



downtown  
neighborhood  
ASSOCIATION OF ELGIN

**Presented by Executive Director Jennifer Fukala**

**"2021 was both unique and challenging for everyone, but it also taught us some valuable lessons about moving forward. With that being said, I'm excited because we've really been able to make some great progress and are planning for the future of Downtown Elgin."**

**~ Board President Steve Kroiss**



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



# OUR VISION FOR THE FUTURE OF DOWNTOWN

**An experiential destination with a variety of restaurants, retail, entertainment and art.**

**A complete ecosystem that is walkable and welcoming for residents who live downtown and in the surrounding neighborhoods, as well as our visitors.**

**A place that honors our history, authenticity, diversity, and artistic heritage.**

**A place that embraces what is different about our community in order to build success instead of trying to replicate other downtowns.**



# DNA STAFF



**JENNIFER FUKALA**  
Executive Director



**JENNIFER ARNDT**  
Promotions Manager



**SARAH MICHAELS**  
Events Coordinator

## 2022 Board of Directors

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Director

# 2021 NOTABLE ACHIEVEMENTS



**DNA Business Support Services, formerly known as Membership, became free for all downtown businesses.**



**Page Views on DowntownElgin.com were up 29% over 2020.**



**The Farmers Market reported Economic Impact of \$902,256 for the season.**



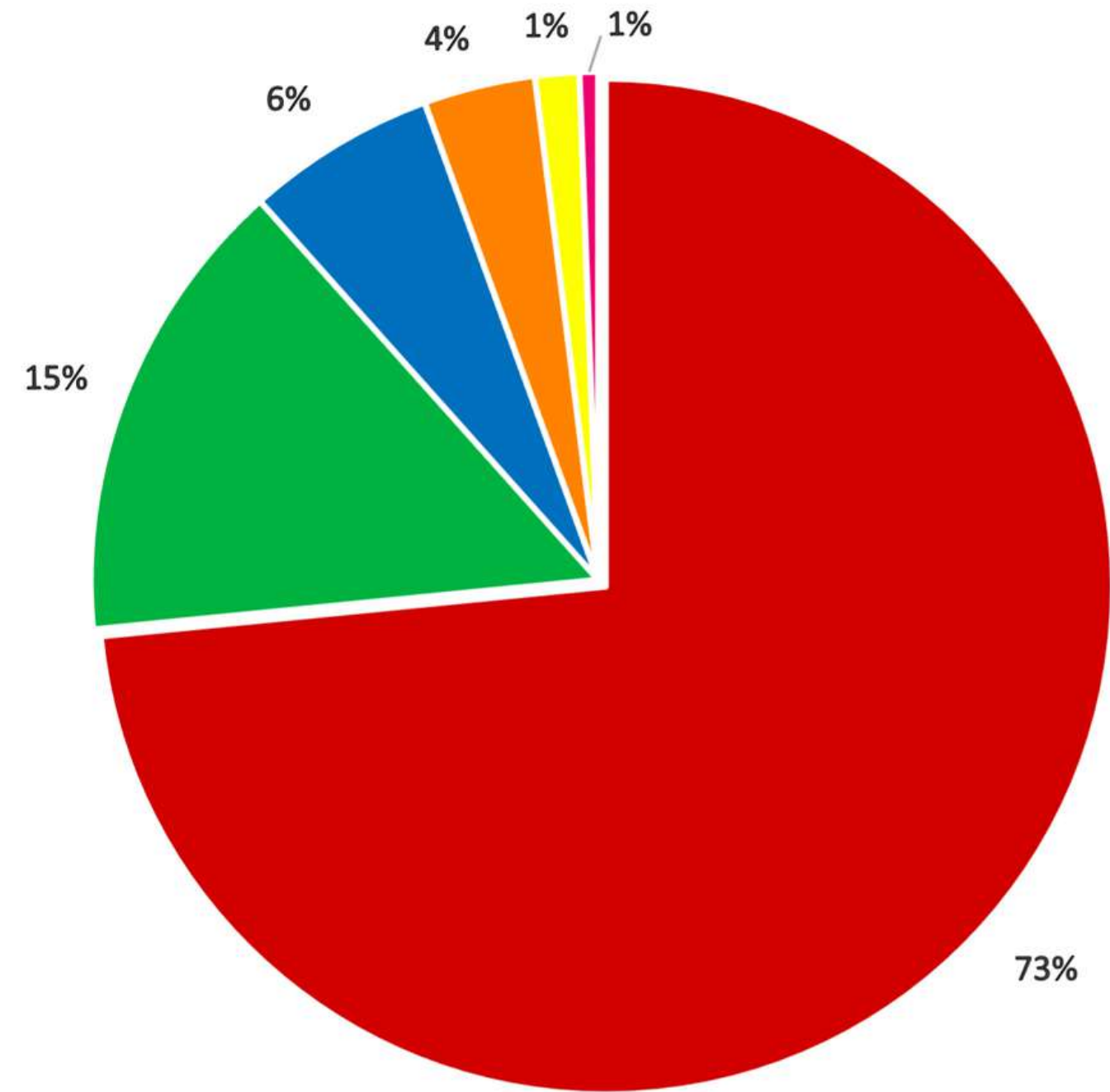
**\$5,985 in Downtown Elgin gift certificates were sold. Up 56% over 2020. 43 businesses now participate.**

# FINANCIAL RESPONSIBILITY

**Purchase of Services Agreement with the City of Elgin provides \$165,000 annually for economic development and promotional support services.**

**Sponsors & Donors:**  
**30+ area businesses and organizations supported the DNA mission in 2021 including: Amita Health, BMO Harris Bank, the City of Elgin, All of Us Research, Inspire Realty, Floodlight Design, Shared Harvest, Streamwood Behavioral Health and the Home Improvement Network.**

**Other Category Includes:**  
**Participation fees for events and programs, merchandise sold and gift certificate program.**



**2021 OPERATING BUDGET \$224,675**

- CITY OF ELGIN
- SPONSOR/DONOR
- VENDOR FEES
- EVENT TICKETS
- MARKET TOKENS
- MISC INCOME

# FARMERS MARKET

- 40 total vendors participated averaging 26 per week
- Market-goers spent an average of \$57.41 in Downtown Elgin each time they visited the market.

**TOTAL REPORTED ECONOMIC IMPACT - \$902,256**



**19 WEEKS**

**Hosted along S. Spring Street on Fridays from 3-7 pm, June through October.**

**18 SPONSORS**

**Exceeded sponsorship goal of \$28,250, with a total of \$28,910 or +%100.7**

**15,716 VISITORS**

**Attendance up 13% from 2020  
827 shoppers avg. per week**



# GIFT CERTIFICATES

- Spring Cha-Ching promotional campaign featured a Buy More Get More sale.
- Promo generated \$1,850 in sales. DNA gave \$370 as "bonus" to equal \$2,200 in total value.
- For 2021, \$5,985 in Downtown Elgin gift certificates were sold. Up 56% from 2020.
- 43 businesses now accept Downtown Elgin gift certificates.

*Spring Cha-Ching*

Redeem at ...  
**VERN'S TAVERN**

**BUY NOW SAVE 20%**  
MAY 1 - 15



Downtown Elgin Gift Certificate Sale

*Spring Cha-Ching*

**BUY \$100  
GET \$20 FREE!**

USE AT 35+ DOWNTOWN ELGIN BUSINESSES!

RESTAURANTS, BARS, SHOPS & MORE! HURRY, SALE ENDS MAY 15.



*Spring Cha-Ching*

Redeem at ...  
**ELGIN KNIT WORKS**

**BUY NOW SAVE 20%**  
MAY 1 - 15



## SPRING CAMPAIGN

Promoted for 15 days via social media and email. May 1- 15.

## NEW PARTICIPANTS

Generated new business participation for the gift certificate program.

## SOCIAL REACH

Campaign reach via Facebook & Instagram was approx 41k.

# HOLLY DAYS CAMPAIGN

- 6 weeks of promotions
- 12 sponsors - met \$5,000 goal
- 150+ social media posts for the campaign overall reaching an audience over 100K+
- [DowntownElgin.com/HollyDays](http://DowntownElgin.com/HollyDays) Page Views up 140% over 2020
- Beverage Crawl cup proceeds split among participating businesses. Each received \$333 plus up to \$100 for supplies



**BEVERAGE CRAWL - SELL OUT**  
400 cups sold! 23 businesses participated. Attendees spent an average of \$83 in Downtown Elgin during the event for an estimated **ECONOMIC IMPACT** of \$33,200.

**HOLIDAY MARKET**  
16 vendors at Habitat for Humanity  
Santa photos & music from EYSO.  
600+ shoppers.

**15 HOLIDAY WINDOWS**  
Partnership with Side Street Studio Arts & local artists.  
Public voting contest generated 300+ new emails.

# DOWNTOWNELGIN.COM

**110k Page Views \*up 29%**

**45k Users \*up 27%**

**87% New Users**

**13% Returning**

**\*compared to 2020**



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**Most Viewed Pages:** Farmers Market, Elgin Eats, Holly Days, Eat & Drink Directory Page, Main Directory Page, Real Estate

**Top Search Terms:** Elgin Farmers Market, City of Elgin, Downtown Elgin, Red Poppy Bistro, Elgin, Elgin Downtown

**Referring Websites:** Facebook, Instagram, City of Elgin, Explore Elgin

**Top Cities:** Elgin, Chicago, South Elgin, Schaumburg, Bartlett

 **FACEBOOK**

**12,503 Followers**

**↑ 9%**

**1060 Posts**

**915k Reach**

 **INSTAGRAM**

**3099 Followers**

**↑ 27%**

**352 Posts**

**↑ 27%**

 **YOUTUBE**

**136 Videos**

**1,386 Views ↑ 38%**

 **LINKEDIN**

**Now active.  
Look for our page  
and follow us!**

**SOCIAL MEDIA  
PERFORMANCE  
INCREASES OVER 2020**

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# EMAIL COMMUNICATIONS

## BUSINESS AND EVENT OUTREACH



**435k Individual  
Emails Sent in 2021**



**14.75% Click Rate on  
Links within emails  
6% Above Average**



**19% Open Rate  
↑ 2% from 2020  
Highest was 67%**



**713 New Subscribers  
↑ 9% from 2020**

# NEW BUSINESSES OPENED IN 2021



**ABLE Shoppe**  
**AKF Martial Arts**  
**BeaUnique Latin Kitchen**  
**Becoming I Am**  
**Birdette's Chicken**  
**Breakfast Urbano**  
**Bricks Pizza**  
**Carla's Unique Balloons**  
**Chicago Medical Brigade**  
**Coleman's BBQ**  
**ETC CoWorking**

**Goose's Natural Juices**  
**Lincoln Avenue Barbershop**  
**Mack's Empowerment Counseling**  
**Mantra**  
**Peru Caters**  
**Roll N' Donut**  
**Steep N' Clay**  
**Strategic Expectations**  
**The Light Lounge at Vern's**  
**The Ruth Project**  
**Vern's Tavern**



# DNA TESTIMONIALS



## **AUSTIN MASSEY, OWNER VIATOR COFFEE**

I just loved how many new faces we saw and that had the opportunity to see us and share with people what we're doing with coffee. Once people come in once, the probability of them coming back and becoming regulars is pretty high, so just having the opportunity to get in front of that many fresh faces was rewarding in and of itself. Great Job DNA Team! Excited to see how this continues to grow in years to come!  
*(Comment referencing Holly Days campaign)*



## **MICHALLE LAKE, FARMERS MARKET CUSTOMER**

My BFF and I are regular shoppers at the Farmers Market. We make a point to find all the new businesses and restaurants. We stopped at Merkai and found Verns Tavern last time. We then take turns picking a restaurant to dine at in the area. Last time we ate outside at Public House. They did a nice job with the tent. We like to check out what is going on at Side Street Studios too!



## **TANYA WITT, LOCAL PROFESSIONAL**

I want to commend you on your social media posts and emails. Whomever is doing them is excellent. They make Elgin look incredibly good and inviting. The photography is also very professional.

# DOWNTOWN BLOGS

- 11 blogs published in 2021
- Content highlighted business promotions and economic development news generating 8.7k total views.

Guest Blogger Opportunities!

## BISNOW

- DNA promoted Economic Development blogs to a targeted CRE audience utilizing BisNow marketing eblasts.

52.4 total impressions  
255 targeted blog views



## MOST POPULAR BLOGS:

Two restaurants and one new bar opening in Downtown Elgin (Red Poppy, Bea Unique & Vern's)  
1,709 readers

Elgin Holly Day's support downtown business community  
1,156 readers

Downtown Elgin Halloween happenings  
1,042 readers



# ECONOMIC DEVELOPMENT PROJECTS

**DNA assisted City Staff during the application process for a state grant that would help cover the costs of renovations to DuPage Court.**

**DNA worked with City Leadership to bring forward a parking ordinance change to improve business parking availability, snow removal and regular street sweeping.**

**Major residential redevelopment projects were approved with city TIF support for the WT Group at 40 DuPage Court and for Judson University at the former PNC Bank building.**

The logo for SizeUpElgin features the word "SizeUp" in a dark blue font, with the "U" stylized as a blue outline containing a green and yellow bar chart. An upward-pointing blue arrow is positioned above the "U". The word "Elgin" is written in an orange font to the right of "SizeUp".

# SizeUpElgin

**Launching in February 2022!**

**New, SizeUp business analytics data portal will be made available in 2022 to Elgin businesses free of charge.**

**Businesses can use data to research competition, benchmark performance, find new customers, maximize advertising efforts and more.**

**Data from SizeUp Elgin will be used in economic development marketing efforts to help attract new businesses.**



# CONTACT DNA



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