

Contract Renewal Presentation



downtown
neighborhood
ASSOCIATION OF ELGIN

DOWNTOWN
ELGIN



MADE
IN
ELGIN
ILLINOIS



ILLINOIS
MAIN STREET



Presented by
Jennifer Fukala

Date Presented
August 2025

A Look Back | The Past 3 Years

★ DCEO RISE Grant

2023 Strategic Plan

★ Downtown Zoning Reform

★ Recast Leaders Cohort

★ Made-In-Elgin Program

★ Retail/Production Incubator Program



Downtown Elgin Logo

Market moves to Riverside Dr.

Community Focus Groups

Elgin-Is-Home | Art and Video campaign

Wayfinding and Mobility Committee



Development of Strategic Plan

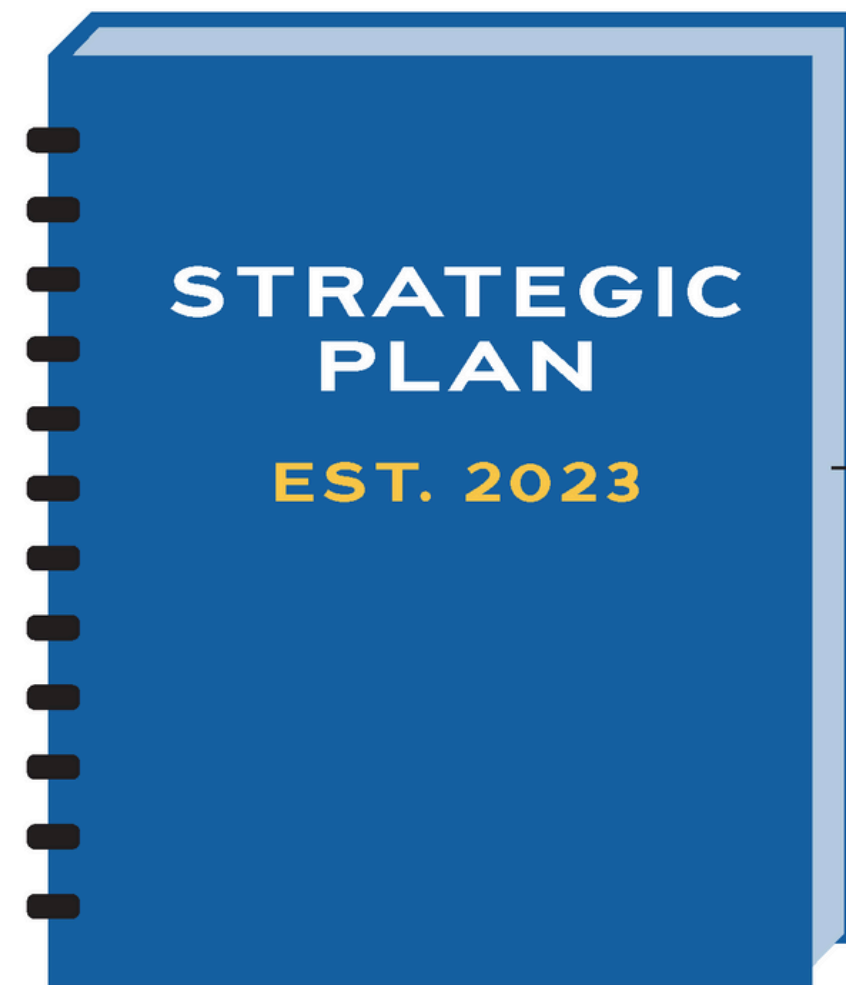
In August of 2023, Illinois Main Street in partnership with Main Street America met with the DNA Elgin staff, board, partners, and stakeholders as a part of their overall downtown strategic planning.



The Strategic Plan maps out the initiatives to further DNA's revitalization work for the next 3 years. Using the key observation and recommendations from the Strategic Plan, the DNA Board developed the 2024 *Work Plan*.



2024 Work Plan Review



2024 Work Plan
(YEAR 1 OF DNA 3 YEAR PLAN)



2024 WORK PLAN INITIATIVES



**Build Location
Recognition**

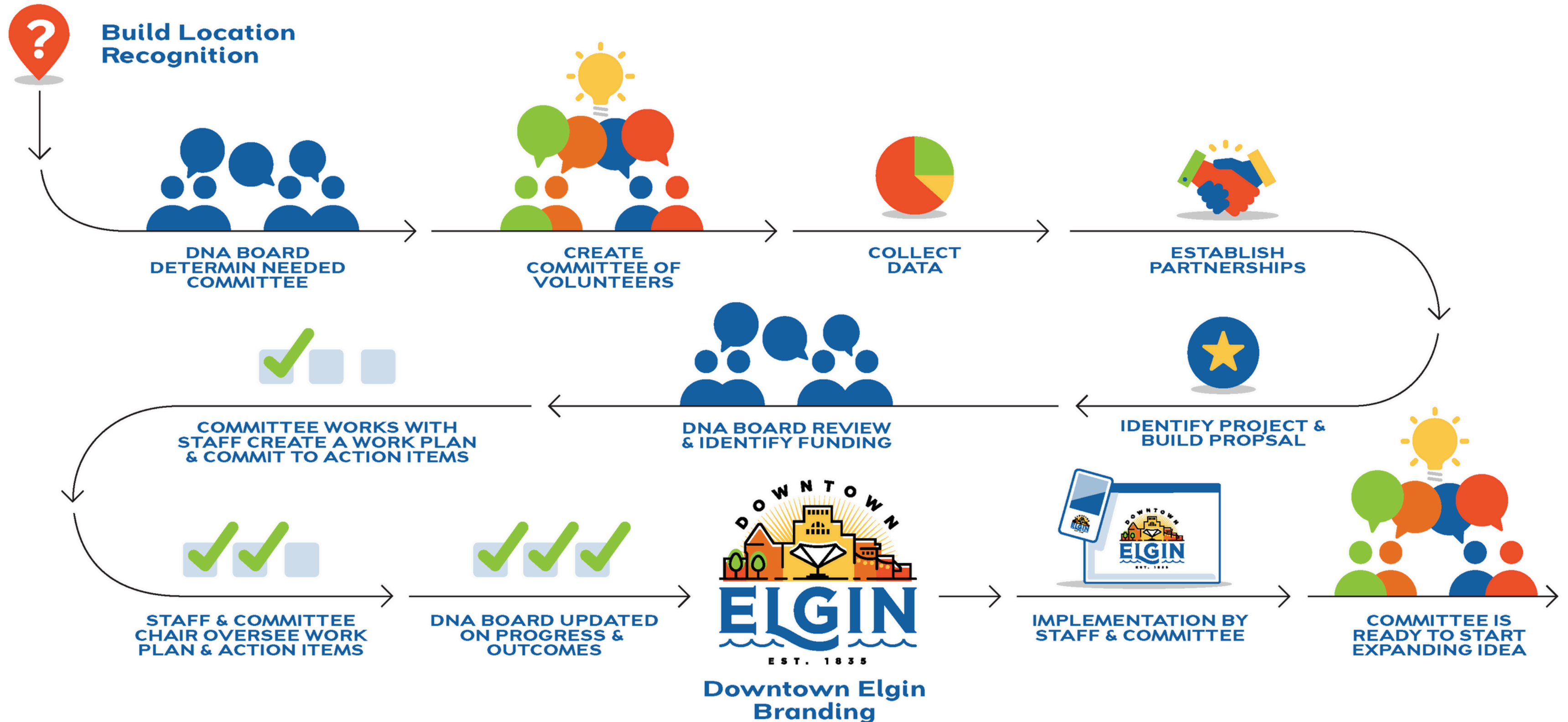


**Improve Perception
of the Downtown**



**Promote Homegrown
Entrepreneurial
Development &
Address Barriers**

2024 Work Plan Review Initiative Process



2024 Work Plan Review Projects

A Roadmap to Community Engagement

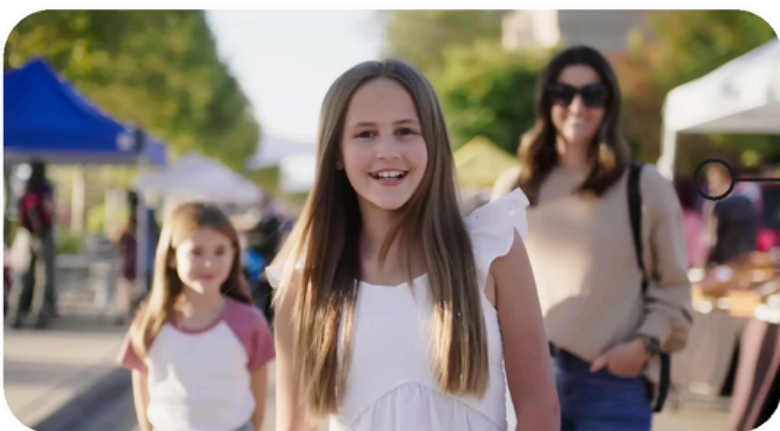


STRATEGIC PLAN

2024 Work Plan Review

Elgin is Home Campaign | Rewriting Misperceptions

Total Reach of Campaign YTD
463,379



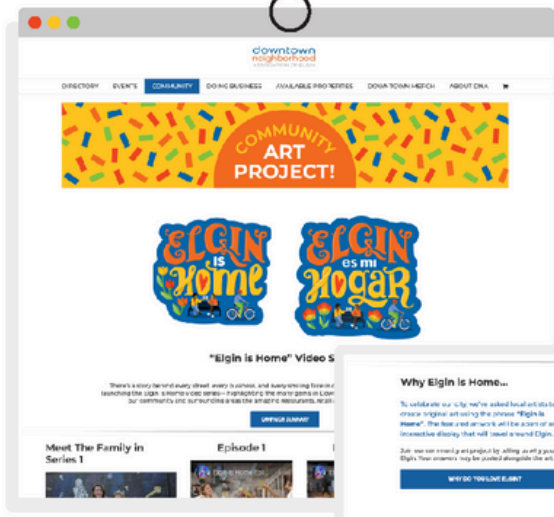
Video Series
in English



Targeted Audience



Community Engagement



Website

Episode 1 - Reach TD
156,700



Video Series
in Spanish



SEO

Elgin Is Home Campaign Budget

\$15,000

DNA Budgeted
Video Production
& Distribution for
2024 - 2025

\$5,000

from Main Street
Marketing Grant

\$30,000+

In-Kind Services

PROPOSED FOR 2026 3rd SERIES

\$7,500

for Video Production

\$5,000

for Distribution

A Look Forward: Goals for the Future

Future Funding - Exploring SSA/BID

Made-In-Elgin, Incubator Program

Small Business Grants

Increase Spanish Language Support Services

Upgrading the Downtown Gift Certificate Program



¡Hola!
¿Cómo puedo
ayudarle?

downtown
neighborhood
ASSOCIATION OF ELGIN



ILLINOIS
MAIN STREET

A Game-Changing Partnership

IN 2024...

- DNA was designated as an Illinois MainStreet community.
- DNA was awarded 3 Lt. Governor Awards at the state conference.
- Hosted a statewide gathering of directors.
- Executive Director Jennifer Fukala was a featured presenter at the annual Illinois Conference.
- Lt. Governor Juliana Stratton, sponsor of IL Mainstreet, visited Elgin.

IN 2025...

- DNA received Accreditation status from Mainstreet America.
- Presented on a panel at the National Mainstreet Now Conference.
- Was awarded the \$100,000 Hartford Business Accelerator Grant and a \$5,000 Marketing Grant



ILLINOIS
MAIN STREET



Overall Visitation in 2024

5,102,351
VISITS

FROM
845,293
VISITORS

7.4
VISITS PER
ELGIN RESIDENT

72
MINUTES
MEDIAN
LENGTH
OF VISIT

12%
PERCENTAGE
OF PEOPLE WHO
VISIT AT LEAST
MONTHLY

Visitation Trends in 2024

Busiest Days

46,592	44,084	30,794	29,976	29,976
THU JULY 4	SAT OCT 19	SAT SEP 14	SUN JUN 23	SUN MAR 9

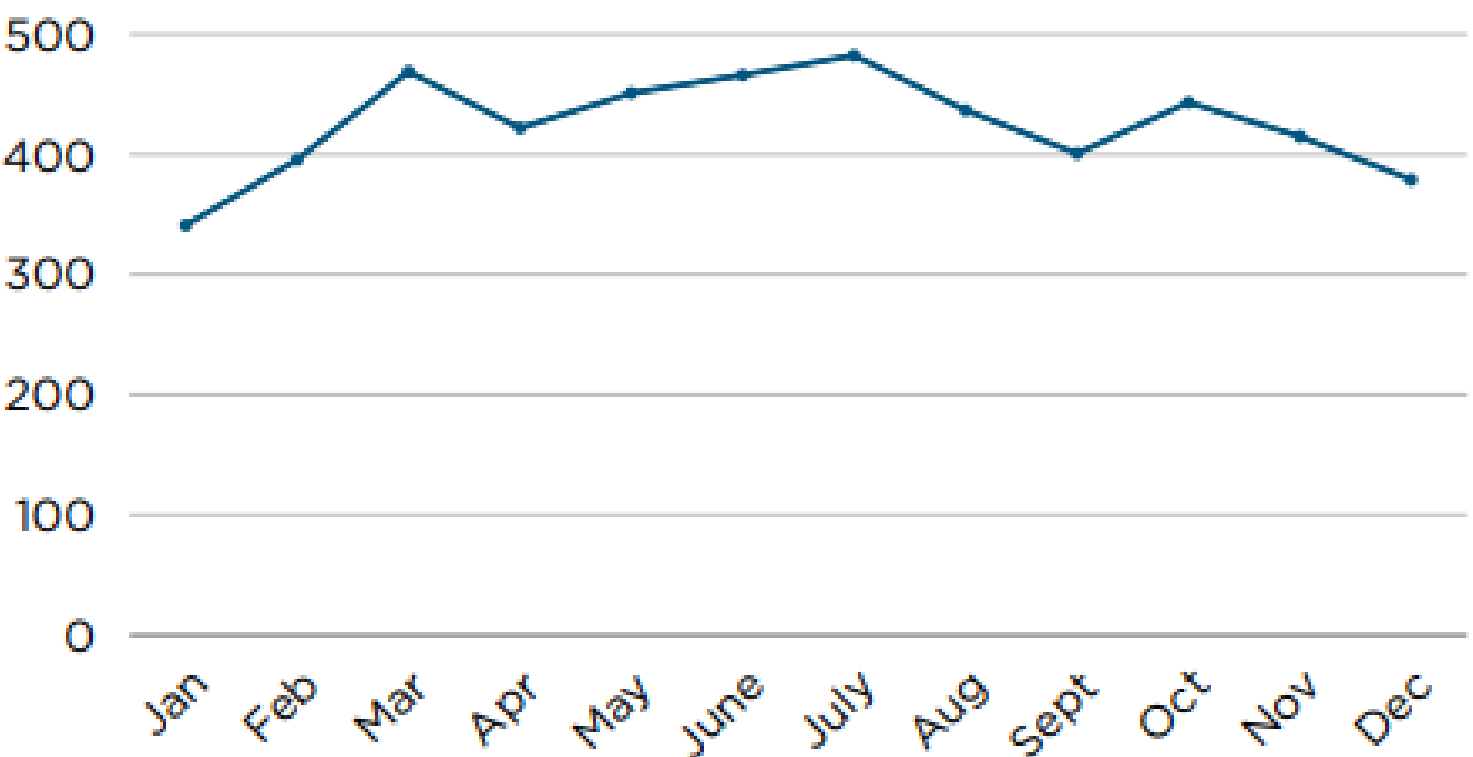
Quietest Days

5,142	6,466	6,629	7,894	7,952
FRI JAN 12	WED DEC 25	TUE JAN 9	MON JAN 15	MON JAN 1

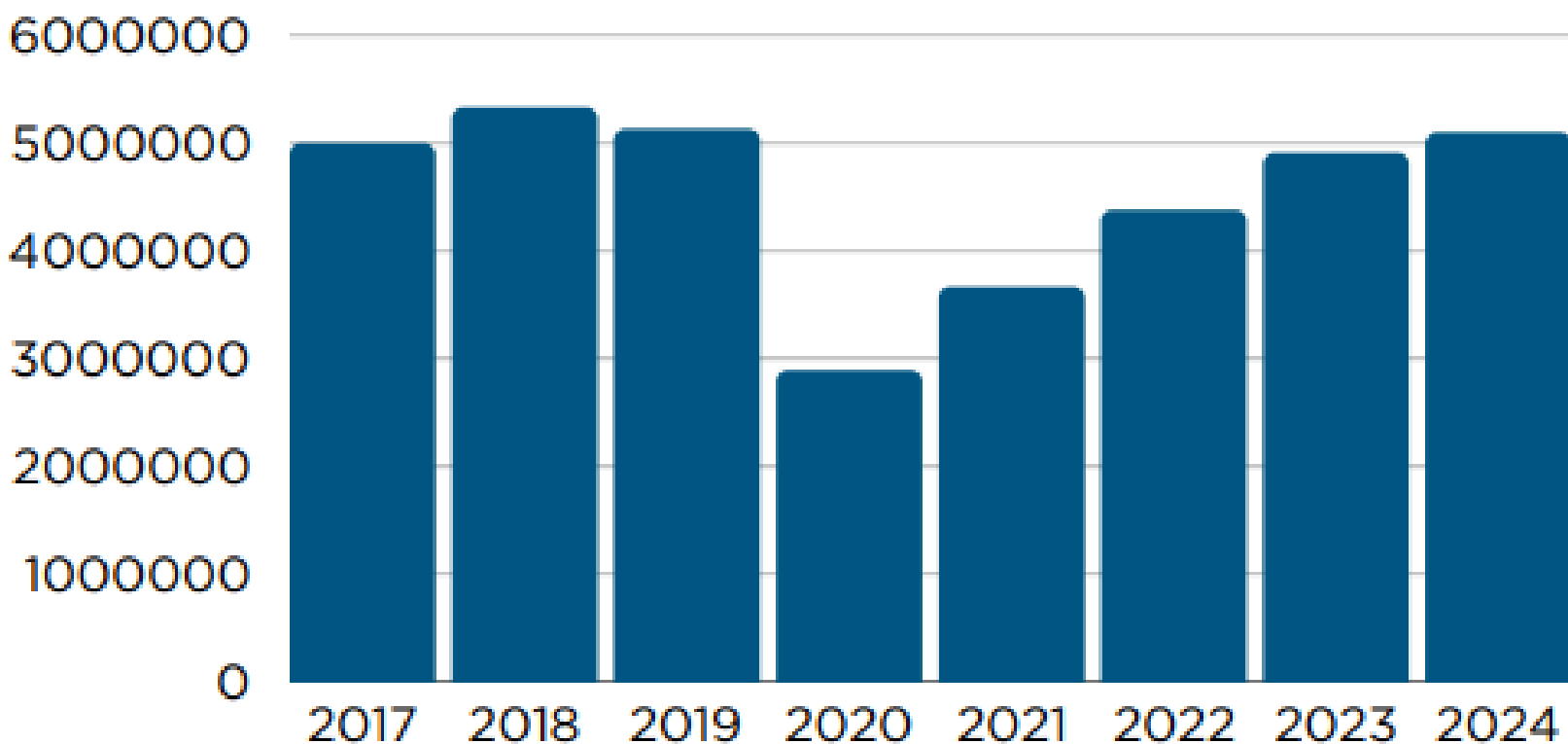
Data sourced from Placer AI, courtesy
of Mainstreet America Research Dept.



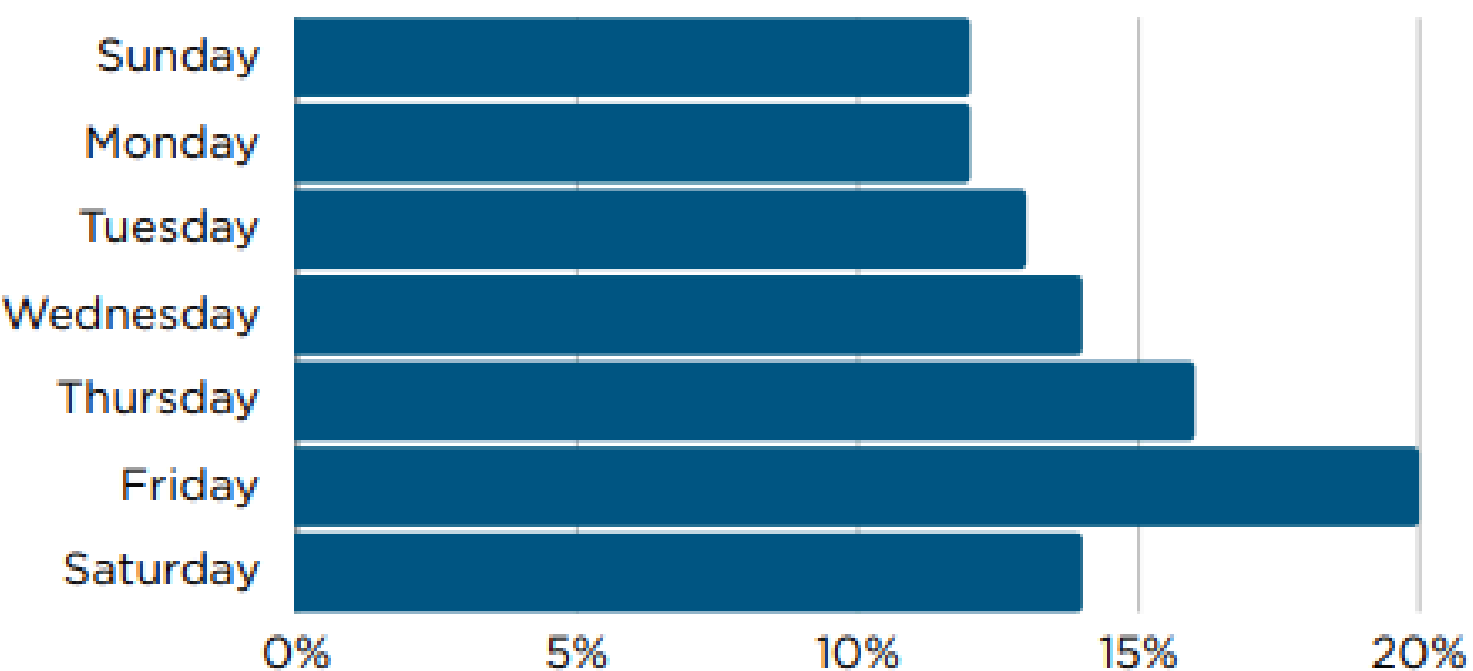
Busiest Months of 2024



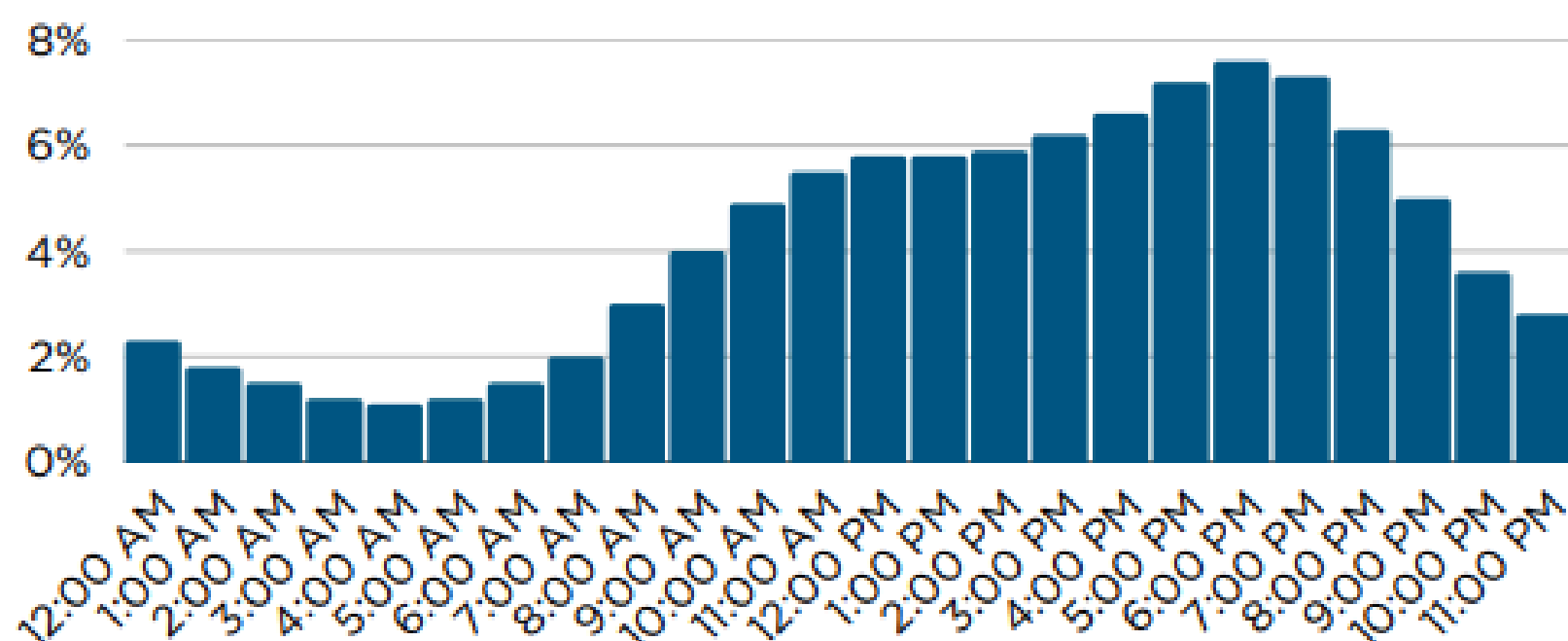
Annual Visits Since 2017



Busiest Days of the Week



Busiest Times of Day



New! Maestro Community Manager

Downtown Elgin like we have never tracked it before!

The annual business count has evolved thanks to our partnership with Main Street America. What once was an excel sheet is now an interactive database with reporting capabilities.



Annual
Business
Count

Track Volunteer Hours and
Stakeholder Involvement

Report Occupancy of
Units per Property

More Comprehensive
Business Data and History

Record Reinvestment Dollars and
Report Return on Investment Rate



Good Afternoon, Sarah!

Edit Dashboard

Occupancy Rate

90.33%

355 of 393 units occupied

Return on Investment

2:1

Private: \$908,698.00 | Public: \$528,750.00

Number of Businesses

365

Employees: 0

Rent / Square Foot

\$0

0 units

Global Options

Overview

All Time This Year This Quarter This Month

01/01/2025 to 12/31/2025

Only Display Statistics?

Search Filters

+ Add Search Filter

Include Reinvestment Statistics? 1

New Businesses x

Note: Search filters affect reinvestment statistics

Run Report

Reinvestment Statistics

Click on a statistic below to get a detailed overview.

New Businesses 7

Report Info

Name

New Businesses in 2025

Description / Narrative

Download PDF

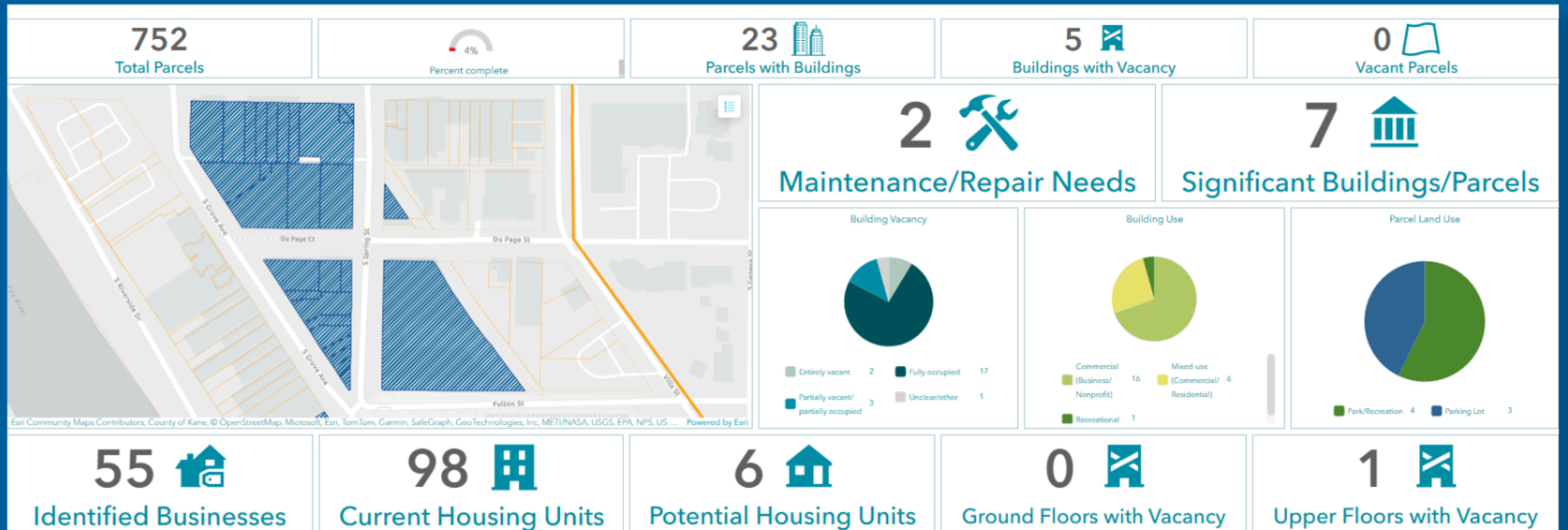
Save

New Businesses

Business	Date
Voice with Vee	09/06/2025
Churros Y Chocolate	09/05/2025
The Lodge Performing Arts	05/30/2025
The Yoga Center	05/16/2025
La Michoacana Paradise	05/05/2025
Old National Bank	04/26/2025
Morbid Mementos Oddities and Occult	03/02/2025

New! BOOMS Tracker

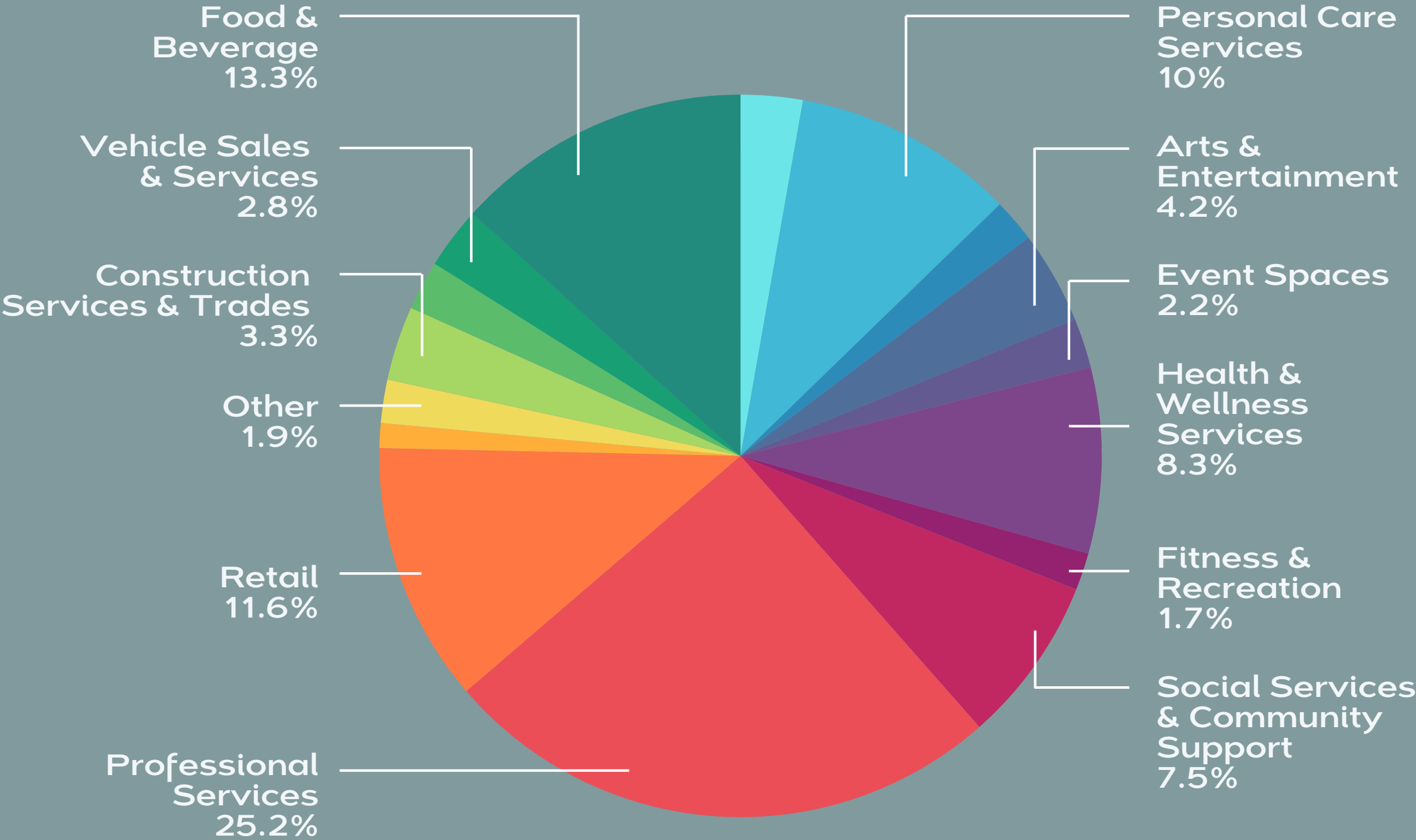
Creating a visual summary of Downtown Elgin's built environment.



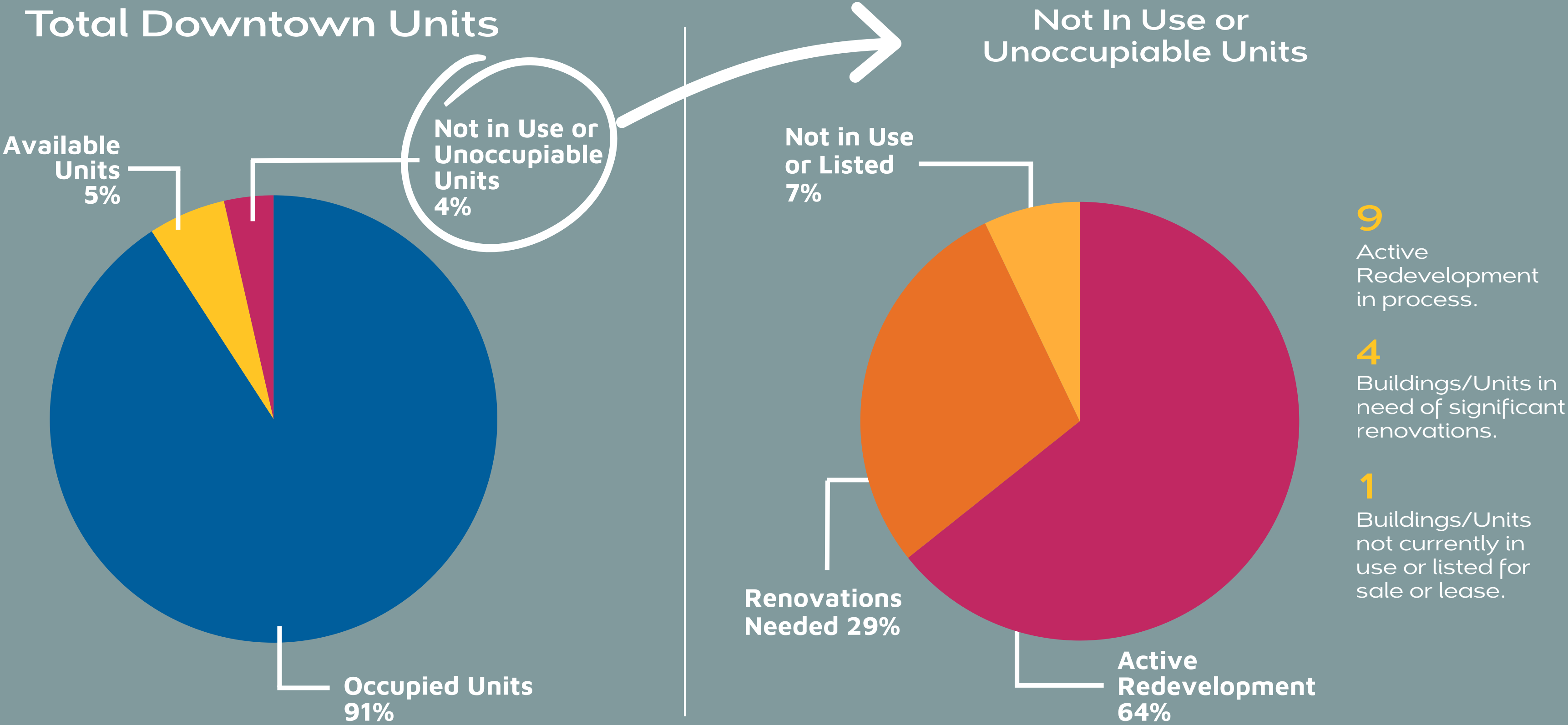
Business Count By Category

Artisian Industries	5
Arts/Entertainment	15
Church/Religious	7
Construction/Trades	12
Event Spaces	8
Fitness/Recreation	6
Food/Beverage	48
Health/Wellness	30
Manufacturing	4
Other	7
Personal Care	36
Professional Services	91
Public Admin/Services	10
Retail	42
Social Service & Community Support	27
Vehicle Sales/Repairs	10

358 Businesses were identified during the 2025 Business Count



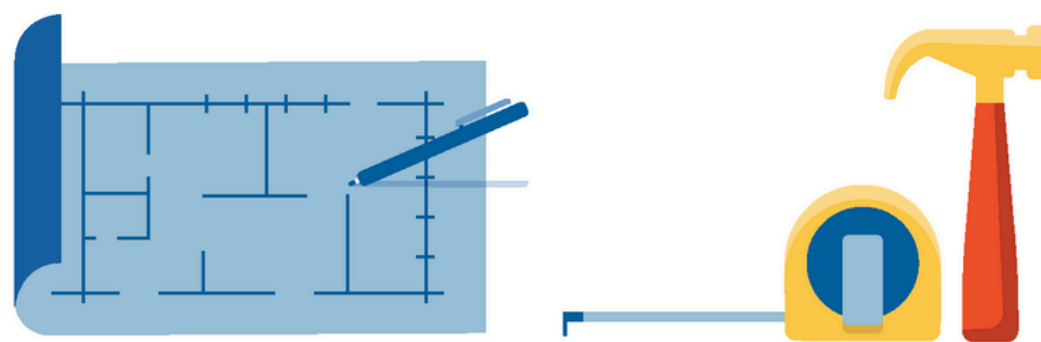
Compiling Unit Metrics



Reinvestment Statistics | Q1 & Q2

OCCUPANCY

10 New
Businesses



95 REINVESTMENT
PROJECTS

90 Private
Projects

5 City
Projects

\$600,913

PRIVATE DOLLARS
INVESTED

\$14,964,808

PUBLIC DOLLARS
INVESTED

HEMMEN'S
\$14.4
MILLION

OTHER TIF
\$36,058

Reinvestment Statistics | Q1 & Q2



1,051
DNA
VOLUNTEER
HOURS



488
DOWNTOWN
EVENTS



19,388
FACEBOOK
FOLLOWERS



5,667
INSTAGRAM
FOLLOWERS



10,242
EMAIL
SUBSCRIBERS

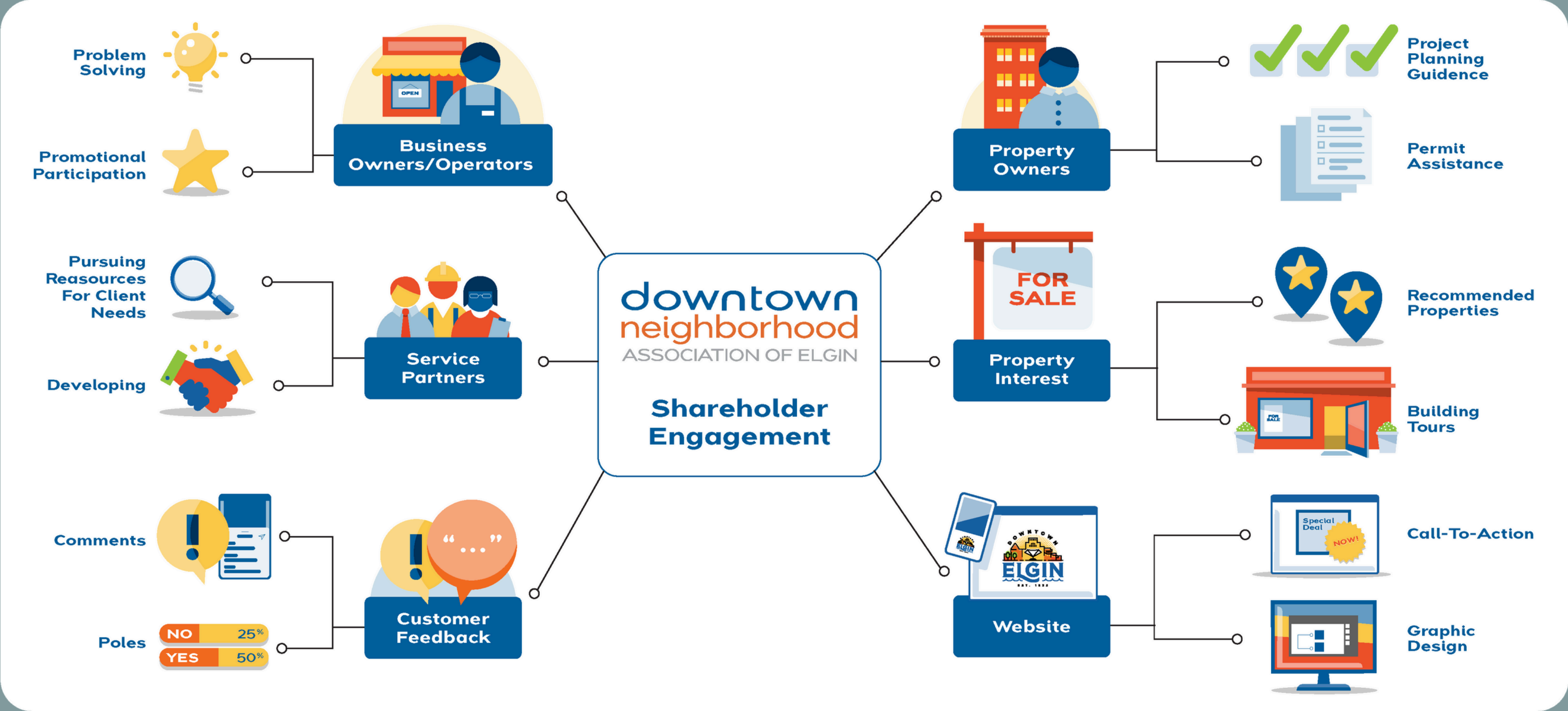
Day-to-day at the DNA

★ Business Support Services, funded by the PSA agreement, have been **FREE** of charge to current and prospective downtown stakeholders since 2020.

- Liaison Services & Technical Support
- Promotional Participation
- Website Listings for Businesses & Available Properties
- Ribbon Cuttings & Press Releases
- Supply Inventory Rental Program
- SizeUpElgin Portal



Stakeholder Engagement



DAY-TO-DAY AT THE DNA

Ribbon Cutting & New Businesses

New Business Clients: Workflow

New Lead
Identified
Interest
Expressed

Meet to Assess
Business Plan &
Needs, Provide
Resources

Explore
Properties

Project
Assessment

Coming
Soon!

Plan
Ribbon Cutting
& Announcement

STATS

During our 3-year contract term, we have worked with clients during the purchase of 16 downtown buildings.

38 Business Openings over
3 years

Communication & Outreach



10,000+
Weekly Subscribers

Emails & Newsletters:
Spotlight



600+
Weekly Subscribers

Stakeholder Outreach:
The Business Buzz and Press Releases



52.7% Increase

Website Traffic
2021 Users: 110k
2022-2025 Users: 168k



63% Increase
in followers on FB & IG

Social Media Growth
2021 Followers: 15,602
2022-2025 Followers: 25,586

Campaigns

Each campaign now carries its own identity and impact.



New in Downtown Elgin

Gift Card Give Aways

Made In Elgin Pop-Up Market

Spring Clean Up

Opportunities for Businesses
to try New Promotional Ideas



Downtown Elgin Market & Building Opportunities

After Hours Promotion

Business Involvement in the Market



Holiday Traditions with Businesses & Community

Holly Days

Holiday Cheers Beverage Crawl

Window Murals

Small Business Saturday



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

COMPARED TO 602 AND 34 IN 2023



The DNA is Supported Locally



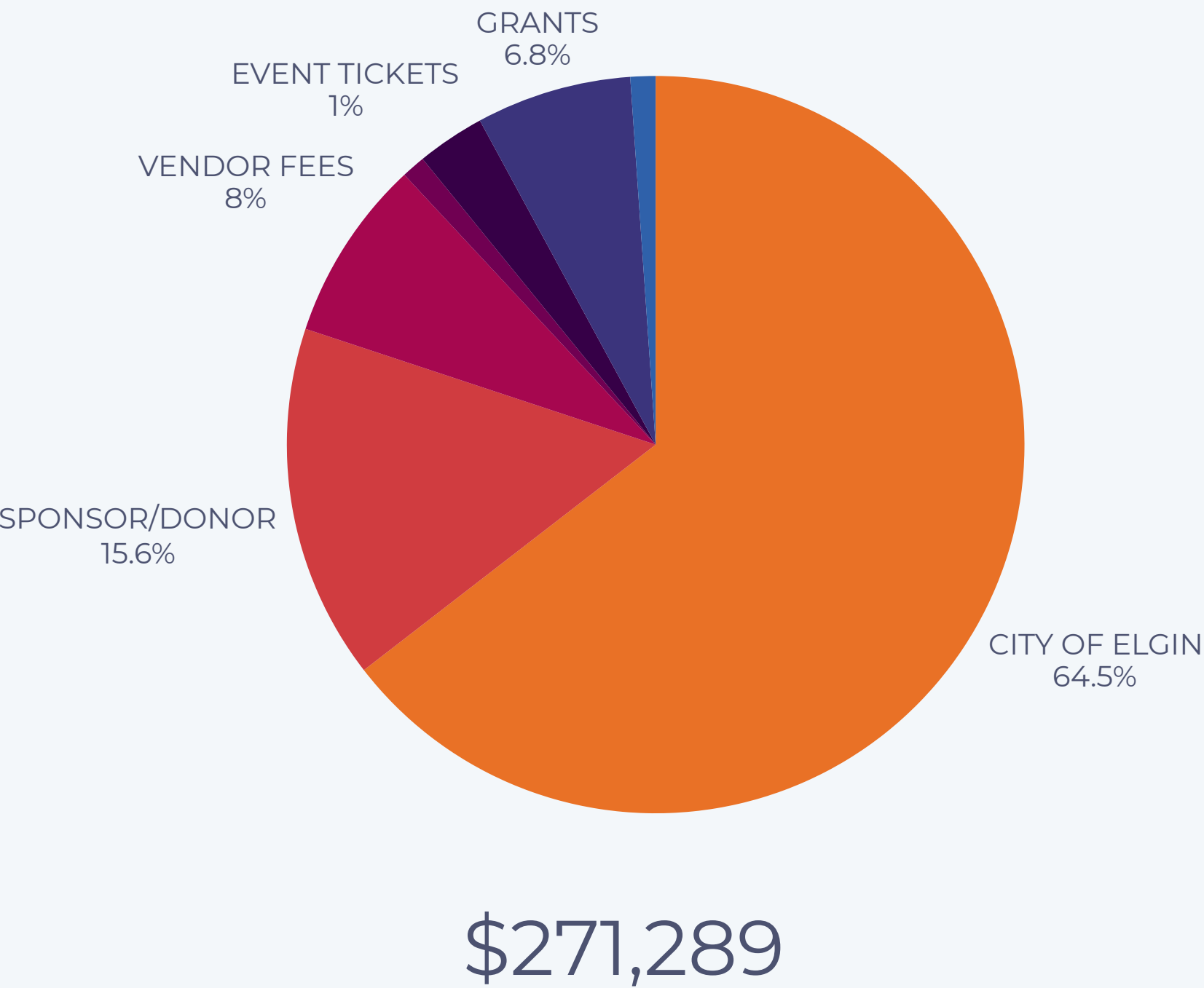
FINANCIAL OUTLOOK

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.

A grant was received for LINK Match from the Experimental Station.

OPERATING BUDGET 2024



FINANCIAL OUTLOOK

Purchase of Services Agreement with the City of Elgin expires in June 2025. Renewal requested at the current rate.

The DNA will receive \$50,000 from The Hartford in 2025 and \$50,000 in 2026.

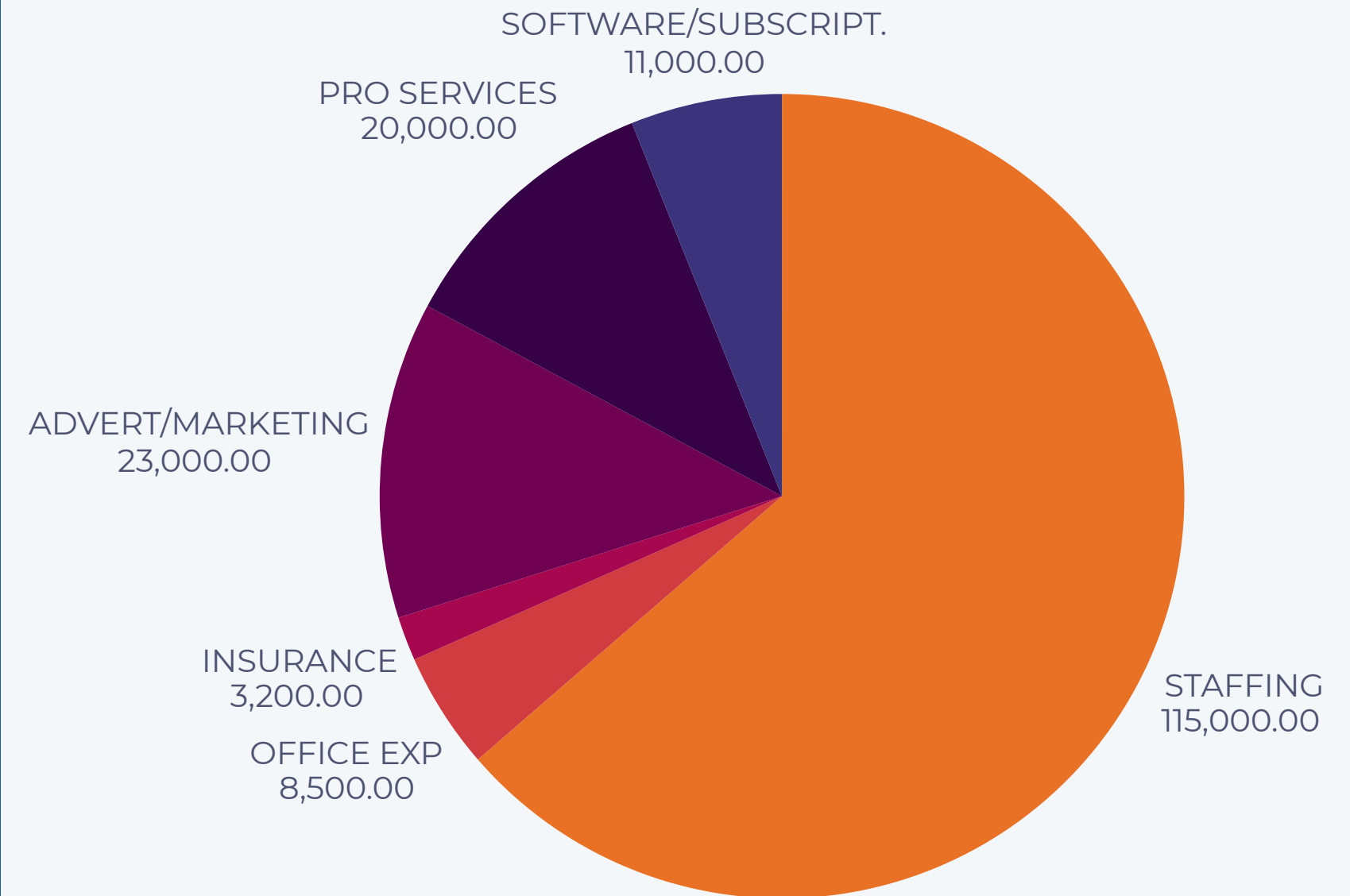
Grant from Experimental Station funds LINK Match program at the Market.

The DNA is SAM.gov-registered and GATTA certified in compliance with state grant requirements.

Day-to-day accounting and bookkeeping are managed by Your Front E Office.

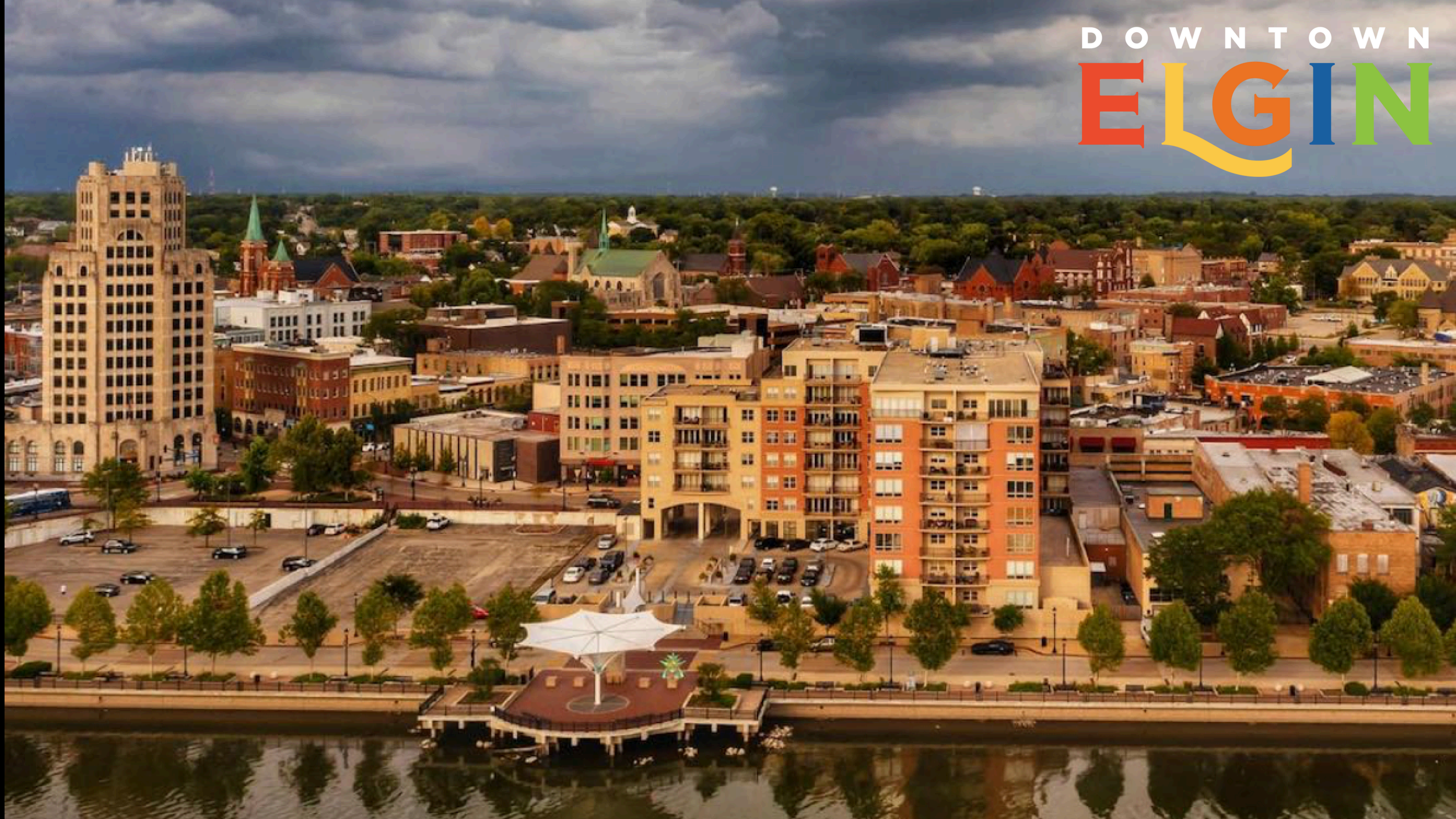
Annual 990/Tax audits filed by a contracted CPA for the last 8 years as required by funding level.

PSA CONTRACT WHAT DOES IT PAY FOR?



\$180,700

DOWNTOWN
ELGIN



DNA STAFF



JENNIFER FUKALA
Executive Director



SARAH MICHAELS
Events and Promotions



SARAH ROSE
Communications

2025 Board of Directors

BRIAN PINON
President

CHRIS DAVIS
Vice President

JOY SYMONDS
Treasurer

MARK NOVELLI
Secretary

TOM BROCKNER
Director

MARC MYLOTT
Director

STEVE KROISS
Director

KERRI LIU
Director

WIL DUMAS
Director

PATRICIA WILLIAMS
Director

Fueled by Volunteers



VOLUNTEER HOURS

870

COMMITTEE MEMBER
VOLUNTEER HOURS

1,500

BOARD MEMBER
VOLUNTEER HOURS

2,300

MARKET & EVENT
VOLUNTEER HOURS

\$162,469.30

+\$53,650

IN-KIND PROFESSIONAL
SERVICES DONATED BY
3 BOARD MEMBERS
IN '24 & YTD '25

THE TOTAL VALUE OF VOLUNTEER HOURS FOR 2024 TO PRESENT
BASED ON THE PUBLISHED CURRENT VALUE OF \$34.79 PER VOLUNTEER HOUR.

Contract Renewal Request

Existing Contract

- 3-year term
- Non-profit filing per legal requirement
- Annual workplans and monthly reports on economic development and promotional support deliverables

Proposed Draft

- 2-year term
- Full Audit requirement: \$10 - \$15 K
- SSA Deliverable within 12 months
- Consultant requirement: estimated \$50k
- Leadership changes as a condition of funding