



downtown
neighborhood
ASSOCIATION OF ELGIN

Presented by Executive Director Jennifer Fukala



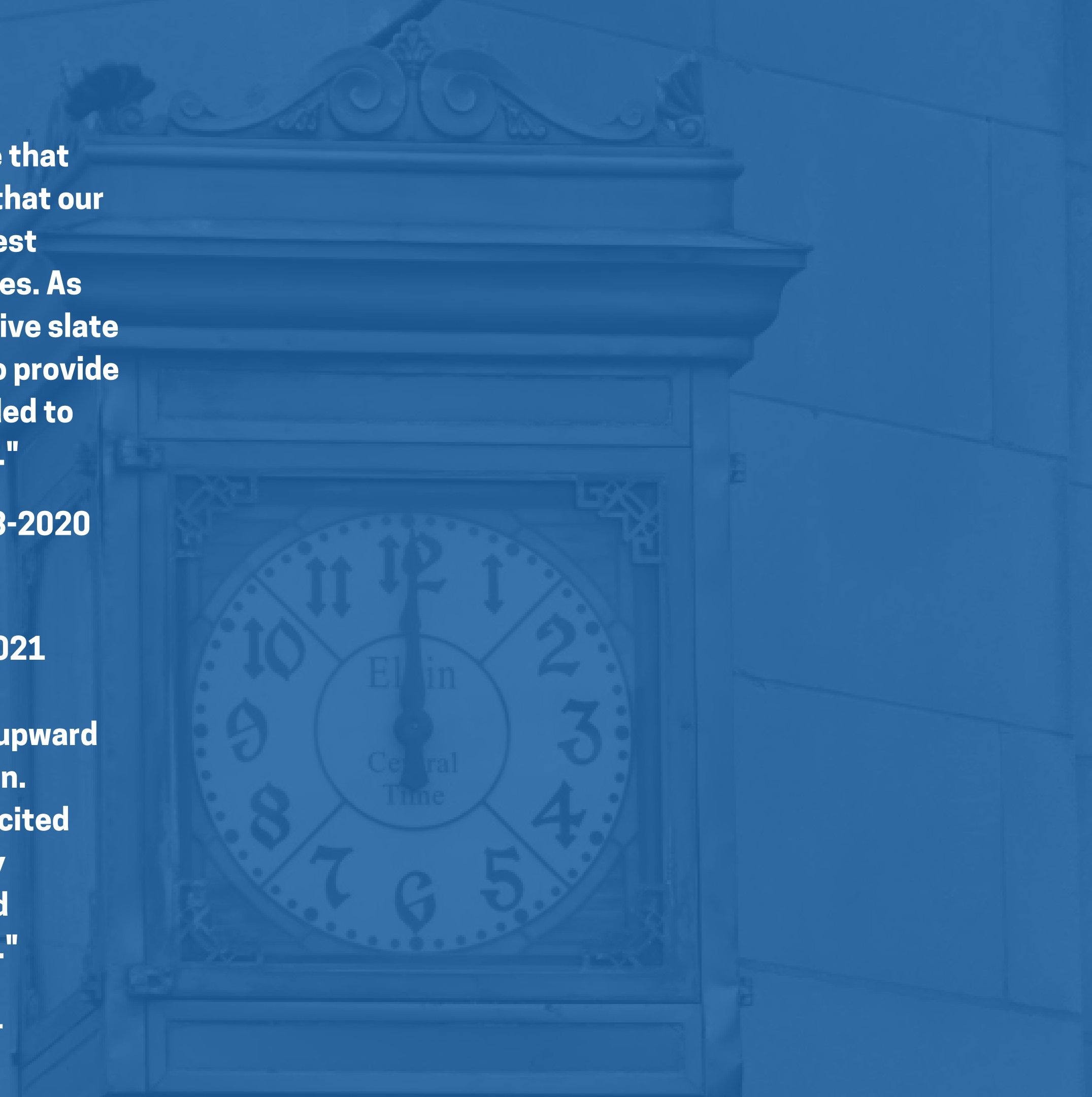
"2020 has been a year full of unexpected challenges. DNA has risen to the challenge that COVID-19 has thrust upon us by ensuring that our downtown businesses had and have the best advice for surviving in these turbulent times. As the DNA starts the year with a new executive slate of officers rest assured we will continue to provide the support and direction that will be needed to continue the success of Elgin's downtown."

~ Aaron Sellers, DNA Board President 2018-2020



"Each year brings its unique challenges, 2021 being no different. We will continue to be committed to economic recovery efforts, upward growth, and the success of Downtown Elgin. Despite COVID-19 this last year, we are excited to see that this has not slowed community excitement for the increased business and residential opportunities in our downtown."

~ Steve Kroiss , DNA Board President 2021



The DNA is a 501(c)3 non-profit organization representing Downtown Elgin. Our mission encompasses a wide range of growth and improvement objectives strategically selected to enhance and sustain our vibrant city center.



OUR VISION FOR THE FUTURE OF DOWNTOWN:

An experiential destination with a variety of restaurants, retail, entertainment and art.

A complete ecosystem that is a 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 different about our community in order to build success instead of trying to replicate other downtowns.



DNA STAFF



JENNIFER FUKALA
Executive Director



JENNIFER ARNDT
Marketing Manager

2021 Board of Directors

STEVE KROISS
President

BRIAN PINON
Vice President

JIG PATEL
Treasurer

DUSTIN GOOD
Secretary

TOM BROCKNER
Director

AMANDA HARRIS
Director

BRIAN HASCHAK
Director

MARK NOVELLI
Director

AARON SELLERS
Director

JOY SYMONDS
Director

PATRICIA WILLIAMS
Director

2020 YEAR IN REVIEW

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NOTABLE ACHIEVEMENTS



\$19,300 in COVID-19 Adaptation Grants awarded to 14 businesses .



Enhanced PSA agreement with the City of Elgin secured. \$165,000, up from \$135,000 for the previous 12 years .



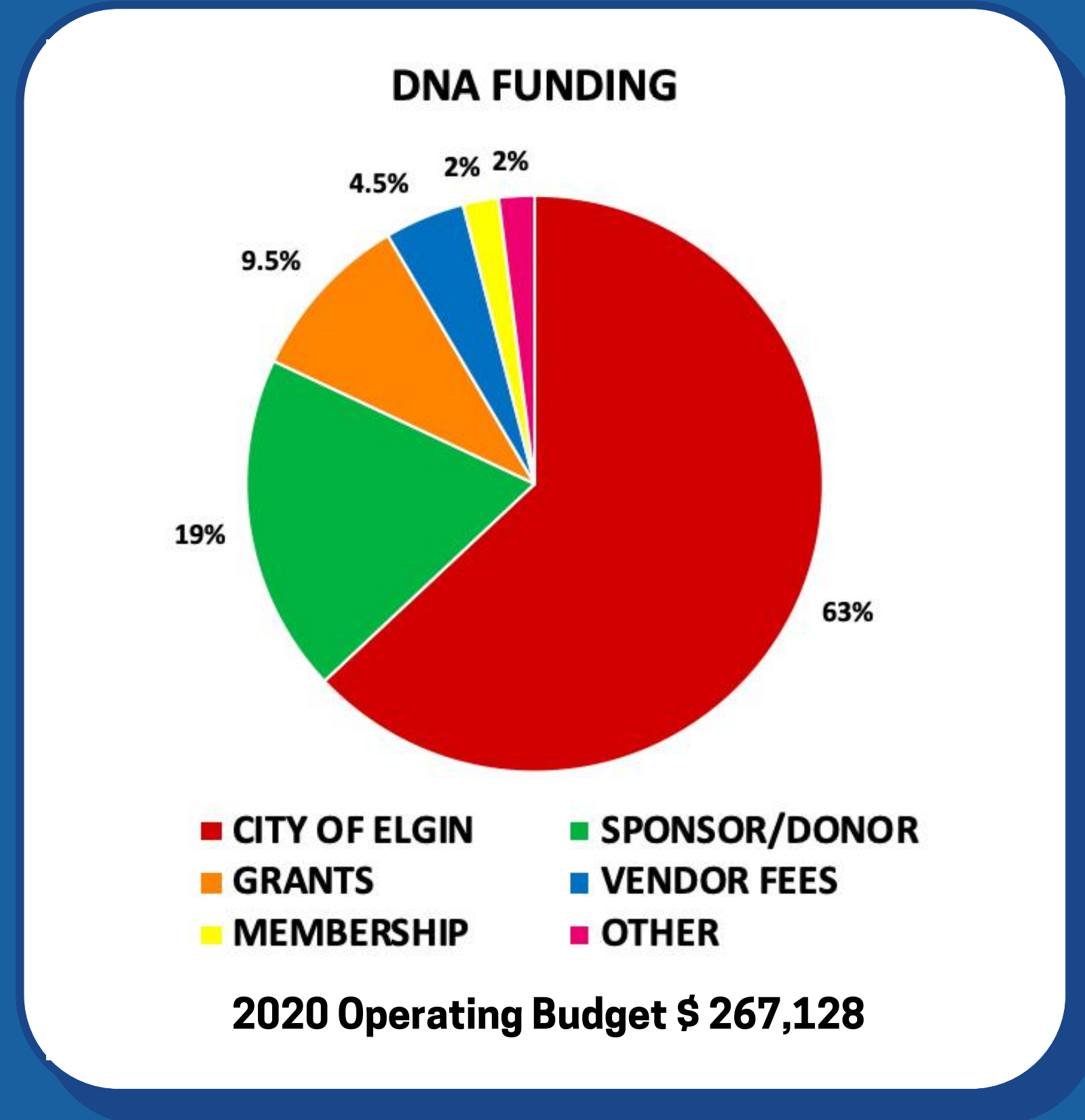
Ranked the 2nd Most Essential Farmers Market in Illinois by public vote and 37th in the Nation.



\$3,830 in Downtown Elgin gift certificates sold. Up 26.6% from 2019.

FINANCIAL RESPONSIBILITY

- **2019 Premium Membership**
26 businesses invested in Premium Membership.
- **2019 Sponsors & Donors**
Over 25 businesses, the City of Elgin, the EFS Foundation, 79 Ratio, Elgin Beverage Co and hundreds of community donors through our crowd-funding campaign.
- **Grants**
BMO Harris Bank Link Matching Grant for the Farmers Market, a subsidy from Kane County for the Bike Share along with grants from Elgin Sustainability and Elgin Community Network.
- **Other Category Includes**
Participation fees for events and programs, merchandise sold and gift certificate program



COVID-19 RESPONSE

- **7,500+ Website Views**

Community Page: Status updates and online ordering (80+ businesses).

Business Page: Grants, PPE, mitigation details, updates (50+ resources).

- **75 Emails Sent to Local Businesses.**

Average 36% open rate / 15% click rate.

- **Curbside Program**

Approx. 20 businesses participated.

- **Take Out To Win Campaign**

Incentivized takeout ordering when dining rooms closed in March.

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CORONAVIRUS (COVID-19)

DOWNTOWN ELGIN LOCAL UPDATES

www.downtownelgin.com/covid19updates/

CORONAVIRUS (COVID-19)

BUSINESS RESOURCES

COVID-19 ADAPTATION GRANT

Created to assist Downtown Elgin businesses in making necessary investments to meet the new challenges brought on by COVID-19.

FUNDING SOURCES

- **City of Elgin - \$10,000
(matched DNA contribution)**
- **DNA - \$10,000**
- **Giving Tuesday Crowd-Funding Campaign - \$3,200**



\$19,300 in GRANTS AWARDED

Blue Box Café

Blush by Tiffany

Children's Theatre of Elgin

Elements Preserved

Elgin Public House

Elgin Theatre Company

Fat Cat Custom Guitars

Kubo Sushi & Sake Lounge

Martini Room

Side Street Studio Arts

Stay Sharp Cuts & Shaves

The Afterset

Toom Toom Thai

Vida Yoga & Fitness



FARMERS MARKET

- 31 total vendors participated averaging 22 per week

- COVID-19 precautions included mask requirements, sanitizer stations and limited contact transactions.

100% of guests surveyed felt that the Elgin Farmers Market took adequate precautions during the COVID-19 Pandemic.



18 WEEKS

Hosted along S. Spring Street on Fridays from 3-7pm.

14 SPONSORS

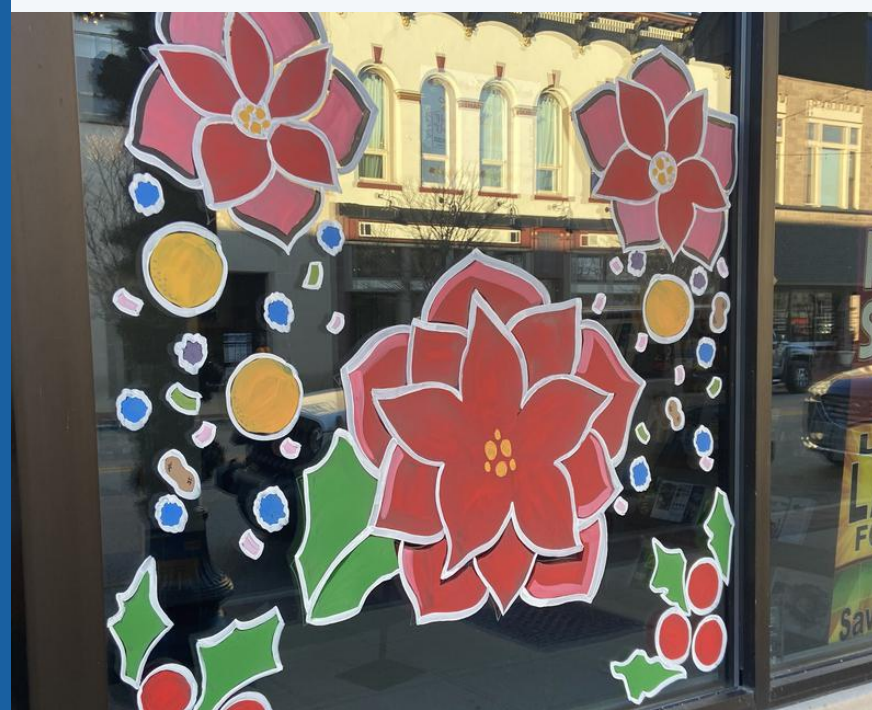
Amita Health, BMO Harris Bank, Waste Management, ESO, Chiro One, Davey Tree, Jimmy John's, Familia Dental and more.

13,891 VISITORS

**Down 17% compared to 2019
Up 300+% compared to 2018
772 shoppers avg. per week**

HOLLY DAYS CAMPAIGN

- Custom webpage featuring business events and Holiday Gift Guide reached 4,300+ viewers.
- Social media for the campaign reached an audience over 150K+.
- Santa Zoom call and Window Voting contest added 191 new email addresses to DNA promotional outreach lists.
- \$3,830 in Downtown Elgin gift certificates sold. Up 26.6% from 2019 sales.



5 WEEKS OF PROMOTION

Running from Small Business Saturday to New Years Eve.

11 SPONSORS

Inspire Realty, TBK Bank, Daily Herald, Elgin Academy, Symonds-Madison Funeral Home and more.

14 HOLIDAY WINDOWS

Decorated by 7 local artists.

DOWNTOWNELGIN.COM

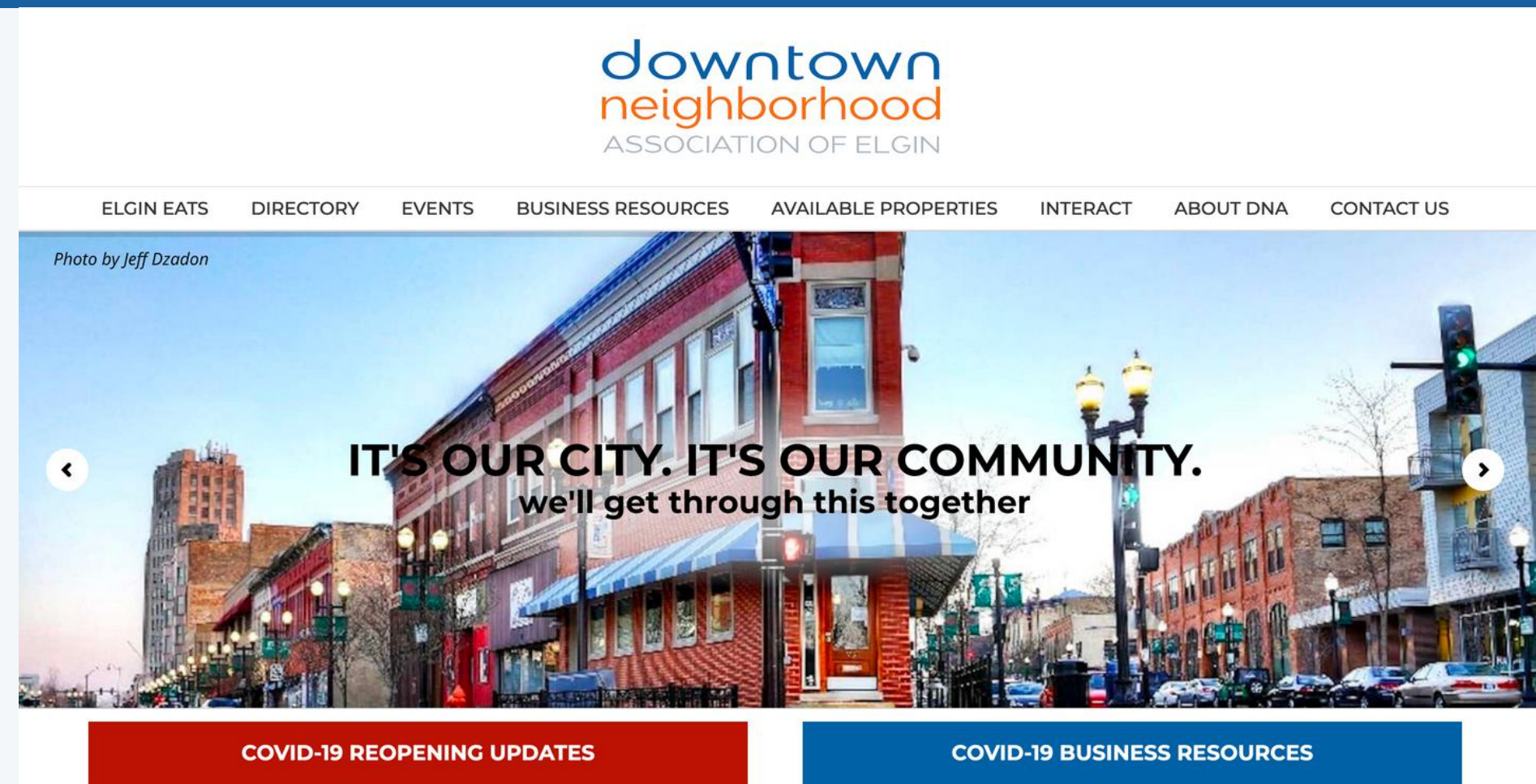
85k Page Views

36k Users

86% New Users

14% Returning

Time/Session up 21%



Most Viewed Pages: COVID-19 Community Updates, Farmers Market, Elgin Eats, Fun at Home Blog, Elgin Walks, Eat & Drink

Top Search Terms: Elgin Farmers Market, Downtown Elgin, Red Poppy Bistro, Elgin Downtown, Downtown Neighborhood Association

Referring Websites: Facebook, City of Elgin, Daily Herald, Explore Elgin, Instagram

Top Cities: Elgin, Chicago, South Elgin, Schaumburg, Bartlett



DOWNTOWNELGIN.COM/ ...

... special pages

/ELGINEATS

- **Promote online ordering, pick-up and delivery options.**
- **Over 4.8k views**
- **Take Out To Win Promo**
 - **67 Participants**
 - **17 Gift Cards Awarded**

/ELGINWALKS

- **Collaboration with NENA, Nwana, SWAN & GPA to promote walkability in and around Downtown**
- **Interactive map**
- **Over 2.1k views**

/BLOG

- **9 Individual blogs**
- **Fun at Home Blog - Over 3k views**

/VIDEOS

- **Features most recent videos from the DNA YouTube page.**
- **Channel now at 126 videos**
- **Thanksgiving Videos - Over 7k views**

/ART

- **Interactive photo grid format**
- **22 art pieces**

 **FACEBOOK**

11,477 Followers

↑ 10%

2786 Posts ↑ 139%

1.38M Reach ↑ 14%

 **INSTAGRAM**

2447 Followers

↑ 37%

277 Posts ↑ 26%

 **YOUTUBE**

126 Videos

1,215 Views ↑ 35%

Subscribers ↑ 69%

 **LINKEDIN**

Coming in 2021

**SOCIAL MEDIA
PERFORMANCE
INCREASES OVER 2019**

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EMAIL COMMUNICATIONS



**774k Individual
Emails Sent in 2020**
↑ 10% from 2019



**12% Click Rate on
Included Links**
4% Above Average



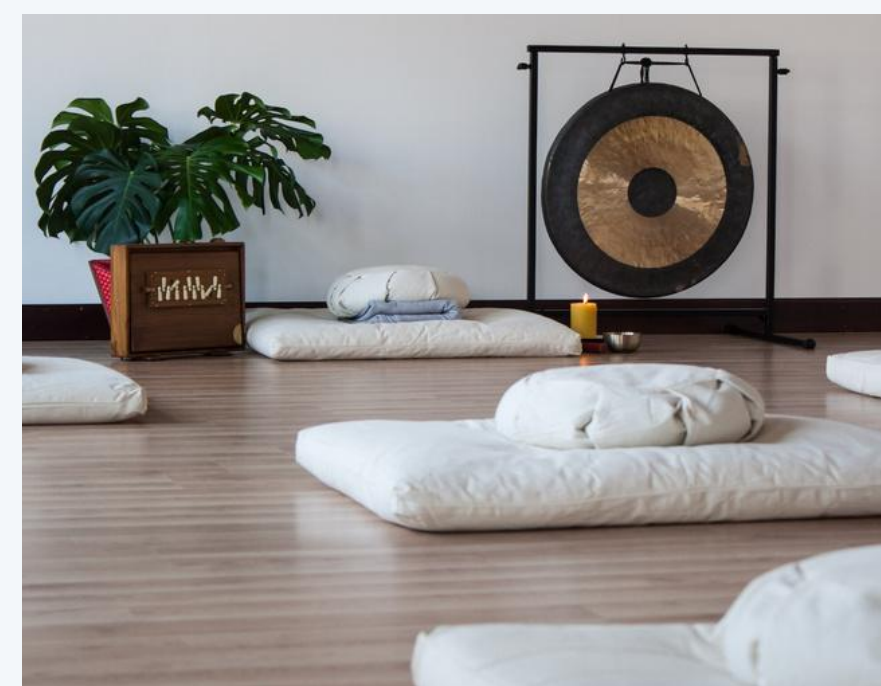
17% Open Rate
↑ 13% from 2019
Highest was 49%



**Covid-19 Resource/
Business Update Emails**

NEW BUSINESSES OPENED IN 2020

Cook's Sweet Boutique
Elgin Community Bikes
Meraki Market Hub
Moni's Soulfood Fiesta
Mr. Hibachi Express
Mr. Hibachi Sushi
Red Poppy Bistro
Still Life Meditation
Viator Coffee





CHRIS MAU, OWNER BLUE BOX CAFE

I would like to thank everyone at the DNA, the Board, the fantastic DNA employees who answered my many questions in regard to this grant, and those who donated to make this grant possible. We are thankful to get any assistance we can during this difficult time and we sincerely appreciate this grant. As a longtime business owner and Downtown Elgin resident, I appreciate all of the DNA's efforts to help bolster our cities businesses and the process of making our downtown a great area to live, work and experience!!!

CHRIS SUMNER, OWNER MAMA LEE'S POPCORN

Allow me to start by saying WOW!!! I am so grateful for the Elgin Farmer's Market being on Spring St. this year, especially during this pandemic. The Farmer's Market has provided and allowed exposure for walk-in traffic that normally would not have been there. It has also provided a sense of normalcy during these times. I'm so pleased with the Farmer's Market, I wish it lasted for a longer period of time, or at least was open Fri-Sun. I really look forward to continuing to work with the DNA and hope the market will remain on Spring Street.



KONNI VUKELIC, OWNER THREE BEES HONEY

The DNA team has truly transformed the Elgin Farmers Market. Despite the challenges of Covid; the 2020 season has been an improvement over last year. More traffic, better advertising, better sales. I also appreciate the due diligence of the team to ensure we have a quality market through proper standards and vetting. I hear many positives from my customers and I think would agree the market provides a huge value to the community.



INTO THE FUTURE

WHAT'S IN STORE?



ECONOMIC DEVELOPMENT

- **Business Inventory & Business Survey Report to be released by March 2021.**
- **Continue to evaluate current COVID related impacts and the potential for new impacts.**
- **Update DNA programs such as membership.**
- **Revise Economic Development Strategic Plan**
- **Incorporate new Economic Development marketing components to promote available properties and generating new business leads.**





CONTACT DNA



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