

**The Downtown Neighborhood Association of Elgin (DNA) adopted the Business Support Policy effective February 27, 2023.**

Supporting downtown businesses is a core tenet of DNA's mission in creating a thriving downtown. To accomplish this, the following Business Support Services are available to all businesses and organizations physically located within the boundaries of our downtown Elgin service area\* as well as prospective business clients actively working with DNA to pursue a downtown location.

Business owners must proactively communicate their needs with the DNA in order to take advantage of Business Support Services. Businesses who are seeking services for the first time will be asked to provide the DNA with basic information including name, address and contact information.

**Current information about DNA Business Support Services can be found on our website [HERE](#).**

Additional Expertise and Resources:

We understand there are times when businesses may require additional support beyond these services. The DNA will do its best to meet these needs either directly or with appropriate referrals for outside assistance. There may be situations where our ability to assist is limited. These situations will be managed with care and sensitivity on a case by case based.

Our Commitment to Confidentially:

The DNA will maintain appropriate confidentiality with all business interactions. In order to accomplish desired goals, it may be necessary for DNA to communicate with city officials, business support services, and advisors on a business's behalf.

Disclaimer:

The DNA is not responsible for the success or failure of any individual business, organization, or property transaction because the DNA does not have the ability to control internal decisions made by individual businesses, market trends or other operational factors.

Right to Refuse Services:

The DNA is committed to maintaining the high standards of integrity and customer service that characterize Elgin's business community. We reserve the right to refuse services to businesses that we have received repeated complaints about from the public or other downtown businesses if we believe there is a sufficient basis to believe that a commercially reasonable business approach is not being followed. We are not an adjudicative body and do not investigate or adjudicate complaints, nor do we take such an action on isolated or occasional complaints. However, if there is a broad-based pattern of complaints, we may make the decision to withdraw or refrain from promotion of the business. Our responsibility to promote the downtown neighborhood community is to the community as a whole, and not to an individual business.

Collaboration:

The DNA values and strives to build collaborative relationships within the downtown business community based on shared goals for the success of our business community. Downtown stakeholders are encouraged to share opportunities for partnership with our team.

*\* Downtown Elgin is designated as Kimball Road (both sides) to the north, Dundee/Center/Villa (west side) to the east, State street (both sides) to the west and National Street (both sides) to the south.*