



# 2020 A YEAR IN REVIEW AND LOOKING FORWARD

The Glen Ellyn Chamber of Commerce is dedicated to be a resource during this difficult time. This is a very crucial time for our small business owners.

# [www.GlenEllynChamber.com/COVID-19](http://www.GlenEllynChamber.com/COVID-19)

22 Breaking News E-blasts sent  
Each reaching 5,800 contacts with a 40% open rate. Website an additional 442 hits

Advocacy

GLEN ELLYN  
CHAMBER  
BUSINESS  
RESOURCE

During COVID19



U.S. Small Business  
Administration



U.S. Chamber of Commerce



Illinois  
Department of Commerce  
& Economic Opportunity



ILLINOIS CHAMBER  
OF COMMERCE



Centers for Disease  
Control and Prevention

College of DuPage  
Business Development Center



ILLINOIS DEPARTMENT OF  
EMPLOYMENT SECURITY



DUPAGE COUNTY  
HEALTH DEPARTMENT  
*Everyone. Everywhere. Everyday.*

- Daily datamining sending out multiple emails weekly from multiple resources.
- Emails Listed on Website
- Links for additional information on website.

[www.GlenEllynChamber.com/dining](http://www.GlenEllynChamber.com/dining) - 11,867

[www.GlenEllynChamber.com/shopping](http://www.GlenEllynChamber.com/shopping) - 1,643

[www.GlenEllynChamber.com/service](http://www.GlenEllynChamber.com/service) - 919

Marketing



#### Glen Ellyn Dine At Home With Delivery & Curbside Pick Up

- Contact list of 82 Food & Beverage businesses emailing updated information regarding specific niche pertinent information.
- On Website have links to each on-line menu. 11,867 hits.



#### Glen Ellyn SHOP, POP & GO!

- Contact list of 69 Retail businesses emailing updated information regarding specific niche pertinent information.
- On Website have links to each on-line e-commerce page. 1,643 hits.



#### Essential Services of Glen Ellyn.

- Listing what is deemed as essential with reference to the Executive Order.
- Each Essential Service is linked to company website. 919 hits.
- Listed Senior Hours for grocery store and pharmacies.

# [www.GlenEllynChamber.com/kit](http://www.GlenEllynChamber.com/kit) - 3,685

- \$20,000 redistributed to Retailers



Revenue Generating

Survival Kit is a retail bag distributing 100% of funds back to the storefronts. Sold out in 1 1/2 days each time.

Each Survival Kit round had 100 bags at \$100 each. The Chamber was able to redistribute **\$20,000** to Local Storefronts. Additional stores were able to distribute marketing information at no additional cost.



All your favorite essential items in one Glen Ellyn Survival Kit. 100% of funds are redistribute back to storefronts.

PICK UP LOCATION Two Hound Red  
COST \$100 including tax

PRESENTED BY  
Glen Ellyn Chamber of Commerce  
Connecting Business with the Greater Community

[www.GlenEllynChamber.com/kit](http://www.GlenEllynChamber.com/kit)

**BEV'S**  
Hallmark

Greeting Card

COMMON GOOD COCKTAIL HOUSE

Chipotle Paloma  
Cocktail Mix

Learning Express  
Toys

Family Game

Marcel's  
CULINARY EXPERIENCE

Spring Napkins

MARCHE

Marcona Almonds

Olive 'n Vinnie's  
200ml 18 year old  
Balsamic Vinegar

Face Mask

shawn sargent  
DESIGNS

2 Chocolate Bars

THE BOOKSTORE  
OF GLEN ELLYN  
EST. 1960

Family Puzzle

12  
TWO HUNDRED

1 Howler Beer  
of Your Choice

VILLAGE LINKS  
GLEN ELLYN

Tee Package  
5 golf tees, a ball mark repair  
tool and a ball marker

VILLAGE OF GLEN ELLYN

3 Yard Waste  
Stickers



All your favorite essential items in one Glen Ellyn Survival Kit. 100% of funds are redistribute back to storefronts.

PICK UP LOCATION Two Hound Red  
COST \$100 including tax

PRESENTED BY  
Glen Ellyn Chamber of Commerce  
Connecting Business with the Greater Community

[www.GlenEllynChamber.com/kit](http://www.GlenEllynChamber.com/kit)

Andy's  
Frozen Custard

1 Topping Sundae or  
Concrete Treat Card

STACY'S  
CORNERS  
STORE

1 Pack of Glen Ellyn  
Notecards

Learning Express  
Toys

Family Game

MARCHE

Assorted Local  
Preserves

Olive 'n Vinnie's  
Bourbon Honey

RE:NEW  
creating hope for women

Face Mask

shawn sargent  
DESIGNS

Microwave  
Bowl Towel

1913  
ONE  
CENTURY  
Stam

4 Piece Box of  
Stam Chocolates

THE BOOKSTORE  
OF GLEN ELLYN  
EST. 1960

Paint by  
Sticker Book

12  
TWO HUNDRED

1 Howler Beer  
of Your Choice

VILLAGE LINKS  
GLEN ELLYN

Tee Package  
5 golf tees, a ball mark repair  
tool and a ball marker

VILLAGE OF GLEN ELLYN

3 Yard Waste  
Stickers & Hand  
Sanitizer

[www.GlenEllynChamber.com/kit](http://www.GlenEllynChamber.com/kit)

ADDITIONAL PRODUCTS AND COUPONS FROM GLEN ELLYN BUSINESSES INCLUDED.

ADDITIONAL PRODUCTS AND COUPONS FROM GLEN ELLYN BUSINESSES INCLUDED.

Revenue Generating

# Feed Our First Responders from Glen Ellyn Restaurants - \$12,000

gofundme

## Feed Our First Responders From Glen Ellyn Restaurants



100% of funds go to meals delivered

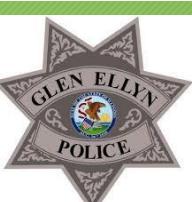
Managed by : Downtown Glen Ellyn & The Glen Ellyn Chamber of Commerce



Fed the entire staff of:

- Fire Department/EMS
- Glenbard Waste Water Authority
- Glen Ellyn Public Works
- Police Department
- Central DuPage Hospital- weekly for 2 months
- Amita Health of Glen Oaks - weekly for 2 months
- Funding over \$12,000 to 15 local GE restaurants.

Remaining balance will go to a 'summer snack pack program' feeding at risk kids in the community distributed to D41, D89, GECRC and the GE Public Library via the Kiwanis with partnership with the Glen Ellyn Food Pantry.



**Northwestern**  
Medicine®  
Central DuPage Hospital

**AMITA** HEALTH®  
ADVENTIST MEDICAL CENTER  
GLEN OAKS



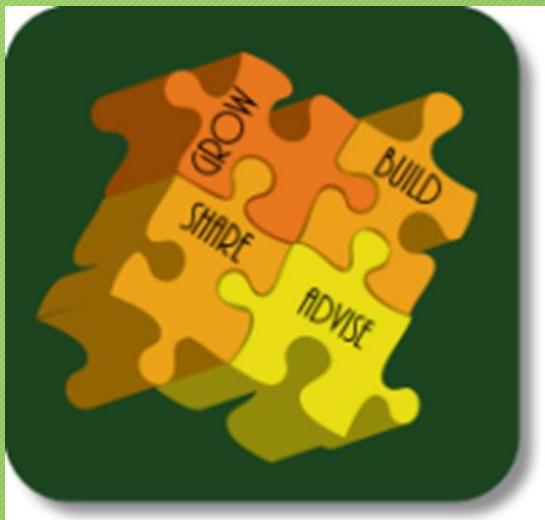
# Traditional Events



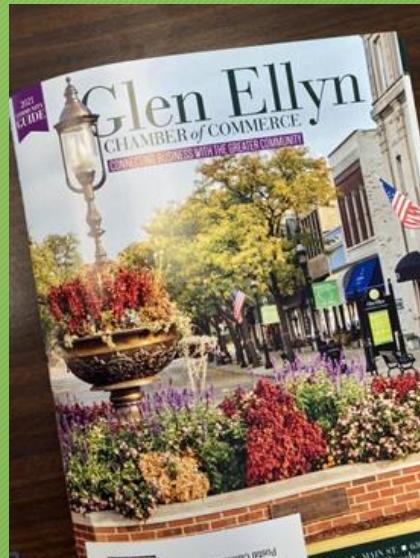
Holiday Window Decorating Contest

Glen Ellyn Flower Pots Dedication to Glen Ellyn Schools

# Continuing Programs



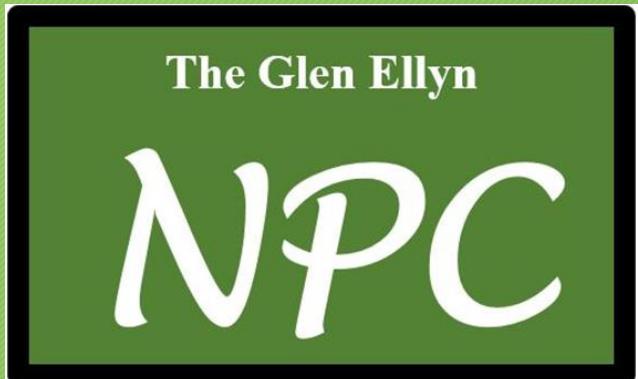
Glen Ellyn Business Leaders-  
Meeting bi-monthly



Glen Ellyn Community Guide distributed to every resident and business - 1,700 printed.



Glen Ellyn Welcome Bags - Distributed to every new resident filled with civic and member news

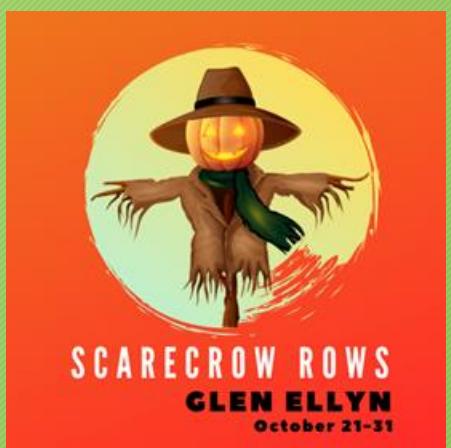


Glen Ellyn  
Non-Profit  
Connection



Chamber Member Gift Check Program - distributing \$60,000 back to our members.

# New Events



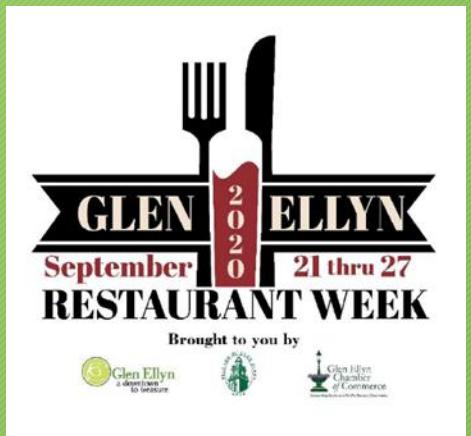
## Scarecrows Rows -

- 105 Scarecrows highlighting non-profits and businesses
- Website had 2,228 hits



## Santa Mailbox -

- Over 1750 letters received
- Over 1500 letters replied
- Website had 1,640 hits



## Restaurant Week -

- 25 Restaurants participated
- Website had 3,895



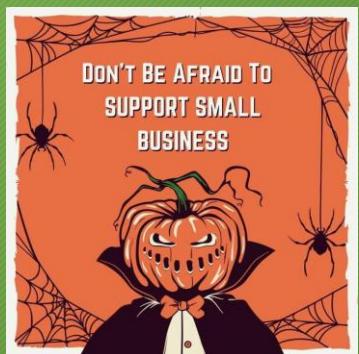
- Holiday Video
- 3721 views on YouTube
- 1,800 views on FB

# Social Media

- Facebook
- Instagram
- LinkedIn
- Twitter
- YouTube



A graphic for "Take Out Tuesday". The title "Take Out Tuesday" is in large, bold, white letters on a blue background. Below the title, the text "Order takeout or curbside from a local business." is followed by the hashtag "#takeouttuesday". To the right is an illustration of a takeout container filled with spaghetti and chopsticks. At the bottom, the text "6 WAYS TO SUPPORT SMALL BUSINESSES" is followed by a list of six items, each with a dollar amount of \$0.00 next to it. A barcode is at the very bottom.



# 2021

January						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

February						
S	M	T	W	T	F	S
		1	2	3	4	5
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

March						
S	M	T	W	T	F	S
		1	2	3	4	5
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Regular meetings						
2nd Tuesday	Monthly Meeting 12-1pm					
3rd Tuesday	Board of Directors Meeting 8-9					
3rd Thursday	Business After Hours 5-7pm					
4th Wed (x3)	Chamber 101 - Member Info 8-9 AM					
3rd Wed (x3)	Non-Profit Connection 10-11:30					
2nd & 4th Fri	GE Business Leaders 8-9am					
4th Thursday	Membership Committee 9am					
TBA	Ribbon Cuttings/ MultiChamber					

April						
S	M	T	W	T	F	S
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

May						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

June						
S	M	T	W	T	F	S
			1	2	3	4
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

July						
S	M	T	W	T	F	S
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

August						
S	M	T	W	T	F	S
		1	2	3	4	5
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

September						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

October						
S	M	T	W	T	F	S
			1	2		
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

November						
S	M	T	W	T	F	S
		1	2	3	4	5
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

December						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Jan 12 - Swearing in of 2021 BOD & Village up July -  
 Feb 9 -  
 March 9 -  
 April 13 -  
 May 11 -  
 June

August -  
 September -  
 October -  
 November -  
 December -

Signature Events						
TBA	Chocolate Cheese & Wine					
Feb 1-28	Share the Love					
Feb 1-28	Featured Family Feasts					
Virtual March	Community Awards Banquet					
May 1.	Shredding Day / Duane Lot					
Late Summer	Taste Of Glen Ellyn					
TBA	Chamber Steak Fry					
Late May	Annual Community Golf Outing					
Oct 1-31	Scarecrows Rows					
Oct 30.	Halloween Festival Spooktacular					
TBA	Glen Ellyn Fashion Show					
Nov 26.	Holiday Walk & Tree Lighting					
National Holidays						
1-Jan	New Year's Day					
18-Jan	M L King Day					
14-Feb	Valentine's Day					
15-Feb	Presidents' Day					
2-Apr	Good Friday					
4-Apr	Easter Sunday					
9-May	Mother's Day					
31-May	Memorial Day					
4-Jun	National Donut Day					
20-Jun	Father's Day					
4-Jul	Independence Day					
5-Jul	Independence Day Holiday					
6-Sep	Labor Day					
11-Oct	Columbus Day					
31-Oct	Halloween					
11-Nov						

# NEW 2021 Programs



## Share the Love of Glen Ellyn this February

Glen Ellyn will be decorating the light poles this February with themed heart-shaped wreaths. Scouts, Non-profits and Businesses will create a heart shaped wreath in the theme of what they love about the community. We hope this brings many to Glen Ellyn in a safe way to dine and shop local while sharing the LOVE.

Wreath Kits will be available for all to decorate. Cost is:

- \$10 per scout / non-profit
- \$45 per business, includes: logo on wreath, website, e-blasts, & social media

### Timeline:

- Sign Up for a Kit: [www.GlenEllynChamber.com/sharethelove](http://www.GlenEllynChamber.com/sharethelove)
- January 18 - 27: Kit Pick up
- January 27: Last day to submit your descriptions on-line of theme
- January 30 - February 1: Place hearts on assigned light poles
- February 1 - 28: Hearts displayed downtown
- March 1 - 3: Teardown. Do not dispose in public trash bins



**Glen Ellyn's  
FEATURED  
FAMILY FEASTS**

In the month of February, we are showcasing our Restaurant's Family Feasts! Every day we will highlight one restaurant and a menu of their choice to feed 4-6 people for carryout. Please take a moment to fill out the form below to be included in this February Feature Family Feast marketing.

All you need to do is submit your Family meal which should feed 4-6. Please tell us:

1. Restaurant \_\_\_\_\_  
2. Meal Description \_\_\_\_\_  
\_\_\_\_\_



## Did You Complete Your Anti-Sexual Harassment Training?



In 2019, the Illinois Legislature passed the Illinois Workplace Transparency Act. As a result, employers must provide anti-sexual harassment training to their employees at least once per year. Failure to do so could result in employers being fined by the Department of Human Rights.

Rick Lofgren and Charles Wentworth of The Law Office of Lofgren & Wentworth, P.C. have recorded a 20-minute presentation that you can use to provide the training to your employees, and they have been gracious enough to let the Chamber use for its members. For \$10 per employee, we will provide to you a link to the video, as well as the Certificates of Participation for each employee who views the program.

Did you complete your Anti-Sexual Harassment Training? If not, register today so you and your employees can complete this requirement.

**\$10 per employee**  
\*Includes a link to the video and Certificates of Participation

**Register Today**

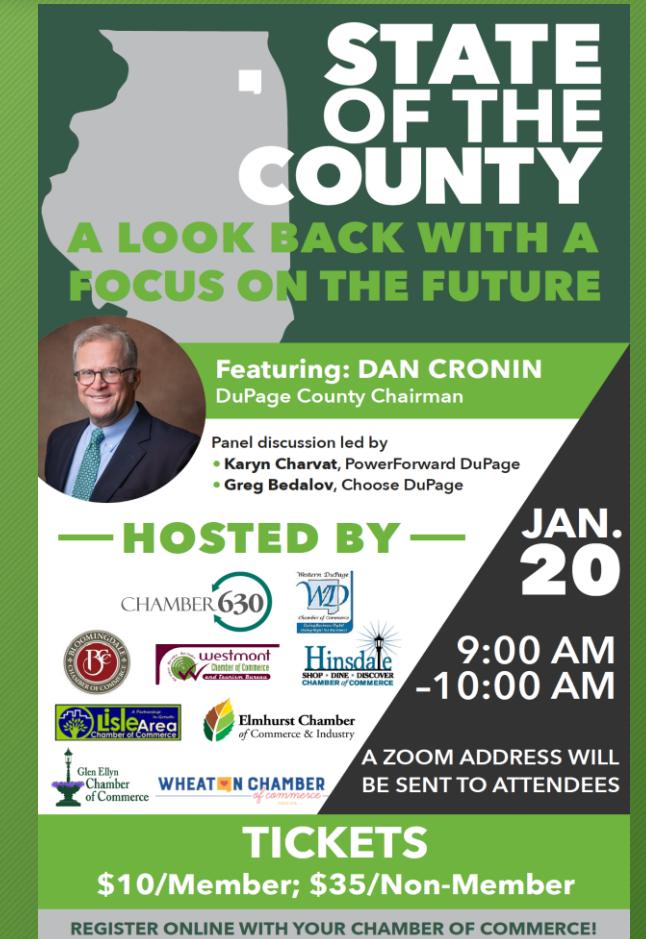
# Signature Events



Community Awards Virtual - March

Community Golf Outing - May

Taste of Glen Ellyn - August/September\*





More to come. We will continue  
to adapt and serve our members