

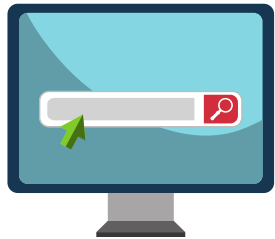
2018 for Historic Downtown Long Grove By the Numbers



55 days that included 12 festivals/ special events, estimated 200,000+ people visiting

Visitor's Center with maps/ brochures/ menus representing you!
Over 3,000+ people served and updated on the progress of our town.

Visiting from as far away as Johannesburg, South Africa
Sipping, Shopping & Dining



Website that averages 35- 58,000 users per month

Age groups:

18-24 = 27.5%

25-34 = 33.5%

45-54 = 17.5%

55-64 = 5.5%

65+ = 5.5%

Female = 45.85%

Male = 54.5%

FACEBOOK

Our largest audience is on Facebook

Average monthly (sometimes WEEKLY) reach is 43,000

Chocolate Fest event post exceeded 250,000 views in

LESS THAN 24 HOURS with 14,000 responses

9451 Likes @ShopDineLG



INSTAGRAM



Sharing photos of ours as well as our merchants

928 followers

@visitlonggrove

TWITTER



@visitlonggrove

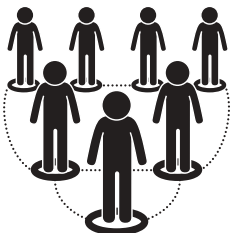
1,049 followers

EMAIL



10,800 subscribed-
monthly emails sent

NETWORKING



Members of both Barrington Area & Lake Zurich Area Chambers of Commerce
Attend networking events & participate in community EXPOs highlighting HDLGBA



HISTORIC DOWNTOWN

Long Grove

2019

We will have construction for 1 more season and we are excited:

- PROGRESS IS HAPPENING!
- We had 2 GRAND OPENINGS: Welcome **redefined salon** (Long Grove residents) and **Highbrow, Fine Permanent Makeup Applications** (Lake Zurich residents)
- NEW OWNERS OF **MA & PA's CANDY**: Welcome Terri & Jeff Taylor, Long Grove residents
- 8' sidewalks will be completed along Old McHenry Road
- Streetlights will be installed along Old McHenry Road
- Stoplight will be installed at Robert Parker Coffin Road & Old McHenry Road
- New sidewalks, streetlights and sewers along Robert Parker Coffin Road - a whole new streetscape!
- The village will be repairing the bridge
- We will begin working on a public park next to the bridge



Bridging yesterday with tomorrow
Restoring charm for the next generation
Your patronage is appreciated