

# DNA QUARTERLY REPORT

## PROJECTS

**FARMERS MARKET** - The 22nd Season of the Downtown Elgin Farmers Market kicked off on June 3 with an estimated attendance of approx 3,000. Sip & Shop partners include Side Street, Lounge 51 & Al's Cafe. DNA secured a sponsorship from BMO Harris Bank and a grant from Experimental Station which enables SNAP users the ability to triple their benefits (\$20 purchase = \$60 value).

- 32 Sponsors (Presented by Ascension, formerly Amita)
- 55 Vendors (28 Full Season / 27 Select Dates)
- 27 Community Partners
- 7 "After Hours" Downtown Business Partners
- 7 Additional Downtown Business Market Participants

**FOX VALLEY MAGAZINE** - DNA invested in advertising in the June issue of Fox Valley Magazine which included a full page ad for the Farmers Market, 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 paid Google and Facebook ads.

**WELCOME GUIDE** - DNA is creating a new printed welcome guide that will be distributed to new residents. 9 downtown businesses included a promotional coupon. Thank you to our sponsors, Symonds-Madison Funeral Home and the Elgin Symphony Orchestra.

**LIBRARY PARTNERSHIP** - DNA was a participating location for the Follow the Yellow Brick Road campaign. DNA also partnered with the library and Bernie's Book Bank to bring a Storywalk to the downtown with 14 participating businesses/organizations. The Storywalk will be on Grove Avenue this summer.

**STAKEHOLDER MEETING** - DNA hosted a Stakeholder Meeting on June 13. Topics included the Farmers Market, Nightmare on Chicago Street, an update from ROPE Office Nelis, and an open forum for questions.

**GRAND OPENING** - In partnership with the Elgin Area Chamber, DNA hosted a Ribbon Cutting for The Ashbury, the newest event venue in Downtown Elgin.

**NIGHTMARE ON CHICAGO STREET** - Thank you to the business owners who shared feedback on the return of NOCS. DNA is supporting communications for the event including RFPs and ticket/event announcements. A landing page on DowntownElgin.com will share business hours/specials for the event.

**INTERNSHIP PARTNER** - DNA partnered with Alignment Collaborative for Education to offer summer internships to three U-46 students.

## SOCIAL MEDIA & EMAIL

### TOP FACEBOOK POSTS

Farmers Market Opening Day - 30k reach, 4k engagement  
Downtown Elgin Duck Rescue - 23k reach, 3.5k engagement

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

12.3% Increase in Facebook Followers (DNA & FMarket pages)  
4.7% Increase in Instagram Followers (DNA & FMarket Pages)

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

Emails Sent 221k (YTD) • Open Rate 32% • Click Rate 8.5%

## BLOGS & WEB TRAFFIC

### FEATURED BLOG CONTENT

[Farmers Market Returns for the 2022 Season](#)  
[Special Events in Downtown Elgin](#)  
[Attracting the Youth - Activities for Kids in Elgin](#)

### WEBSITE ANALYTICS (1+2 qtr 2022 vs. 1+2 qtr 2021)

Page Views up 5.5% (totaling 56,533 YTD)  
Users up 12.5% (totaling 24,354 YTD)