

# QUARTERLY REPORT

DNA NEWS

## PROJECTS

**SPRING CHA CHING** - DNA crafted this promotional campaign to highlight local businesses and the Downtown Elgin Gift Certificate Program. From May 1-15 the campaign was promoted via 90 social media posts. \$2,320 in Gift Certificates were processed. Currently 43 businesses accept Downtown Elgin Gift Certificates. YTD Gift Certificate sales compared to last year are up 412%!

**FARMERS MARKET** - The 21st Season of the Downtown Elgin Farmers Market kicked off on June 4. The market will run every Friday through mid October.

**CITY OF CHOICE** - DNA is proud to be participating in this collaborative campaign with the City of Elgin, Elgin Area Chamber of Commerce, Explore Elgin and others. Learn more here.

**WEBINARS** - DNA hosted Historic Tax Credits 101 in partnership with MacRostie Historic Advisors and Baker Tilly US LLP to educate property owners about the application process, what makes a property eligible and applicable projects.

**BUSINESS RESOURCES** - DNA formed new partnerships with Signorama, James Zorn Photography and ColorWord Creative to offer discounts to Downtown businesses. Learn more here.

**RESIDENT SURVEY** - DNA completed a survey asking, What types of businesses do you want in Downtown Elgin? View results here.

**SUMMER PROMOTIONAL CAMPAIGN** - Messaging this summer thru fall will be "Come for the Market, Stay to Explore." DNA social media channels will heavily promote local businesses with customized and boosted creative content. A Loyalty Program component will encourage farmers market shoppers to also support local businesses.

**DNA BOARD & STAFF UPDATES** - Jennifer Arndt promoted to Promotions Manager. Carson Williams hired as Farmers Market Manager. Congratulations to former DNA Board Member Dustin Good on his new role on Elgin City Council.

## SOCIAL MEDIA & EMAIL

### TOP FACEBOOK POSTS

Farmers Market Event - 15k reach

Farmers Market Opening Post - 11.2k reach, 1.3k engagement

Weekly Spotlight - 4.6k reach, 460 engagement

Photo Gallery w/Scottie Bloomer - 4.3k reach, 300 engagement

### FACEBOOK AND INSTAGRAM GROWTH (Growth Since Dec. 31, 2020)

4.5% Increase in Facebook Followers

10.9% Increase in Instagram Followers

### EMAIL CAMPAIGNS (Weekly "Spotlight" Email & The Business Buzz)

Emails Sent - 217k (YTD) • Open Rate - 18% (up 3%) • Click Rate - 17% (up 5%)

## BLOGS & WEB TRAFFIC

### FEATURED WEBSITE CONTENT

Elgin is a City of Choice with Downtown Elgin at the center of it all  
Farmers Market page

### WEBSITE ANALYTICS (Growth Since Dec. 31, 2020)

Page Views up 32%

New Users up 25%

IT'S YOUR CITY.  
IT'S YOUR DNA.

[www.downtownelgin.com](http://www.downtownelgin.com)

downtown  
neighborhood  
ASSOCIATION OF ELGIN