

QUARTERLY REPORT

DNA NEWS

PROJECTS

SIZEUP ELGIN - DNA launched a powerful market research and business intelligence tool specifically designed for local businesses and entrepreneurs. This new service is completely free to local businesses and available anytime at DowntownElgin.com/SizeUp. [Virtual training](#) was provided. The tool has been accessed approx 570 times on the DNA website since the launch.

PROMOTIONAL CAMPAIGN - 40 business and organizations participated in "[Lucky Elgin](#)" donating items to giveaway in an online contest. Reach was over 42k on social media. 831 entries were made and 411 new emails were obtained. [Hundreds of positive comments](#) about the Downtown were collected and will be used in future promotions. \$1,975 in Downtown Elgin gift certificates were sold.

Compared to the 2021 Spring campaign (Spring Cha Ching):

- Gift Certificate Sales Up 7%
- Views to Campaign Web Page Up 668%

FOX VALLEY MAGAZINE - DNA invested in advertising in the March issue of Fox Valley Magazine which included a full page ad for the Lucky Elgin promo, online ads and posts, plus a multi-page article. This article was also used as a blog on DowntownElgin.com and is being used for Google and Facebook ads.

FARMERS MARKET - The 22nd Season of the Downtown Elgin Farmers Market will kick off on June 3. 44 vendors and 12 sponsors have been confirmed with more in the works. A new First Friday element will occur in June, July & August which will extend the market an additional hour with enhanced events and entertainment. Sip & Shop details are in the works. [Learn more here](#).

BISNOW INVESTMENT - A BisNow eblast featured the new [SizeUpElgin](#) tool to a targeted audience of commercial real estate leaders. DNA attended a [BisNow commercial real estate summit on the future of the suburbs](#) to connect with economic development leaders from the Chicagoland area.

DNA BOARD & STAFF UPDATES - Sarah Michaels was hired as the new Events Coordinator and Farmers Market Manager.

SOCIAL MEDIA & EMAIL

TOP FACEBOOK POSTS

Eagle Blog - 42k reach, 6.2k engagement

Mama Lee's moving to Centre - 13.5k reach, 800 engagement

FACEBOOK AND INSTAGRAM GROWTH (Growth Since Dec. 31, 2021)

2% Increase in [Facebook](#) Followers

1% Increase in [Instagram](#) Followers

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

Emails Sent - 117k (YTD) • Open Rate - 31% • Click Rate - 9%

BLOGS & WEB TRAFFIC

FEATURED BLOG CONTENT

[Getting to Know Downtown Elgin](#)

[Nightlife and Live Music in Downtown Elgin](#)

[DNA Now Offering SizeUp Business Intelligence Tool](#)

[Where to Spot Bald Eagles in Downtown Elgin](#)

[What's New in 2022](#)

WEBSITE ANALYTICS (1st qtr 2022 vs. 1st qtr 2021)

Page Views same

New Users up 2.2%