

Let's Thrive in 2025!



downtown
neighborhood
ASSOCIATION OF ELGIN



ILLINOIS
MAIN STREET



Photo by James Harvey

Mission and Vision



To create a thriving 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.

Meet our Team



Jennifer Fukala
Executive Director



Sarah Michaels
Events and Promotions



Sarah Rose
Communications and
Administration



Officer Ultan Gallagher
Downtown ROPE
Elgin Police Department



Our Board for 2025



Brian Pinon
President



Chris Davis
Vice President



Mark Novelli
Secretary and
Promo. Chair



Joy Symonds
Treasurer



Dr. Wil Dumas
Downtown Market
Chair



Tom Brockner



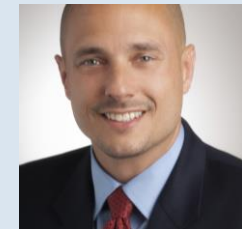
**Patricia
Williams**



Steve Kroiss



Kerri Liu



Marc Mylott
Community Development
City of Elgin

2024 Highlights...

D O W N T O W N
ELGIN



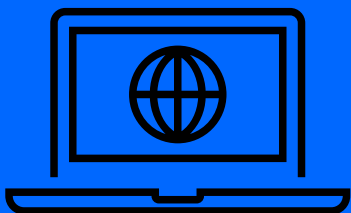
483,485
reach
+137%



★ DOWNTOWN NEIGHBORHOOD
ASSOCIATION OF ELGIN'S
**2024 YEAR IN
REVIEW** ★



24,159
reach
+180%



117,303
views



2024 WINS!

Hosted Lt Governor
Julianna Stratton for a
visit to Elgin!

New and Improved
DuPage Court!

Downtown Zoning
Amendments!

848 Events hosted in
Downtown Elgin in
2024!

(up from 602 in 2023)

83 Holiday Events
Hosted Downtown
during Holly-Days!
(up from 34 in 2023)

DNA awarded 3
Mainstreet Awards!

More redevelopment
projects confirmed!
62 S Grove, 11-17
Douglas, 18 Villa,
Ziegler Court

First Dispensary
Opened in Elgin



Thank you, Partners and Sponsors!





Welcome New Businesses

**Shawarma
Stop**
restaurant

Stop n Dip
Dessert/coffee

High Haven
dispensary

**Royal Plant
Care**
plants & decor

**White Orchid
Designs**
Florist

Elgin Vintage
clothing

**MotoMax
Powersport**
vehicles

XV Glam
Makeup artist

BarbaRoja
hairecare

The Dive Bar



More Businesses Coming soon!!!!

The Yoga Studio – fitness

Churros n Chocolate – dessert

Morbid Mementos – retail

New Biz Signage program:

Reached over 250,000 people to date

Let's Thrive in 2025!

D O W N T O W N
ELGIN

IL Mainstreet Partnership

State level downtown revitalization support program with 22 designated communities.

- Consulting, Resources, Advocacy, & Expertise
- Grants : Stakeholders and DNA
 - DCEO RISE Grant in 2024 FOR \$500,000
 - Marketing Grant \$5,000 secured in 2025
- Annual Conference and Educational Programming
- National Accreditation - DNA to submit application





BREAKOUT SESSION

PARTNERING WITH YOUR VISITORS BUREAU ON MAINSTREET!

JENNIFER FUKALA & KRISILEE MURPHY



'24

ILLINOIS

MAIN STREET

CONFERENCE





Promotions

“Elgin is Home” Project

Art Installation - corresponding webpage and community engagement portal

Video Series – 6 videos total

- Target audiences- Middle-class mom's and the Hispanic community

Goal:

Create a campaign that changes people's perceptions about Downtown Elgin and the community.



Seasonal Campaigns

April : “Made in Elgin”

- Focus: highlight businesses that product a product locally
- Register as a “Made in Elgin” business
- “Made in Elgin” Logo
- Campaign will feature blogs, social media promotion of participating businesses, a Spring Makers Market and sidewalk sale





Holly-Days Campaign

- Beverage Crawl and City Tree lighting on Small Business Saturday
- Holiday Murals
- Holiday Gift Market
- Holiday Events Calendar
- Gift Guide – in partnership with Explore Elgin
- Krampus Krawl – DNA taking the lead role on this event in 2025





Economic Vitality

Economic Development projects

Advocating for TIF

- **Goal** - Extension of the Central Area TIF for another 12 years
- Direct Advocacy for renewal with taxing bodies
- *“Resources and incentives for properties to be ready to recruit businesses.”*
- – *Mainstreet America*

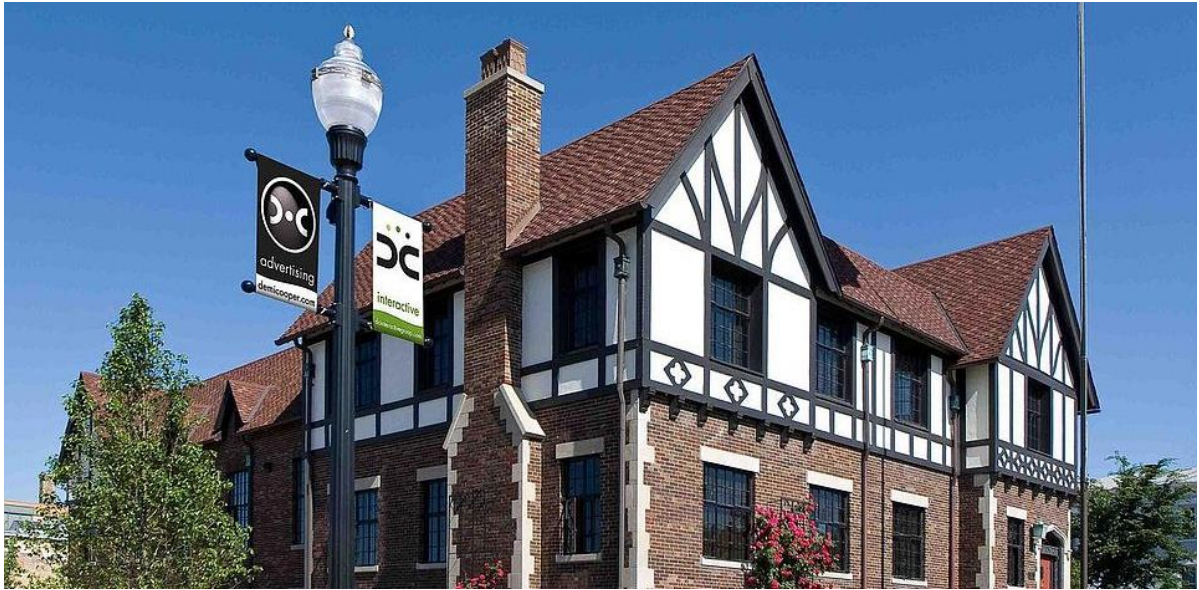
New Zoning

- Landing Page
<https://www.downtownelgin.com/new-zoning/>
- Regional promotion throughout the year
- Info meetings and technical assistance – Feb 10th

Incubator program

- Program to help growing businesses scale and locate downtown
- Focus on developing multiple revenue streams
- Goal: Shared production and retail space







Neighborhood Outreach

In partnership with:

- Gifford Park Asso.
- South-West Area Neighbors
- North-East Neighborhood Asso.
- Watch Factory Neighborhood
- Elgin History Museum
- Heritage commission
- EPD ROPE Officers

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

31 S Grove Ave Suite 100
Elgin IL 60120



PRESENTATION TITLE

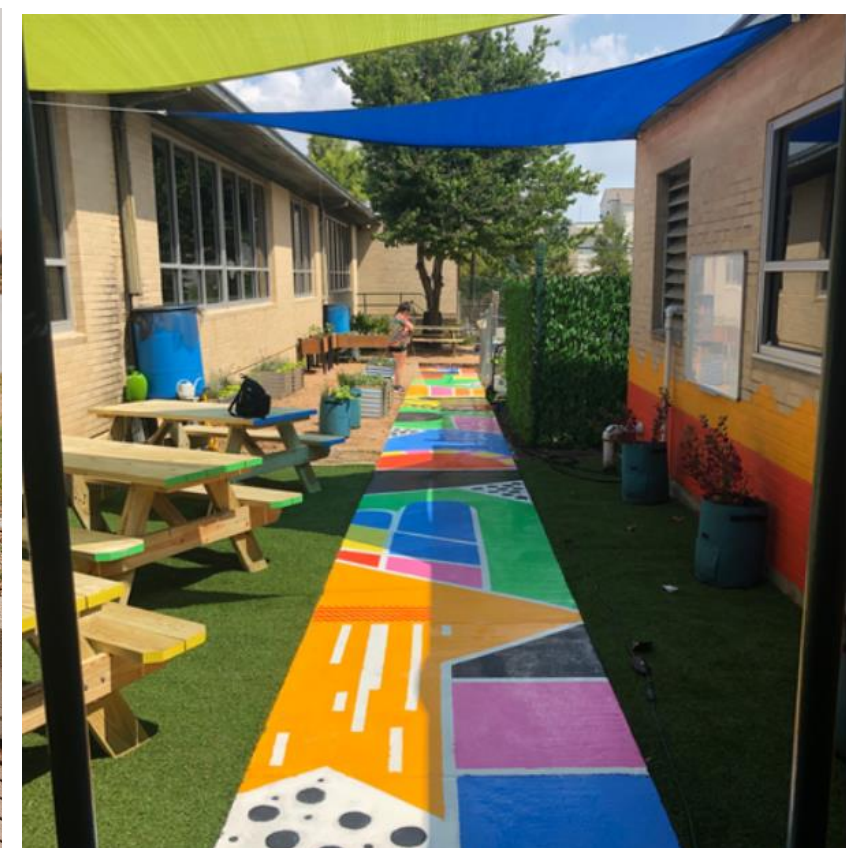




Wayfinding and Mobility



- 2024: Downtown signage audit resulted in cleanup of obsolete signage and install of parking wayfinding



In 2025

- **Better Block space activation** – in partnership with Youth Build
- **Signage improvements** – continue to identify priorities and gaps
- **Participate** in downtown mobility study and provide support with major downtown projects



Downtown Art and Branding



Core Programs

DNA Support Services

Who: Existing and prospective downtown business and property owners.

- Promotional participation
- Liaison services
- Website listings – *UPDATE NOW*
- Ribbon cuttings and press releases
- Supply inventory rental program
- SizeUpElgin portal

www.downtownelgin.com/business-support-services/

Stakeholder meetings

Who: Business owners, property owners and downtown residents.

Where: 31 S Grove Ave, suite 100

- January– Kick-off Mixer
- February – New Zoning
- April – Market/Summer
- July – Summer/ Fall
- October – NOCS / Holiday plans





Thank you!

downtown
neighborhood
ASSOCIATION OF ELGIN

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