

QUARTERLY REPORT

DNA NEWS

PROJECTS

FARMERS MARKET - The 21st Season of the [Downtown Elgin Farmers Market](#) kicked off on June 4 and runs thru October 15. Sip & Shop returned and the SNAP program continues with a match sponsorship from BMO Harris Bank. Attendance is on track to reach over 15k.

SUMMER PROMOTIONAL CAMPAIGN - "Come for the Market, Stay to Explore." promoted local businesses with customized and boosted creative content. This campaign is on track to reach over 100K with strong public engagement.

STREET CLEANING - As part of the new overnight parking restriction, street cleaning will take place in the Central Business District every Friday morning May-November between the hours of 4-6 am, weather permitting.

FALL/WINTER CAMPAIGN - Plans began for Holly Days which will return on Small Business Saturday, November 27. This multi-week campaign will include a Holiday Cheers beverage crawl at participating locations in partnership with the City of Elgin. Holiday window murals will be painted on approx. 15 windows in partnership with Side Street Studio Arts. A Pop-Up Winter Market, Santa photo event and live music will be complimentary components of this campaign.

CITY OF CHOICE - DNA continues to partner in this collaborative campaign with the City of Elgin, Elgin Area Chamber of Commerce and others. [Learn more here.](#)

GIFT CERTIFICATE SALES - YTD sales are up 56% over last year and over 40 businesses participate in this program.

BUSINESS RESOURCES - DNA will once again partner with Kim Robinson of 3pts to offer a free educational workshop for businesses focused on marketing tips to make the most of the holiday shopping season.

BISNOW INVESTMENT - DNA continues to promote Downtown Elgin to a targeted audience of commercial real estate leaders. The first 3 of 5 eblasts resulted in 400 views, with 2 additional eblasts remaining in this campaign.

DNA BOARD & STAFF UPDATES - DNA is now hiring. [View position here.](#)

SOCIAL MEDIA & EMAIL

TOP FACEBOOK POSTS

"Come for the Market. Stay to Explore." campaign - 100k reach and counting
Historic House Tour post - 6k reach, 500 engagement

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

5% Increase in [Facebook](#) Followers
13% Increase in [Instagram](#) Followers

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

Emails Sent - 325k (YTD) • Open Rate - 17% (up 2%) • Click Rate - 17% (up 5%)

BLOGS & WEB TRAFFIC

FEATURED WEBSITE CONTENT

[Opening a New Business in Downtown Elgin: The 9 Most Wanted Farmers Market page](#)

WEBSITE ANALYTICS (Growth Since Dec. 31, 2020)

Page Views up 35%
New Users up 30%

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

www.downtownelgin.com

downtown
neighborhood
ASSOCIATION OF ELGIN