



HDLGBA 2021 Recap

The Historic Downtown Long Grove Business Association saw a successful year in 2021 as the HDLGBA events and festivals were brought back to the community safely and as appropriate within the State guidelines. The HDLGBA events included Vintage Holidays, Cocoa Crawl, Chocolate Fest (modified version), Strawberry Fest, Vintage Days, Irish Days, Apple Fest, Scarecrow Day, Wicked Night Out, Trick or Treating and Costume Pet Parade. Due to the diversity of these events and experiences, guests always had a reason to return to Long Grove several times throughout the year, ultimately, resulting in a great deal of media attention, new visitors, and increased foot traffic to our beloved town and merchants. As a result of the pandemic, the HDLGBA has been able to keep the quality and standards of these events intact while at the same time implementing the safety measures of face coverings, hand sanitation, and social distancing when necessary. In addition to that, the HDLGBA team was innovative and restructured some of these events with pre-registration and small fees. This enabled the HDLGBA to generate some revenue while at the same time keeping the event numbers limited in order to comply with the Illinois Phase of the specific event date.

According to our pre-registration and onsite registration numbers, this year the Hometown Events and Festivals brought over 60,000 people to town safely while following the COVID-19 guidelines. As we head into 2022, we are expecting to not only get back to pre-pandemic numbers, but to exceed those significantly. We have already started planning for the year and are excited about continuing and enhancing our traditional festivals and events, in addition to developing and creating some new ones.

The HDLGBA exists as a 501c3 non-profit to advance, sustain, and continually improve programming that benefits others at a community, local and state level. Our organization relies heavily on these events that allow us to produce high-quality arts, music, cultural and shopping events that are free to the public. From family friendly events such as our Easter Egg Hunt to Costume Pet Parade to Vintage Days to Irish Days to live music every weekend throughout the summer, these high exposure activities attract new, local, and regional audiences. The HDLGBA vision is to create a sense of community, provide exceptional experiences, and together with our business partners help support and contribute to the local economy.

In order to host these free programs that amount to over 60 musicians and more than 15 free events all year long, the HDLGBA hosts the hometown events and the Big 3 festivals that allow for additional fundraising. The HDLGBA also gets funding from the SSA, and those funds are allocated towards the marketing and branding of the downtown. The profits from the organization go towards specific projects, such as, infrastructure, lighting, flowerpots, future monuments, and continually improving the park. The biggest project the HDLGBA encountered this year was moving the Visitor's Center to the new location. The Visitor's Center is an integral part of the downtown and assists thousands of tourists as they come through town each year to shop, sip and dine. In order to facilitate the staff, rent, and marketing, the HDLGBA relies on the SSA for its operating expenses. The Visitors Center provides a friendly welcoming atmosphere for first time as well as local resident visitors. It's an important touchpoint that guests access to learn more about how to experience Historic Downtown Long Grove, get their map, ask questions, learn about the shops, upcoming events, shop the store and serves as a central check-in location for events.

The pandemic has been especially hard on the HDLGBA, but we are thankful that we were able to sustain through it all and look forward to continuing the HDLGBA objectives and goals of stimulating our local economy, driving business to our merchants, and giving back to our community.