



downtown
neighborhood
ASSOCIATION OF ELGIN

Presented by Executive Director Jennifer Fukala

Downtown Elgin isn't just a place—it's the heart of our community. Thanks to the dedication of our businesses, volunteers, and supporters, it continues to grow as a destination where the people of Elgin want to gather, connect, and celebrate.

The DNA's work proves that when we invest in our downtown, we build a more vibrant, inclusive, and prosperous Elgin for all of us.

-Brian J. Piñon
Board President



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.



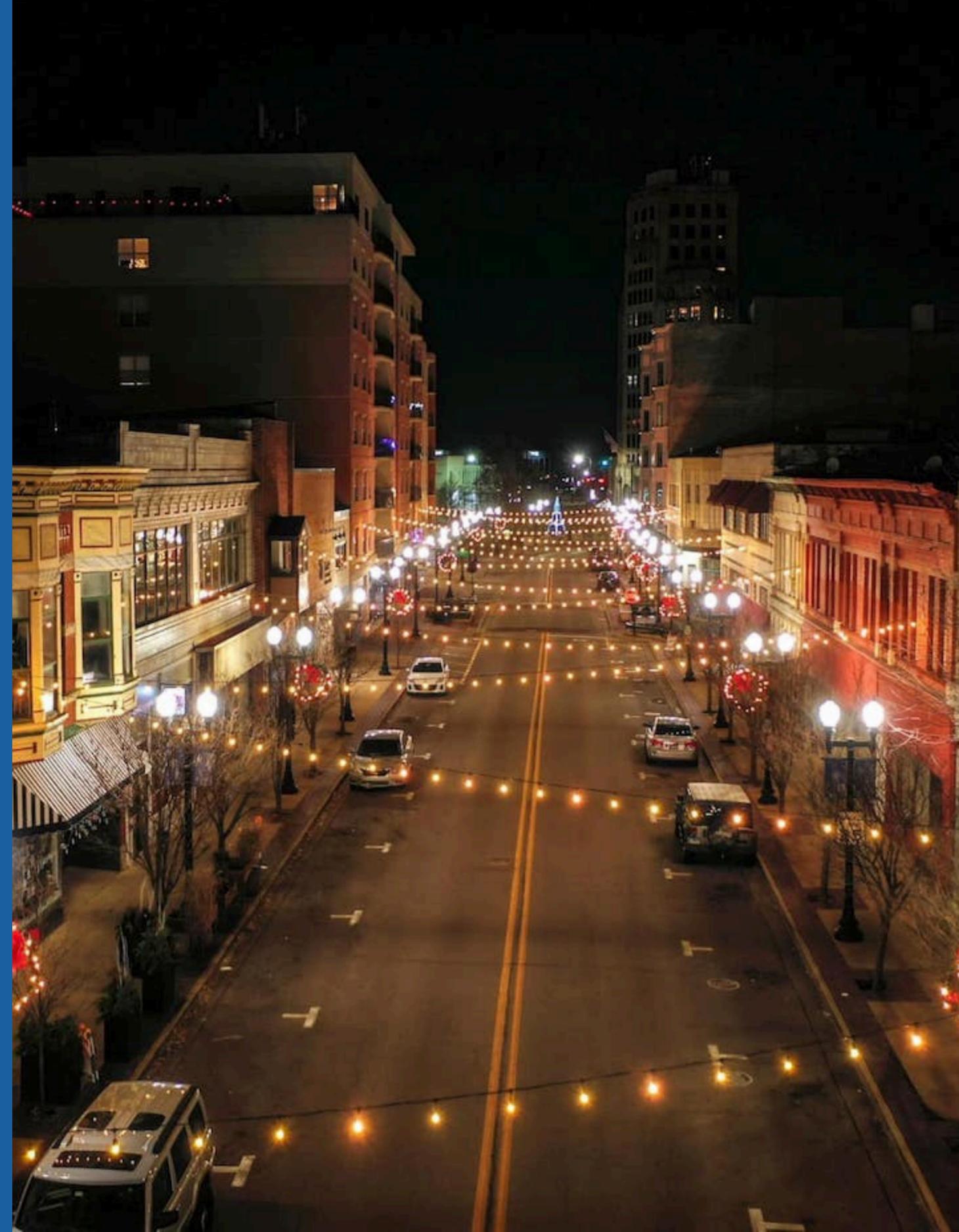
OUR VISION FOR DOWNTOWN

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



SARAH ROSE
Communications

2025 Board of Directors

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President

CHRIS DAVIS
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Director

2024 NOTABLE ACHIEVEMENTS



Downtown Elgin hosted a visit for Illinois Lt. Governor Juiliana Stratton.



2024 NOTABLE ACHIEVEMENTS



DNA receives 3 Illinois Mainstreet Awards for their 2023 Strategic Plan, Downtown Elgin Logo project and Board member award for Tom Brockner.



2024 NOTABLE ACHIEVEMENTS



New Downtown Elgin Zoning Amendments were approved by Elgin City Council.

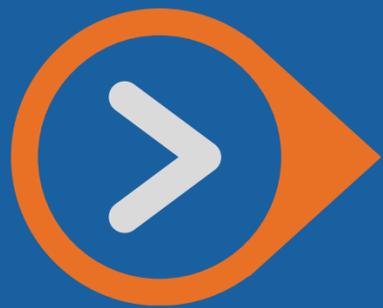
A graphic with a teal background. At the top, the text "DOWNTOWN ELGIN" is written in large, bold, blue letters. Below it, "by Us, for Us!" is written in white. A yellow banner with the text "Supporting Small Business Growth" is positioned below the main text. The bottom half of the graphic features a colorful, stylized city skyline with buildings in red, orange, pink, yellow, and green. At the bottom, a dark blue banner contains the text "Updating Downtown Elgin Zoning Ordinance" in white.

**DOWNTOWN
ELGIN**
by Us, for Us!

Supporting Small Business Growth

**Updating Downtown Elgin
Zoning Ordinance**

2024 NOTABLE ACHIEVEMENTS



The first cannabis dispensary in Elgin opens downtown, High Haven at 15 Clocktower Place.



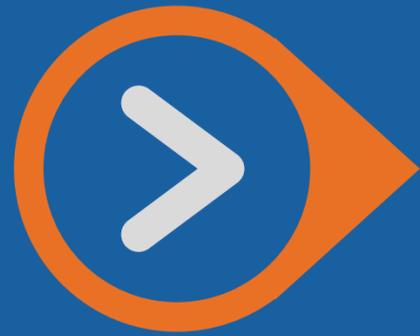
2024 NOTABLE ACHIEVEMENTS



The DuPage Court renovation is completed by the City of Elgin creating a beautiful new public space.



2024 NOTABLE ACHIEVEMENTS



Downtown Elgin Market attended by over 22,000 people in 2024.



2024 NOTABLE ACHIEVEMENTS



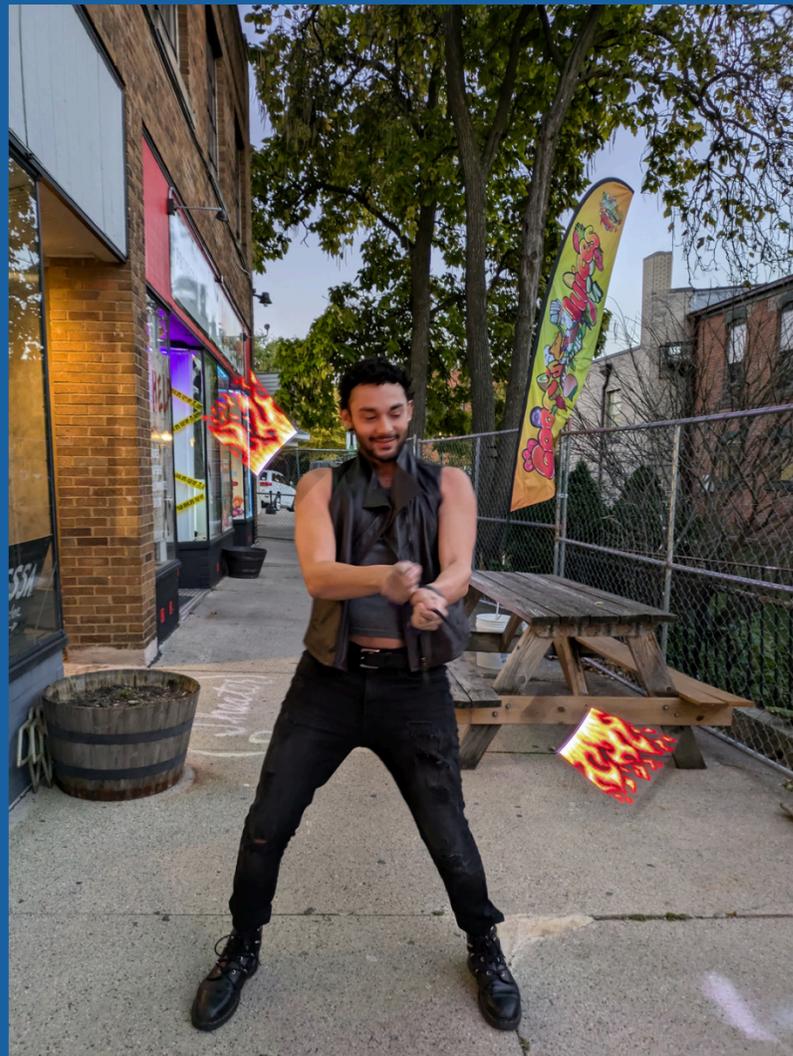
83 Holiday Events held Downtown including the sold out Holiday Beverage Crawl.



2024 NOTABLE ACHIEVEMENTS



848 Events held in
Downtown Elgin during
2024 and promoted by
DNA.



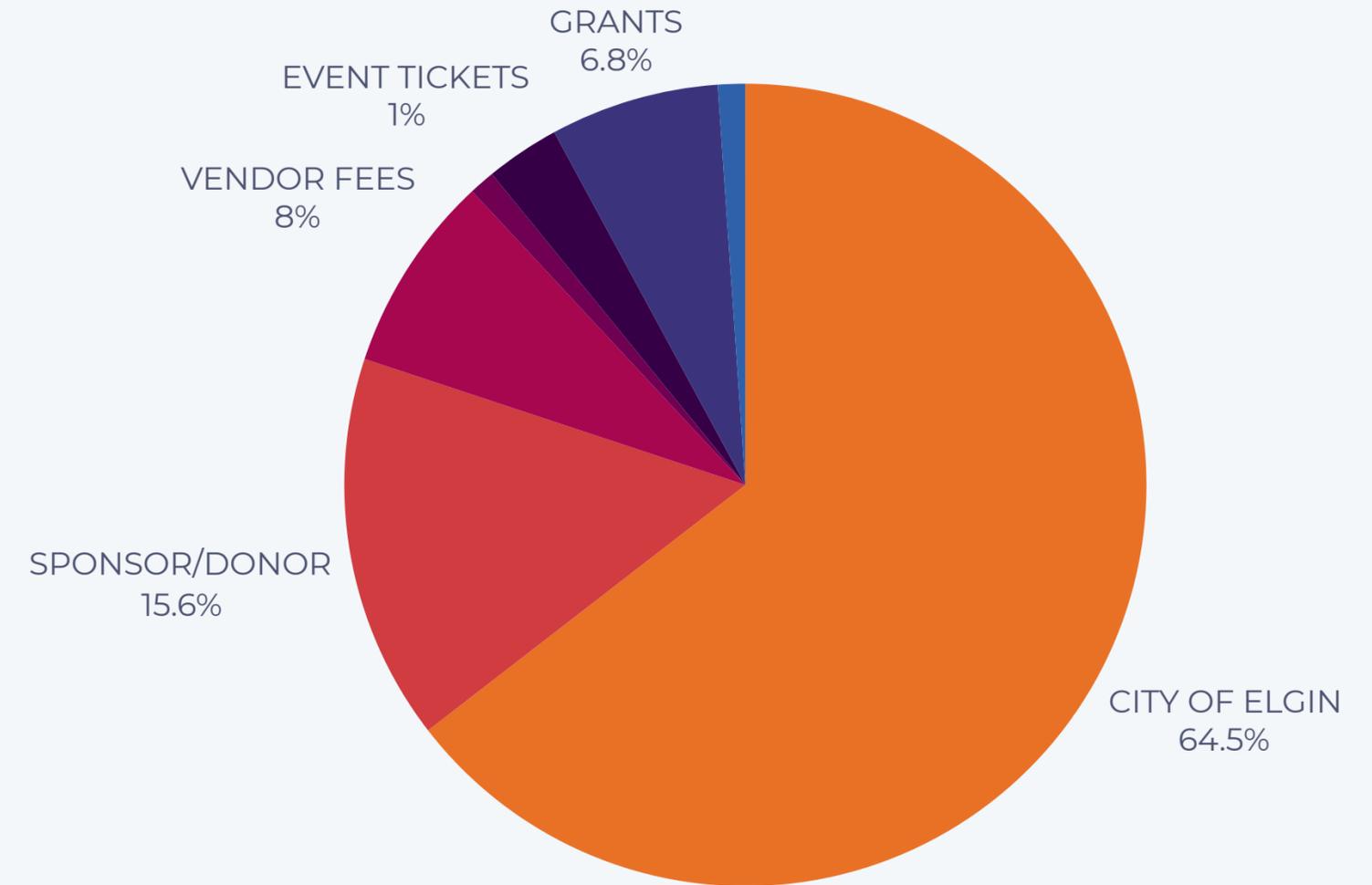
FINANCIAL RESPONSIBILITY

Purchase of Services Agreement with the City of Elgin provides \$169,950 annually for economic development and promotional support services.

Special thanks to our Sponsors and Donors! Over 70 businesses and organizations supported DNA in 2024.

Farmers Market Grants were received from Experimental Station for LINK match program.

OPERATING BUDGET 2024



\$271,289

Special Thanks to our Sponsors and Partners!



FARMERS MARKET

67 total vendors participated, an average of 25 vendors weekly.

56% of customers reported engaging in other activities while downtown attending the market.

Market-goers spent an average of \$45.78 in Downtown Elgin each time they visited the market.

**ESTIMATED ECONOMIC
IMPACT
\$1,044,059**



19 WEEKS

Hosted along S. Riverside Dr on Fridays from 3-8 pm, June 7th through August 30th. Reduced hours to 3-7 pm September - October 11th

28 SPONSORS

\$36,800 in financial support was provided

22,806 VISITORS

Averaging 1,200 shoppers per week

GIFT CERTIFICATES

DNA has run the downtown gift certificate program since 2010.

\$3,895 Sold in 2024

\$2,590 Donated by DNA

\$865 redeemed at downtown businesses

32 businesses accept Downtown Elgin gift certificates.



Downtown Elgin Gift Certificate Sale



**BUY \$100
GET A
\$20 BONUS!**

**SALE BEGINS
APRIL 15- MAY 1**

Spring Showcase

**BUY \$75 GET \$15 BONUS
BUY \$50 GET \$10 BONUS**



**VALID AT OVER 30 LOCAL
DOWNTOWN ELGIN BUSINESSES**



**DOWNTOWN
ELGIN
CLEAN UP**

Come together to join our community event to clean up Downtown Elgin! Come to the DNA Office and pick up supplies anytime during business hours and get a \$10 Gift Certificate for helping.

 **APRIL 15- APRIL 19**
9:00 AM -4:00 PM

 **DOWNTOWN ELGIN**
71 S. Grove Ave Suite 100

Springtime Showcase

Promoted for 31 days via social media and email. March 29-April 30th

Spring Promo

Spring GC Promo generated \$710 in sales and \$210 in bonus dollars to equal \$920 in total value.

Social Reach

Campaign reach via Facebook & Instagram was approx. 242k.

HOLLY DAYS CAMPAIGN

- 6 weeks of promotions
- 4 sponsors - \$4000
- Social Media Reach 323,208
(an increase of 377%)
- DowntownElgin.com/HollyDays
Page Views 18,068
- Thanks to partnership with the
City of Elgin, Beverage Crawl
ticket proceeds totaling
\$16,125.00 was split among 26
participating businesses.



HOLIDAY CHEERS - Bev. Crawl
650 tickets sold. Attendees
reported spending an average
\$89.30 in downtown Elgin during
the event.

EST ECONOMIC IMPACT \$54,919

HOLIDAY MARKETS

2 day Holiday market was hosted
at Habitat for Humanity event
space.

12 Vendors participated

19 HOLIDAY WINDOWS

Partnership with Side Street
Studio Arts & local artists.



Amount of Holiday events put on by organizations or businesses in Downtown Elgin:

83



Amount of events put on by organizations or businesses in Downtown Elgin in 2024:

848



DOWNTOWNELGIN.COM

117,303 Page Views

48k Users up 7%*

47k New Users

2% Returning

***compared to 2023**



Most Viewed Pages: Home Page, Market, Nightmare, Holly Days, Eat & Drink Directory Page, Elgin Tower Lofts

Referring Websites: City of Elgin, Explore Elgin Area

Top Cities: Chicago, Elgin, Ashburn, Milwaukee, Carpentersville, South Elgin, and Bartlett

EMAIL COMMUNICATIONS

BUSINESS AND EVENT OUTREACH



**516k Individual
Emails Sent in 2024**



**6% Click Rate on links
within emails
-6% Below Average**



**41% Open Rate
↑ 7% from 2024
Highest open rate for
2024 was 61%**



**+801 New Subscribers*
↑ *9% from 2023**

**SOCIAL MEDIA
PERFORMANCE**
INCREASES OVER 2024

downtown
neighborhood
ASSOCIATION OF ELGIN

 **FACEBOOK**

10,699 Followers
483,485 Reach
**50,582 Facebook
Profile Visits**

 **INSTAGRAM**

2,399 Followers
24,159 Reach
**4,426 Instagram
Profile Visits**

 **YOUTUBE**

143 Videos
1,165 Views
15,996 Impressions

 **TIKTOK**

dteiginfarmersmarket
downtown.elgin

Follow Us



DOWNTOWN BLOGS

- 4 Blogs published in 2024

- Content highlighted business promotion and economic development news generating 2,907 total views.



MOST POPULAR BLOGS:

Where to Spot Eagles in Downtown Elgin

1,506 readers



Valentines Day Downtown Elgin

584 readers

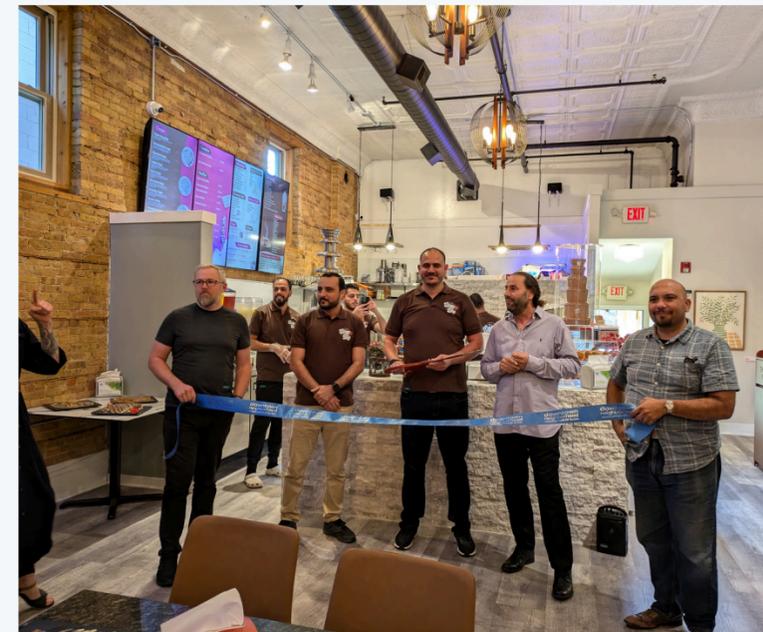


Holly Days In Downtown Elgin

330 readers

NEW BUSINESSES OPENED IN 2024

Barba Roja
Elgin Vintage
High Haven
MotoMax Elgin
Pueblito Escondido
Royal Plant Care
Shawarma Stop
Stop N Dip
White Orchid Designs
XV Glam





Annual Business Count *-Coming soon*

Each year our Economic Development Committee of volunteers and DNA staff conducts a door-to-door business count of Downtown Elgin.

This information will be added to the report once available.

ECONOMIC DEVELOPMENT PROJECTS

Redevelopment Projects approved by the City of Elgin

- 62 South Grove - Side Street Studio Arts
- 11-17 Douglas Avenue
- 18 Villa Street

Zoning Reform project

- DNA formed a committee to review downtown business zoning and identify opportunities to make amendments and streamline the process.
- Resulting 4-point plan was proposed by the DNA and approved by City Council in fall 2024.

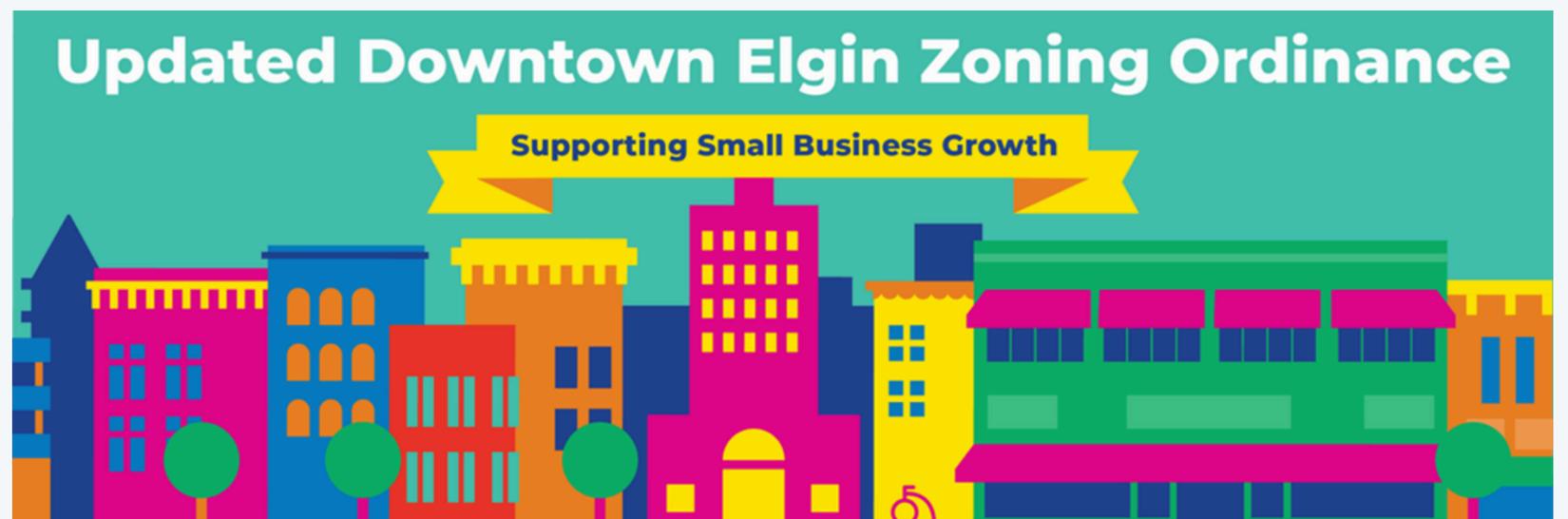
Advocating for TIF

- Extension of the Central Area TIF for another 12 years
- Funding needed for Grant Programs that address building improvements needed in downtown building for future viability.

Recast Leaders CoHort



- DNA participated to 10-month national cohort focused on engaging Small Scale Manufacturing businesses as a downtown growth strategy.
- Project involved a needs assessment of local product based businesses, helped inform zoning updates and developed plans for incubating product-based businesses in future years.



Illinois Mainstreet

In 2024 the Downtown Neighborhood Association of Elgin (DNA) became designated as an Illinois Mainstreet community.

DNA was awarded 3 Lt. Governor Awards at the state conference for our Downtown Logo Project, Board member Tom Brockner, and an Organizational award for our Transformational Strategy project.

Executive Director Jennifer Fukala was a featured presenter at the annual Illinois Conference.

DNA hosted Lt. Governor Juliana Stratton for a visit to Elgin and day program for Illinois Mainstreet Directors.

BREAKOUT SESSION
PARTNERING WITH YOUR
VISITORS BUREAU ON MAINSTREET!

JENNIFER FUKALA & KRISILEE MURPHY



'24
ILLINOIS
MAIN STREET
CONFERENCE
NOVEMBER 12-14

HOSTED IN BATAVIA, IL



LEARN MORE AND REGISTER: ILMAINSTREET.ORG



Fueled by Volunteers

The Total Value of
Volunteer hours for
2024:

\$102,814.30

Based on the published current
value of \$33.49 per volunteer hour.



CONTACT DNA



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