



downtown
neighborhood
ASSOCIATION OF ELGIN

Presented by Executive Director Jennifer Fukala

"Thanks to diversification, strategic initiatives, and dedicated team of volunteers and staff, the downtown has seen steady growth over the last 6 years. We look forward to continuing the hard work that it takes to support to the stakeholders and encouraging positive growth.

In 2022 we saw a flurry of renewed activity as many things came back online that had been dormant in previous years. It was exciting to see the community getting involved again."

~ 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 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 unique about our community in order to build success instead of trying to replicate other downtowns.



DNA STAFF



JENNIFER FUKALA
Executive Director



SARAH MICHAELS
Events and Promotions



**DAPHNE
KAWAMOTO**
Communications

2023 Board of Directors

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2022 NOTABLE ACHIEVEMENTS



Holiday Cheers Beverage Crawl
64% increase in ticket sales.



DNA awarded a RISE Grant for strategic planning from DCEO. The project will take place in spring 2023.



Farmers Market
Record Attendance of 23,258 guests, a 47% increase!



Launch of the SizeUpElgin business analytics portal, free for all Elgin businesses.

FINANCIAL RESPONSIBILITY

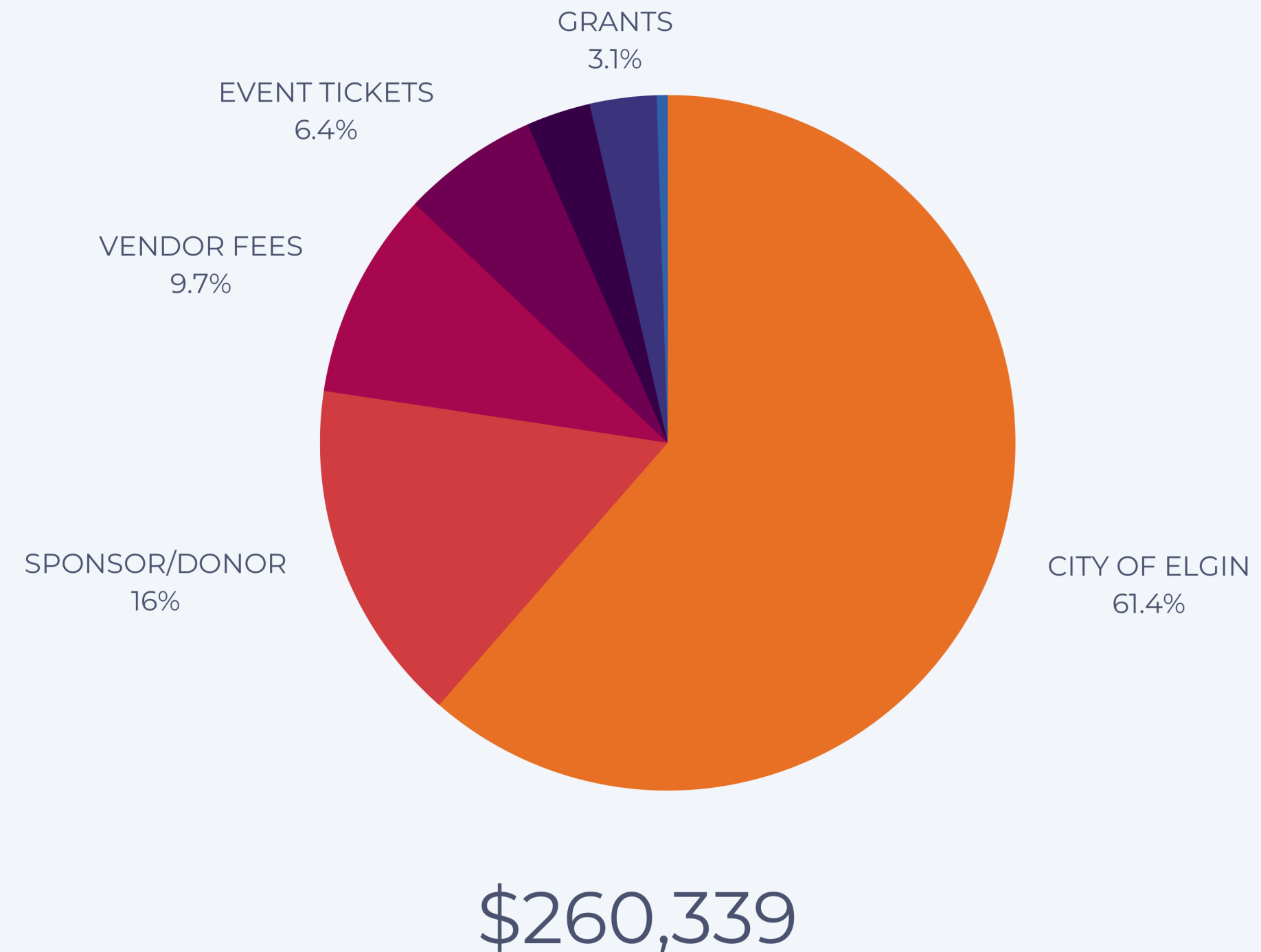
Purchase of Services Agreement with the City of Elgin provides \$165,000 annually for economic development and promotional support services.

**Special Thanks to our Sponsors and Donors!
43 businesses and organizations supported us in 2022:**

Ascension Health, BMO Harris Bank, Waste Managment, Oak Street Health, Renewal by Andresen, All of Us Research, Judson University, WT Group, KS Auto Care, Elgin Public House, Streamwood Behavoiral Health, Senator Christina Castro, Inspire Realty Group, and more!

Farmers Market Grants received from Illinois Farmers Market Association, Kane County and Experimental Station.

OPERATING BUDGET 2022



FARMERS MARKET

61 total vendors participated, a 52% increase over 2021. An average of 32 vendors participated weekly.

65% of customers reported engaging in other activities while downtown attending the market.

Market-goers spent an average of \$67.59 in Downtown Elgin each time they visited the market.

**ESTIMATED ECONOMIC IMPACT
\$1,572,008**



20 WEEKS

Hosted along S. Spring Street on Fridays from 3-7 pm, June 3rd through October 14th.

32 SPONSORS

\$33,573.55 in financial support was provided, an increase of 16% over 2021.

23,258 VISITORS

Attendance was up 47% from 2021, averaging 1,162 shoppers per week.

GIFT CERTIFICATES

DNA has run the downtown gift certificate program since 2010.

\$4,815 Sold in 2022

\$470 Donated by DNA

\$4,010 redeemed at downtown businesses

37 businesses accept Downtown Elgin gift certificates.



SPRING GC PROMOTION

Promoted for 15 days via social media and email. March 2-18th

Spring GC Promo generated \$1,740 in sales and \$470 in bonus dollars to equal \$2,210 in total value.

SOCIAL REACH

Campaign reach via Facebook & Instagram was approx 41.4k.

HOLLY DAYS CAMPAIGN

- 6 weeks of promotions
- 11 sponsors - met \$7000, exceed the goal by 116%
- Social Media Reach 52,564 (an increase of 123%)
- DowntownElgin.com/HollyDays Page Views an increase of 7.6%
- Thanks to partnership with the City of Elgin, Beverage Crawl ticket proceeds totaling \$17,085 was split among 22 participating businesses.



HOLIDAY CHEERS - Bev. Crawl

642 tickets sold, 64% increase from 2021. Attendees reported spending an average \$77.37 in downtown Elgin during the event.

EST ECONOMIC IMPACT \$49,671

HOLIDAY MARKETS

3 Friday night markets were hosted at The Ashbury event space.

39 Vendors participated

18 HOLIDAY WINDOWS

Partnership with Side Street Studio Arts & local artists.

DOWNTOWNELGIN.COM

115k Page Views *up 4%

50k Users *up 8%

8% New Users

14% Returning

***compared to 2021**



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Most Viewed Pages: Farmers Market, Home Page, Nightmare, Holly Days, Eat & Drink Directory Page

Referring Websites: Facebook, City of Elgin, Instagram, Explore Elgin, Enjoy Illinois

Top Cities: Chicago, Elgin, South Elgin, Bartlett, St Charles, Carpentersville, Schaumburg



9,151 Followers

↑ 66%

800 Posts

274,672k Reach



3648 Followers

↑ 17%

458 Posts

↑30%



136 Videos

1,545 Views

↑ 11%



Now active.

**Follow the Farmers
Market**

dteiginfarmersmarket

**SOCIAL MEDIA
PERFORMANCE**
INCREASES OVER 2021

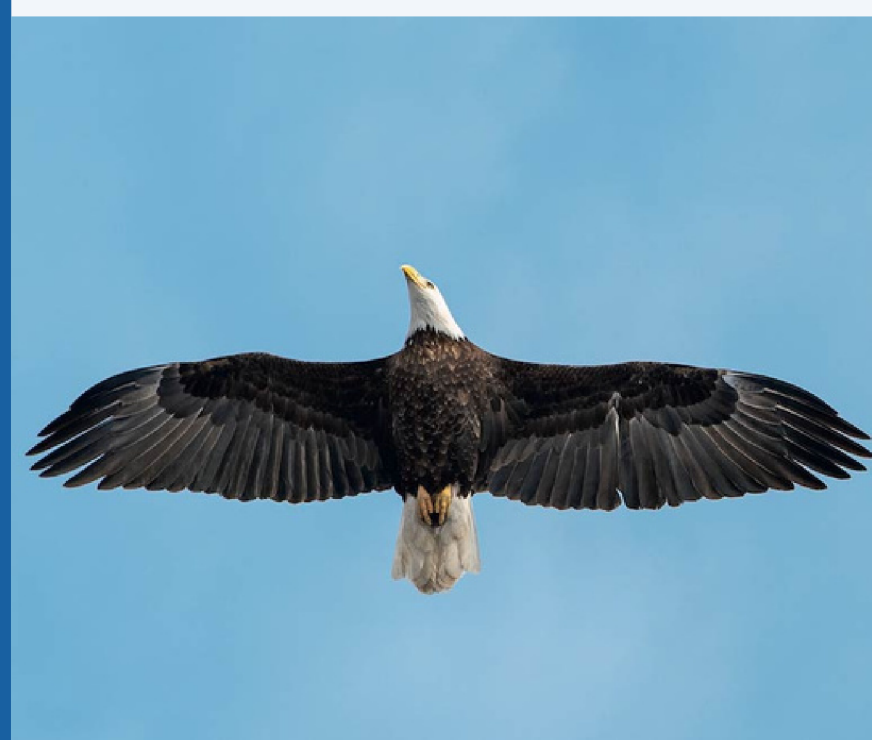
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DOWNTOWN BLOGS

11 Blogs published in 2022

3 Guest Blogs were published by U-46 student interns through a partnership with Alignment Collaborative for Education.

■ **Content highlighted business promotion and economic development news generating 4708 total views.**



MOST POPULAR BLOGS:

Elgin Farmers Market Returns to Downtown for the 2022 Season
773 readers

Where to Spot Bald Eagles in Downtown Elgin
768 readers

Special Events in Downtown Elgin
576 readers

EMAIL COMMUNICATIONS

BUSINESS AND EVENT OUTREACH



**470k Individual
Emails Sent in 2022**



**7% Click Rate on Links
within emails
11% Above Average**



**34% Open Rate
↑ 15% from 2021
Highest open rate for
2022 was 64%**



**-100 New Subscribers
↓ 1% from 2021**

NEW BUSINESSES OPENED IN 2022

The Adept Traveler
Alchemy Tattoo and Art Gallery
The Ashbury events
Belle Eme Beauty Co.
Buffalo Wild Wing Express
First National Bank of Omaha
Pro Boxing and Fitness - expansion
Sugar and Rhyme coffeehouse
Udom Nomi
Zooxae





Annual Business Count

Each year our economic development committee of volunteers and DNA staff conducts a door-to-door business count of downtown Elgin.

333 Individual Businesses
3 multi-business concepts

- Dream Hall, Merkai Market, ETC COworking
- Housing 120 additional member businesses

456 Total Business units operating in downtown Elgin as of February 2022

ECONOMIC DEVELOPMENT PROJECTS

DuPage Court Renovation project - DNA assisted the City with design input and business outreach support

North-Grove Redevelopment Zone - DNA has had ongoing project involvement and support for property owners and design consultants.

Awarded a RISE Grant for Strategic Planning from IL DCEO for project plan working with Mainstreet America in 2023.

Attended IL Mainstreet Conference in Bloomington IL

Provided direct assistance with 11 successful downtown projects which concluded in 2022.
- 6 new businesses, 1 expansion/relocation, and 5 property purchases



Launched in February 2022

Annual Usage
788 visits to the portal
46,095 reports generated

Most popular industries searched:
coffee shops, event spaces,
restaurants, cafes, communications
equipment/supplies, funeral homes,
pizza, and educational research.

The SizeUpElgin custom business analytics portal is available to Elgin businesses free of charge through DNA's partnership with the City of Elgin.



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