



downtown
neighborhood
ASSOCIATION OF ELGIN

Presented by Executive Director Jennifer Fukala

"The strategic planning process, conducted in collaboration with the community, has yielded a clear understanding of their long-term needs. In response to these needs, the DNA remains committed to prioritizing big-picture initiatives to get us there."

-Steve Kroiss, Board President



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



SARAH ROSE
Communications

2024 Board of Directors

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2023 NOTABLE ACHIEVEMENTS



**38 Holiday Events held
Downtown.
Holiday Cheers
Beverage Crawl -618
tickets sold.**



**Important renovation
projects began.
40 DuPage, Courtyard,
and Judson Project.**



**Farmer's Market moved to
Riverside drive. Attended
by over 20,000 people in
2023.**



**1 of only 5 communities
Accepted into the
Recast Leader's
Program**

FINANCIAL* RESPONSIBILITY

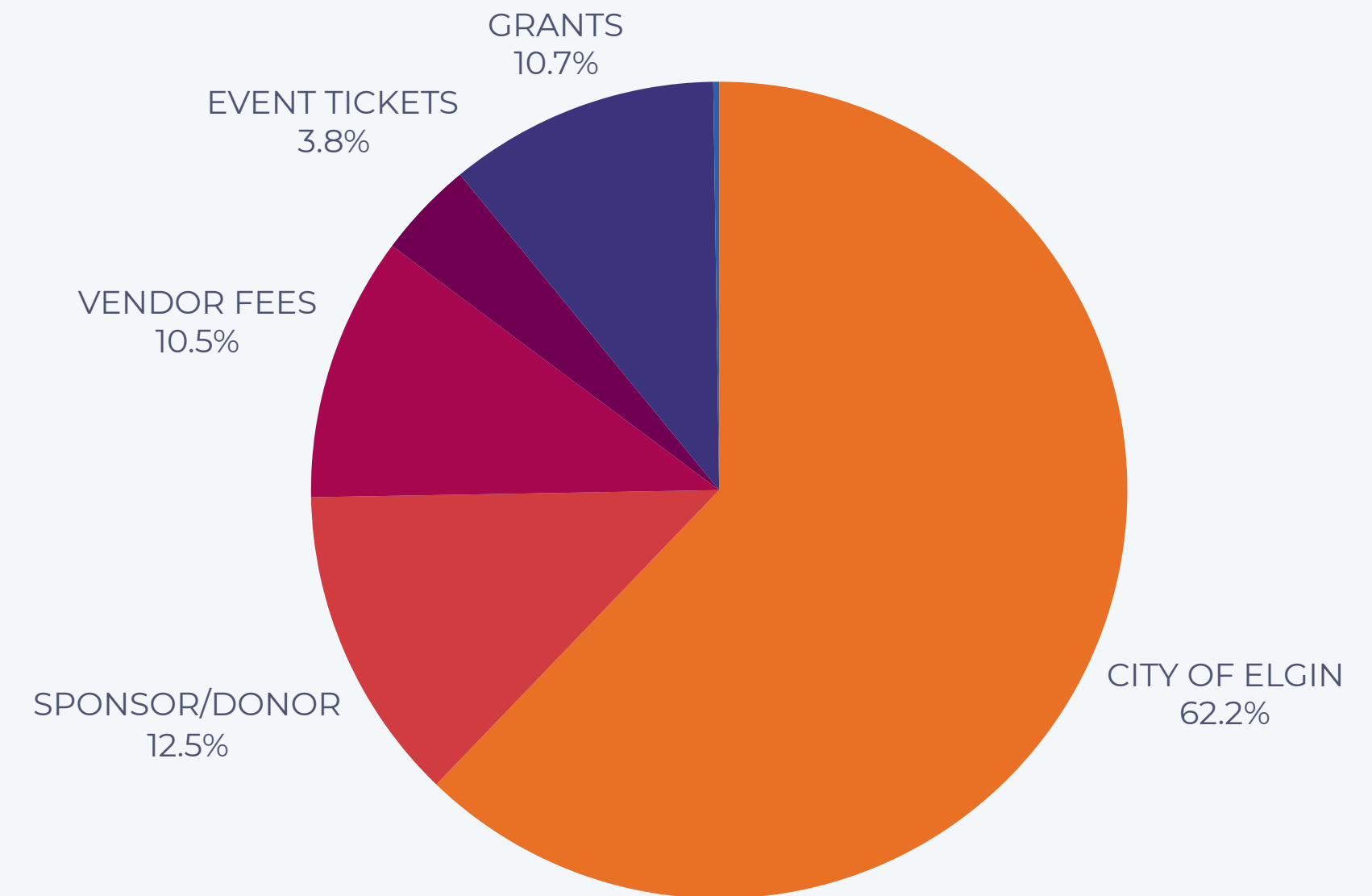
Purchase of Services Agreement with the City of Elgin provides \$169,650 annually for economic development and promotional support services.

Special Thanks to our Sponsors and Donors! 32 businesses and organizations supported us in 2023:

Ascension Health, Friends of Masons, Waste Management, Renewal by Andersen, Oak Street Health, Link UP Illinois, All of Us Research, Compeer Financial, Windy City Bulls, Streamwood Behavioral Health, Senator Christina Castro, Hibiscus Health, Metronet, Astound Broadband, Inspire Realty Group, and more!

Farmers Market Grants received from Compeer Financial and Experimental Station.

*OPERATING BUDGET 2023



*\$273,295.92

FARMERS MARKET

63 total vendors participated. An average of 35 vendors participated weekly.

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

Market-goers spent an average of \$61.17 in Downtown Elgin each time they visited the market.

**ESTIMATED ECONOMIC
IMPACT
\$1,230,795**



19 WEEKS

Hosted along S. Riverside Dr on Fridays from 3-7 pm, June 2nd through October 6th.

31 SPONSORS

\$31,350 in financial support was provided

20,039 VISITORS

Averaging 1,054 shoppers per week.

GIFT CERTIFICATES

DNA has run the downtown gift certificate program since 2010.

\$3,705 Sold in 2023

\$1,085 Donated by DNA

\$3,050 redeemed at downtown businesses

32 businesses accept Downtown Elgin gift certificates.



Everything Elgin Days

Promoted for 15 days via social media and email. March 10-April 29th

Spring Promo

Spring GC Promo generated \$845 in sales and \$130 in bonus dollars to equal \$975 in total value.

Social Reach

Campaign reach via Facebook & Instagram was approx 33k.

HOLLY DAYS CAMPAIGN

- 6 weeks of promotions
- 6 sponsors - \$5000
- Social Media Reach 67,669 (an increase of 28.7%)
- DowntownElgin.com/HollyDays Page Views an increase of 6.16%
- Thanks to partnership with the City of Elgin, Beverage Crawl ticket proceeds totaling \$15,300 was split among 24 participating businesses.



HOLIDAY CHEERS - Bev. Crawl

618 tickets sold. Attendees reported spending an average \$89.30 in downtown Elgin during the event. **EST ECONOMIC IMPACT \$54,919**

HOLIDAY MARKETS

1 Saturday night market was hosted at Habitat for Humanity event space.
15 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:

34



Amount of events put on by organizations or businesses in Downtown Elgin in 2023:

602

Celebrate Hispanic Heritage Month in Elgin

CANTA CON ORGULLO

Saturday, September 16 | 3:30 p.m.
Festival Park: 132 S. Grove Ave, Elgin

Visit cityofelgin.org

DOWNTOWNELGIN.COM

157,134 Page Views up 130%*

51k Users up 31%*

31% New Users

11% Returning

***compared to 2022**



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

Referring Websites: Facebook, City of Elgin, Instagram, Explore Elgin, Email

Top Cities: Chicago, Elgin, Milwaukee, Ashburn, Carpentersville, Schaumburg, Bartlett

**SOCIAL MEDIA
PERFORMANCE
INCREASES OVER 2022**

downtown
neighborhood
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 **FACEBOOK**

-9,673 Followers
-235,599 Reach
**-27,362 Facebook
Profile Visits**

 **INSTAGRAM**

-2,097 Followers
-31,319 Reach
**-4,299 Instagram
Profile Visits**

 **YOUTUBE**

-137 Videos
-966 Views
-10.7k Impressions

 **TIKTOK**

-dtelginfarmersmarket
-downtown.elgin

Follow Us

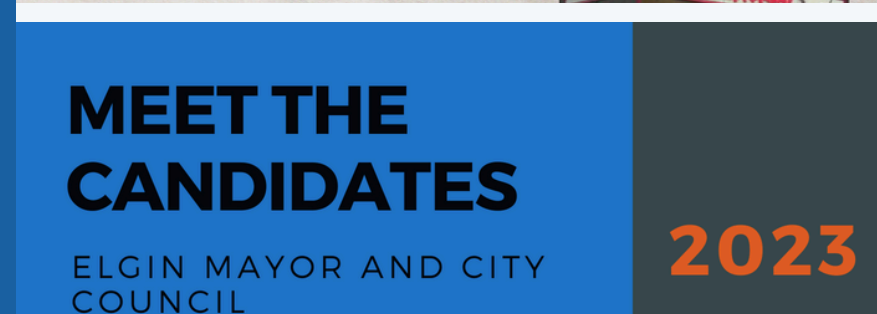


DOWNTOWN BLOGS

6 Blogs published in 2023

1 Guest Blog was 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: *

Holly Days in Downtown Elgin
3732 readers

New Years Eve in Downtown Elgin
2536 readers

Elgin Candidates for Council
1071 readers

EMAIL COMMUNICATIONS

BUSINESS AND EVENT OUTREACH



**610k Individual
Emails Sent in 2023**



**6% Click Rate on Links
within emails
15% Above Average**



**38% Open Rate
↑ 4% from 2022
Highest open rate for
2023 was 38%**



**+318 New Subscribers
↑ 320% from 2022***

NEW BUSINESSES OPENED IN 2023

Iron Wings - tattoo

El Patio

Que Crees?

Rogue's Corner

Profit Management Solutions

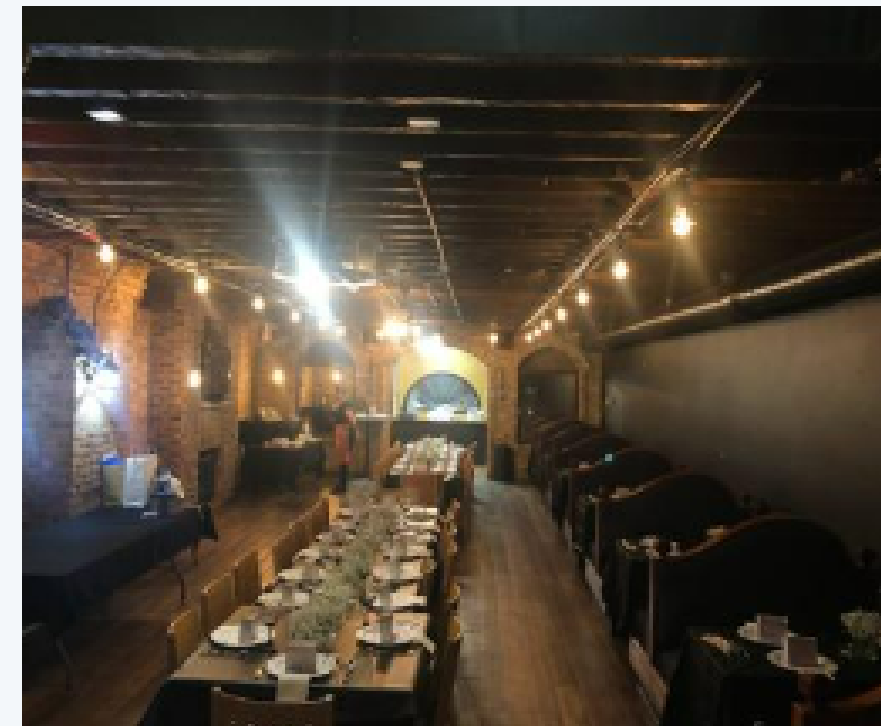
Vive Natural Juices

Stefania Vending

Lola's Beauty Salon

Buffalo Wild Wings Express

Julio Cesa Valdez





Annual Business Count

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

325 Individual Businesses

3 multi-business concepts

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

445 Total Business units operating in
downtown Elgin as of January 2023

ECONOMIC DEVELOPMENT PROJECTS

New Incubator program

- Develop a pipeline of entrepreneurs ready to grow
- Prioritize multi-revenue stream businesses
- Update “Priority List of Businesses” through additional focus groups
- Target markets
- Hispanic community

Zoning & CODE Review

- Identify impactful updates
- “Collect data from district property and business owners to provide input, recommendations and review for possible downtown zoning and code reform.”

Advocating for TIF

- Extension of the Central Area TIF for another 12 years
- Grant Programs that provide clarity and address needs.
- “Resources and incentives for properties to be ready to recruit businesses.”

COURTYARD AT 40 DUPAGE

- 40 New Apartments
- 4,500 SF of Ground Floor Commercial Space.



STRATEGIC PLAN

In May of 2023, The Illinois Main Street in partnership with Main Street America met with DNA Elgin, community members and stakeholders to conduct a thorough market analysis of Downtown Elgin. This information was used to create a Transformation Strategy. The full Strategic Plan can be viewed [here](#).

FORECAST ITEMS

- Downtown WIFI Zone
- Wayfinding, signage, walkability enhancements
- Expand After-hours program – rebuilding downtown nightlife
- Downtown Perception campaign – Change the narrative about DT for 5 min radius and beyond.



Main Street America Transformation Strategy *Elgin, IL*

Facilitated by Main Street America

Jim Miller

Illinois Main Street Program Coordinator

Joi Cuartero Austin

Senior Program Officer
Economic Vitality

Gustavo Ustariz

Program Officer

ILLINOIS
MAIN STREET

downtown
neighborhood
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MAIN STREET
AMERICA
Nationally recognized.
Locally powered.™

CONTACT DNA



PHONE
847-488-1456



EMAIL
info@downtownelgin.com



ONLINE
www.DowntownElgin.com



ADDRESS
31 S. Grove Avenue
Suite 100
Elgin, IL 60120