



### End of Season Report 2024

The Downtown Elgin Market has just completed its twenty fourth season of operation. Originally opened as the Elgin Harvest Market in 2000, the Downtown Elgin Market transforms downtown Elgin into a destination for residents and visitors to support local vegetable producers, artisans, and local musical talent. This survey was created by the Market team and promoted by the Market volunteers and was open from July 20 to October 31 to create data

#### Location:

The Downtown Elgin Market operates on S Riverside Drive – between Chicago St. and Prairie Ave – in Downtown Elgin. Survey takers rated the location a 4.2 out of 5 stars

#### Date and Time:

The Market operated on Friday's from 3:00pm to 8:00pm, from June 7, 2024 to October 11, 2024. Survey takers rated the dates and time a 4.2 out of 5 stars.

#### Event Stats

The 2024 Downtown Elgin Market season ran for a nineteen-a-week period. Only two markets had inclement weather and the Market continued on with closing one hour early, with a total of nineteen markets operating in total with an average weekly attendance of 1,200 market goers.

The outliers in attendance are September 13<sup>th</sup> and June 28<sup>th</sup>, with levels at 3,500 and 300 patrons, respectively. This year we had a total of 22,806 people visited to the Market. **That is +13.8% more than last year (20,039 last year)**

## **Entertainment**

The Entertainment this year was heavily focused on creating that Block Party vibe we wanted to establish. Our entertainment ranged from acoustic to a live DJ, performances from Fringe Fest, Break Dancers, and more. The locations of performances were mostly under the North Umbrella to capitalize on the space and have a place for patrons to sit and enjoy the music and not compete with the music at El Patio of Elgin. Survey takers rated the Entertainment 3.8 stars out of 5. Some feedback to improve the entertainment was a desire for more acoustic bands/live entertainment, seating to watch the entertainment, and that the music was too loud.

## **Vendors**

67 total vendors ultimately participated in the 2024 season  
25 of those vendors were considered full season  
42 of those were considered partial season

The Types and Number of Vendors We Had This Year:

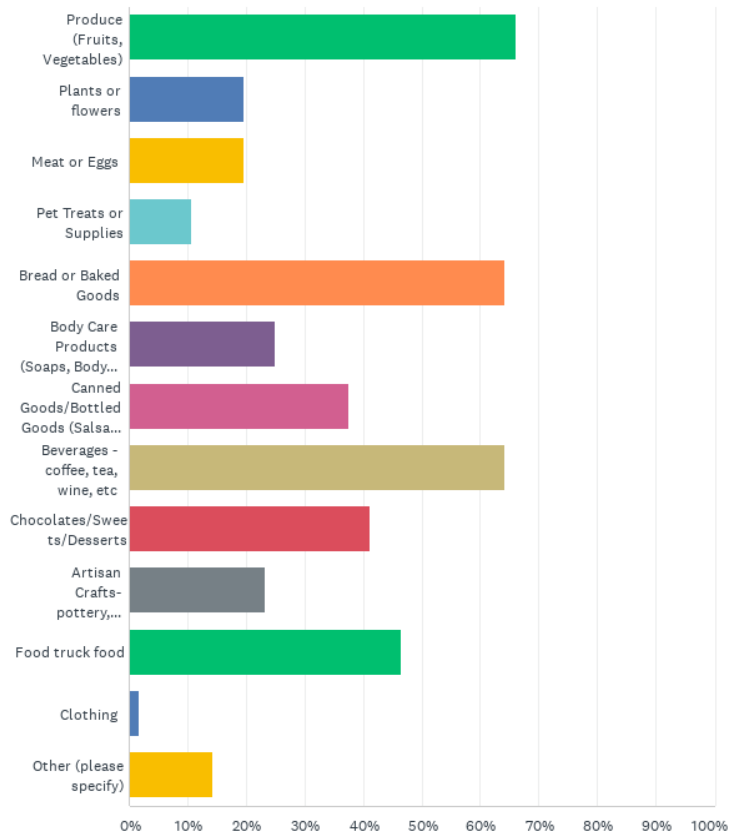
Produce: 8  
Plants/Flowers: 5  
Meat and Eggs: 2  
Dairy: 1  
Pet Treats and Supplies: 1  
Prepared Food: 7  
Bread/Baked Goods: 11  
Body Care: 6  
Canned Goods/Spreads/Honey: 7  
Beverages: 5  
Artisan Crafts and Goods: 19  
Sweets: 2  
Spices: 2  
Other: 1

## **Average Weekly Booth Count**

**Vendors – 35**  
**Community Partners – 4**  
**Sponsors – 8**

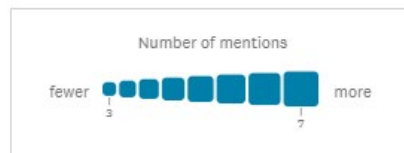
## Types of products bought at the Market

Q3 What types of products did you buy at the Market?



**Items Bought at the Market:** Produce (Fruits, Vegetables), Plants or flowers, Meat or Eggs, Pet Treats or Supplies, Bread or Baked Goods, Body Care Products (Soaps, Body Scrubs, etc), Canned Goods/Bottled Goods (Salsa, Olives, Hot Sauce, Dressings, Honey), Beverages - coffee, tea, wine, etc, Chocolates/Sweets/Desserts, Artisan Crafts- pottery, artwork, cutting boards, handcrafted items, Clothing, Home items- cleaning supplies and other household essentials, Earrings, and jewelry.

## Local Businesses Impacted- Frequency of Responses



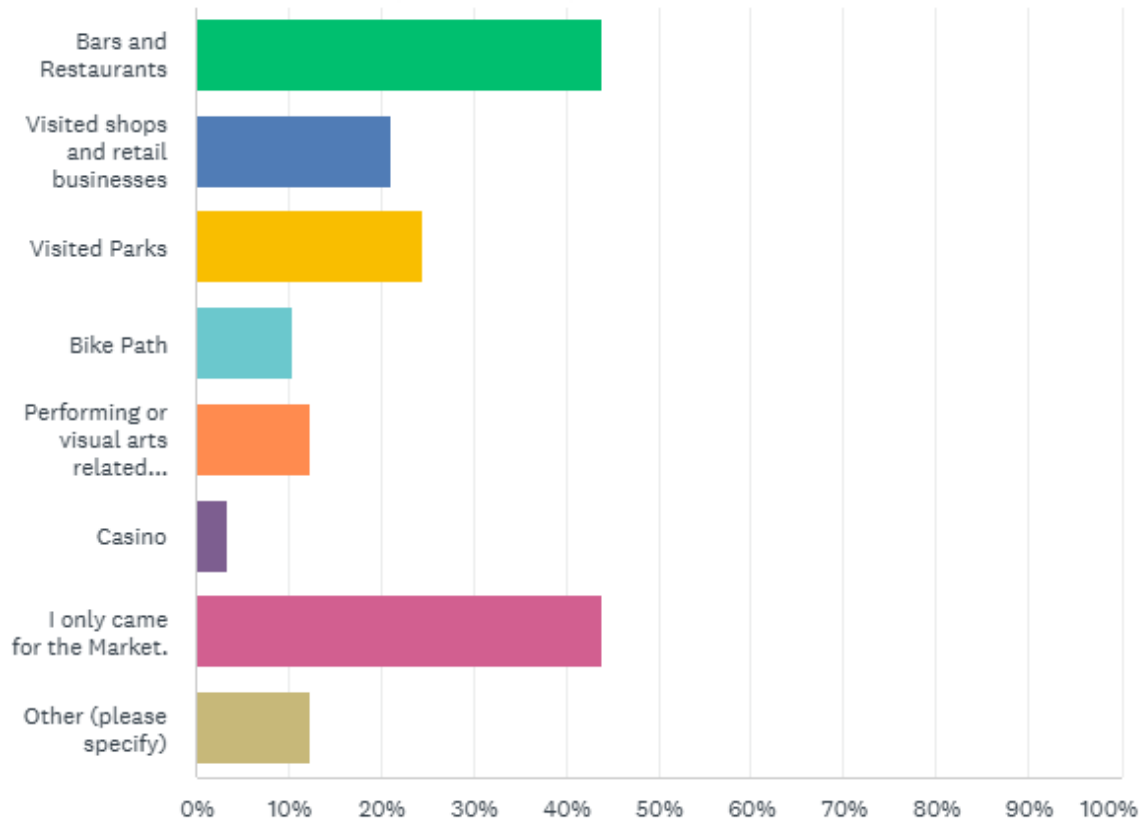
Market-goers reported patronizing the following brick and mortar businesses:

Elgin Public House, Viator Coffee, Al's Café, El Patio of Elgin, Rediscover Records, Dream Hall, BeaUnique Latin Kitchen, Kubo Sushi and Saki Lounge, Udon Nomi, Vern's Tavern, Side Street Studio Arts, Martini Room, Verns Tavern, Shawarma Stop, El faro, Vive Natural Juice, and Tattoo shops.

Market-goers spent an average of \$45.78 in downtown Elgin each time they visited the market (including purchases at market vendors and brick-and-mortar businesses).

TOTAL ESTIMATED ECONOMIC IMPACT - \$1,044,058.68

**Other Ways Downtown Elgin Was Impacted by the Downtown Elgin Market:**



**Survey takers said they visited:**

Bars and Restaurants: 43.86%

Visited shops and retail businesses: 21.05%

Visited Parks: 24.56%

Bike Path: 10.53%

Performing or visual arts-related activities or events: 12.28%

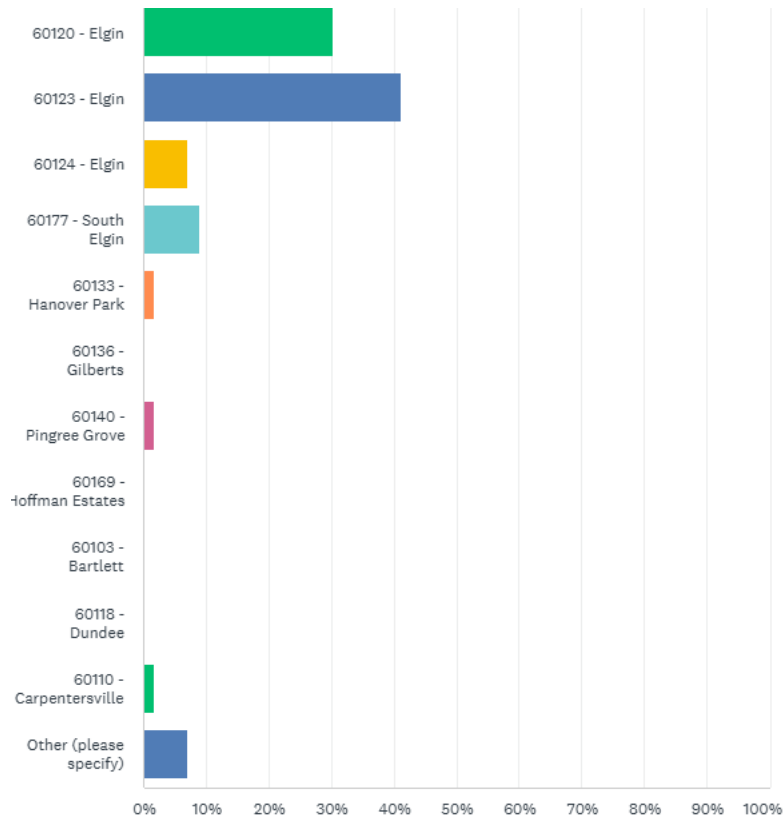
Casino: 3.51%

Only came for the Farmers Market: 43.86%

Other: 12.28%

56% of market-goers engaged in other downtown Elgin activities when visiting the market.

## Who all visited the Market?



60120 - Elgin 30.36%

60123 - Elgin 41.07%

60124 - Elgin 7.14%

60177 - South Elgin 8.93%

60133 - Hanover Park 1.79%

60140 - Pingree Grove 1.79%

60110 – Carpentersville 1.79%

**Other:** 7.14%

60180, 60178, 60107

## **Business Participation Opportunities**

Downtown Businesses have several ways to participate in the Elgin Farmers Market.

- Use of one free day at the Market.
  - Simplifying Therapy, Stoll Real Estate, Sugar and Rhyme Coffeehouse, Baxter and Woodman WRMN Radio, Oddball Art, City of Elgin, Martini Room, High Haven, Healthish, and Rally Point Counseling took advantage of this opportunity.
- Market sponsorship open to Downtown Elgin businesses and those outside of Downtown Elgin:
- Market After Hours: Afterset, El Patio of Elgin, Oddball ArtMartini Room, Vern's Tavern, Elgin Public House, BeaUnique Latin Kitchen, Side Street Studio Arts, Escapade 360 Escape Room, and Dream Hall 51.

## **Market Partnership**

The Elgin Farmers Market offers partnership opportunities for local Elgin community groups.

- Several members of the Friends of the Masons and one member from the Elgin Allies Group volunteered this market season, assisting the market staff in various ways including help with set up and tear down.
- AAA Roofing (Sponsor) provided breakdancers at the Market for one day.
- Side Street Studios, El Patio of Elgin, Illinois Wine, Vern's Tavern, Beaunique Latin Kitchen, Kubo Sushi and Saki Lounge facilitated Sip and Shop for the months of June through October.
- The Kane County Wild Ones supported the market by attending every week and taking attendance at the Prairie entrance. They also provided programming from native plants, seeds, watercolor nature journaling, and butterfly head pieces.
- Elgin Public House provided Chef Demos once this season and used products found at the Market
- Fringe Fest performers were allowed and encouraged to come out and busk for 15- 20mins at the Market to promote their acts for the Fringe Festival .

The following organizations had a booth presence at the market: Shared Harvest, Elgin Lions Club, Boy Scouts Troop 2, Greater Elgin Family Care Center, Elgin Community Bikes, Gail Borden Bookmobile, St. John's Lutheran Church, Community Crisis Center Kane County Forest Preserve, Kelly's Kritters, Kane County Wild Ones, African American Coalition For Kane County, Love on the Lawn, Elgin House Tour, Elgin History Museum, Food for Greater Elgin, CAFCU, Youn Marines of America, Senior Services Associates, U-46, Friends of the Fox, Heritage Commission, Open Door Health, Elgin Public Museum, Elgin Equility, and Elgin Pink Zine.

**79% survey takers stated that YES, the Elgin Farmers Market has positively impacted their perception of Downtown Elgin**

### **Link-Match Program**

With great thanks to our partnership with Experimental Stations the Downtown Elgin Markets offers LINK Match vouchers.

Eligible patrons can use their LINK-Card to purchase tokens at the market and can receive an additional \$25 match in voucherto purchase additional fresh produce.

Total Link Card Users Serviced This Year: \$6,136.20

Amount of SNAP Benefits Spent: \$5849

Amount of SNAP Benefits Matched: \$4762

### **Financial Data**

Sponsorship revenue is used to support the running of the market and downtown Elgin marketing efforts.

#### **32 Total Sponsors**

**The Elgin Farmers Market was raised and exceeded a sponsorship goal of \$31,500, with a total of \$36,800 or + 16.8%**

Presenting Sponsor: Ascension Health

Link Match Sponsors: Experimental Stations

Platinum: Waste Management, High Haven Dispensary

Gold Level Sponsors: Oak Street Health, Precision Vinyl And Ink, Alpha Exteriors

Silver Sponsors: Streamwood Behavioral Healthcare System, Inspire Realty, School of Rock-Elgin, Leaf Filter, Renewal by Andersen, AAA Roofing Contractors,

**Total booth fees collected from Vendors +\$49,505.00**



## Social Media Presence

The Downtown Elgin Market currently has its own Facebook, Tiktok, and Instagram Pages.

### **2024 Total Season Reach:**

Facebook reach 116,183 people (+20.6 from last year)

Instagram reach 9375 people (+149.07% from last year)

### **Page Follows:**

Facebook 7267 followers; 613 new followers in 2024 (+9.21% from last year)

Instagram 2,553 followers (-12.59% decrease from 2023)

TikTok: 13 followers TikTok: @downtownelginmarket

**Website traffic:** 50,789-page visits to the Downtown Elgin Market landing page (+97.3% from last year)

**Overview:** Survey takers felt positive about the vendors and their products. They want it to continue growing and really liked the expansion days we did with other organizations to make the Market even bigger and better.

Every event has room for improvement and growth. Survey takers asked for more fruits and vegetables at the Farmers Market, more food trucks and ready-to-eat foods, bakery items, unique items, and items for gifts, more tables/areas to just relax, and requests for knife sharpening, and more parking opportunities.