



Elgin Farmers Market 2020 Mid-Season Report

The Downtown Elgin Farmers Market is in its 20th season. Opened in 2000 and originally known as the 'Harvest Market', the Elgin Farmers Market strives to provide a weekly tradition in Downtown Elgin for residents and visitors to enjoy while providing easy access to locally grown and produced foods and products.

Location: Due to the COVID-19 Pandemic, the market relocated to S. Spring Street to allow for adequate six-foot distance between all vendor booths.

Date and Time: The Market takes place every Friday from 3:00pm to 7:00pm, from June 12th, 2020 to October 9th, 2020 (The Market has experienced one cancellation due to severe weather this year).

Total Attendance for the first 9 weeks: 6,325

Average Weekly Attendance: 903

Average Weekly Booth Count: 27 per week

- 22 Food Vendors per week
- 1 Community Partners per week
- 4 Sponsors per week

Total Vendor Count to Date: 52 have applied this season

- 32 have been accepted this season with 18 vendors committing to full season *Due to COVID-19 limitations and best practices, the first 9 weeks of the 2020 season only allowed "essential vendors" to participate including food vendors (packaged & fresh), body care, and health & wellness vendors.*

Business Participation Opportunities:

Downtown Businesses have several ways to participate in the market.

- Social media promotions of businesses located within the foot print (Free)
- Printed flyers/coupons at info booth, open to all Downtown Elgin Businesses (Free)
- Use of space in front of businesses located within the market zone (Free)
- Market sponsorship open to Downtown Elgin businesses and those outside of Downtown Elgin (Paid)

Valued Sponsors:

- Presented by Amita Health (returning sponsor)
- Link Match Program sponsored by BMO Harris Bank (returning sponsor)
- Elgin Symphony Orchestra, Chiro One, Davey Tree, Jimmy Johns, The Home Improvement Network, Elgin Sustainability Commission, Elite Remodeling Group, Sahara Home Care, Streamwood Behavioral Healthcare, Zen Leaf and Waste Management.

Community Partnership:

The Market offers partnership opportunities for local Elgin community groups.

- Several members of the Elgin Fire Department have volunteered, assisting the market staff with set up and tear down.
- Downtown Elgin Jimmy John's made and donated hand sanitation stands.
- The following organization had a booth presence at the market: Shared Harvest, Elgin Lions Club, One Collective, Girl Scouts of Northern Illinois, Greater Elgin Family Care Center, Elgin Community Bikes, Elgin Cares and the Elgin Census.

Business Feedback:

In addition to weekly check-ins, a Feedback Request was distributed to Downtown Business Owners located in the Market Zone on August 31.

“It's been good having the market nearby. We get a little walk-in traffic, but being a destination type of place. Obviously, the place gets some eyeballs on it and maybe people come back another time. A few vendors have shopped too, so that's always cool. A couple regulars did grumble about the street being closed though, so there's that.” – Rediscover Records

“Allow me to start by saying WOW! I am so grateful for the Elgin Farmer's Market being on Spring Street this year, especially during this pandemic. The Farmer's Market has provided and allowed exposure for walk-in traffic that normally would not have been there. It has also provided a sense of normalcy during these times.” – Mama Lee's Popcorn

Customer Feedback:

Feedback is received from the public via an online survey that was launched on August 7th. It is currently circulating on Farmers Market social media channels weekly and will remain open until the end of the market.

100% of Market visitors reported the Elgin Farmers Market has taken adequate precautions during the Covid-19 Pandemic.

92% of Market visitors reported the Elgin Farmers Market has positively impacted their perception of Downtown Elgin.

Market Location: 4.5 out of 5

“Easy access. Ample parking, cozy feel but room for growth.”

“I prefer the Spring St location to Grove. More room to walk around and a better atmosphere.”

“Easy access, lots of parking space.”

“Great location! I love walking to the bars/restaurants after.”

Market Day and Time: 4.6 out of 5

“Don’t change it.”

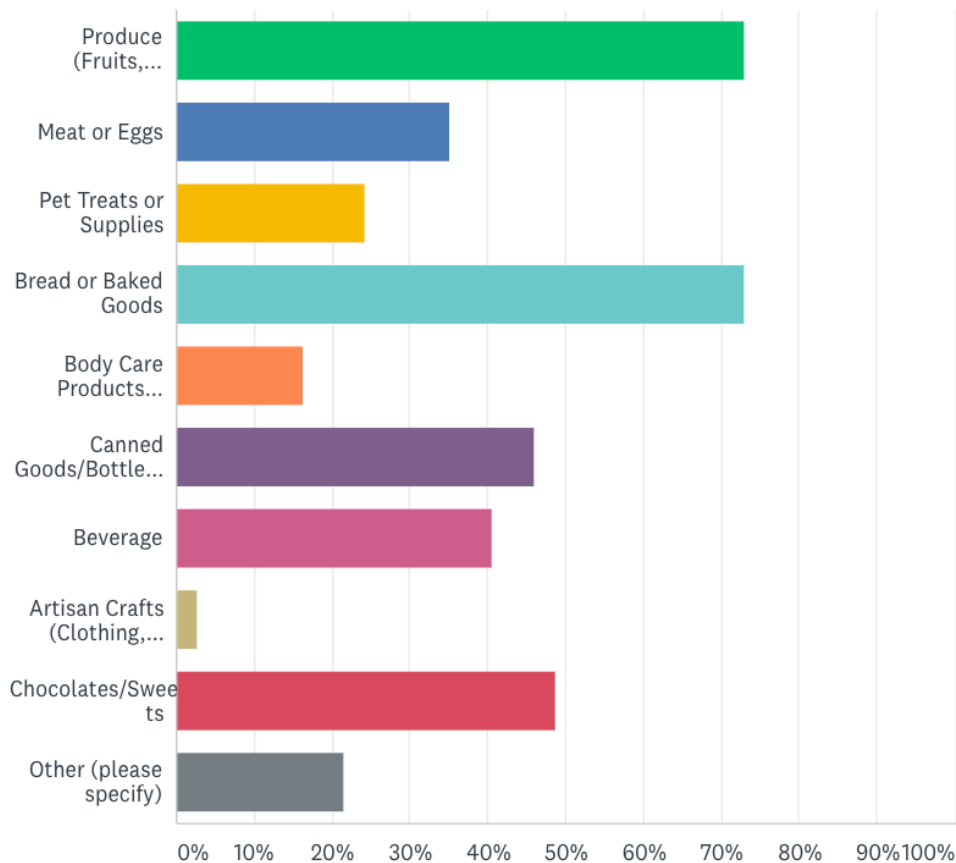
“Early enough for those who don’t work, and late enough for those who do.”

“Perfect! So we can stop on the way home from work and don’t have to worry about getting up early if it were on the weekend.”

“Good time for people that work! I can make it there for 1-1.5 hours.”

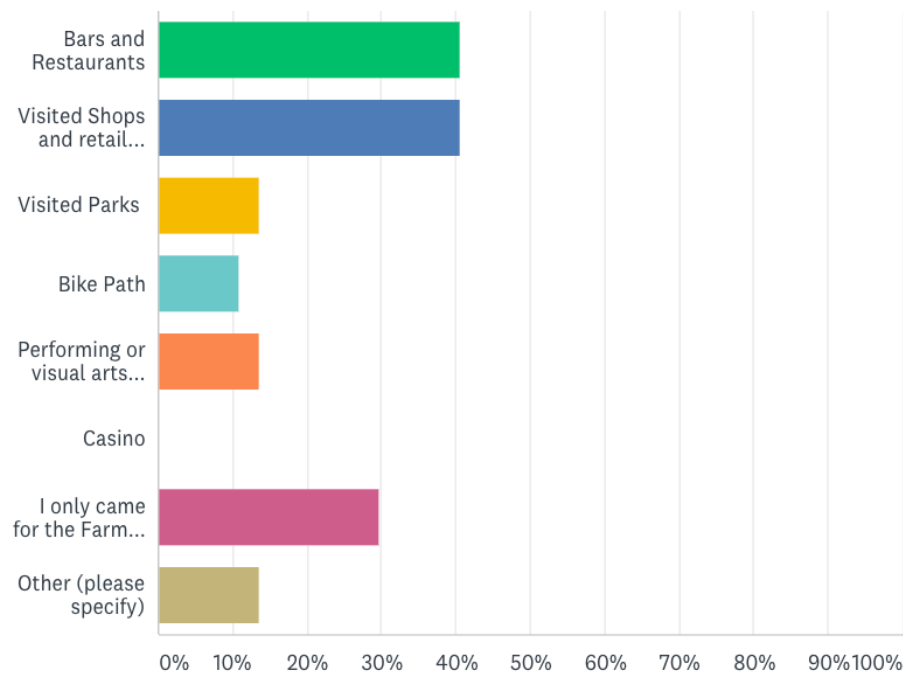
“Perfect for those who work 9-5 full time.”

Types of Products Purchased at the Market included: (As of 9/3)



Other category: soup, bagged coffee, spring rolls

64% of Market shoppers engaged in other Downtown activities during their market visit such as:



Customers reported patronizing the following businesses during their market visit: Al’s Café, Mama Lee’s Popcorn Shop, Rediscover Records, Side Street Studio Arts, Kubo Sushi, Elgin Public House, Martini Room, Cook’s Sweet Boutique, Kirkpatrick and Jones Insurance, Toom Toom Thai, Elgin Books, Viator Coffee, Lounge 51, Blue Box Café, Ben Shen and Pastigal Bakery.

Additional Customer Comments:

“Would like to see more vendors”

“Add advertisements to the local neighborhood newsletters to increase awareness both in English and Spanish”

“Elgin Area volunteer opportunities and charities that need an opportunity for exposure, also some city council representation to talk about the city.”

“More vendors and more produce vendors.”

“Keep on Spring Street. Bring back the cheese vendors! More fresh produce vendors! Fresh flower vendors. Bring back the salsa vendor! More fresh prepared food vendors. More like Bluff City Gardens (our favorite!)”

“More vendors! More vendors! More Vendors!”