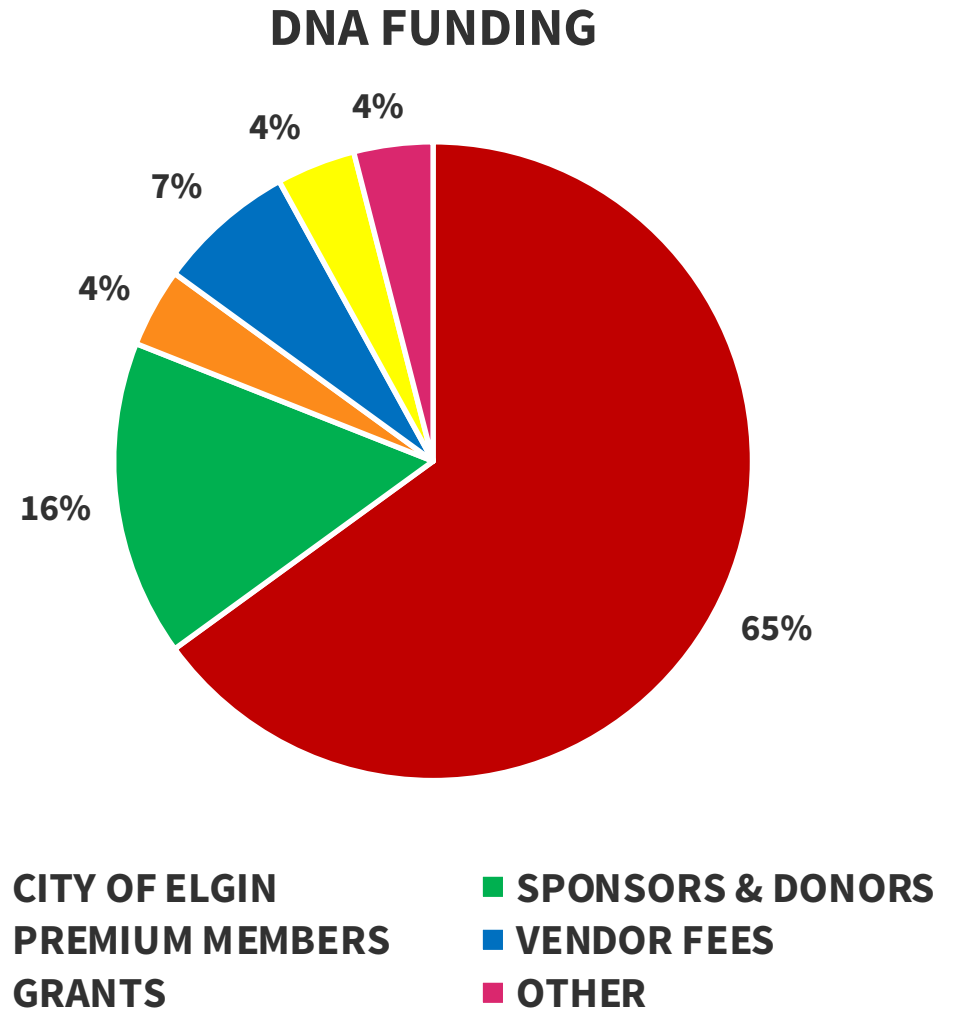
2019 Sponsors & Donors

38 businesses and organizations gave back to the community in the form of event sponsorship.

Grants – BMO Harris Bank Link Matching Grant, Elgin Community Network Grant for NeighborWorks day project, Heritage Committee Grant for Crocker Façade project, made these projects and programs possible.

Other category includes:

Participation fees for events and programs, merchandise sold and gift certificate program.



2019 Operating Budget \$208,391

Contact Us



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THANK YOU
for a
Great Year!