



End of Season Report 2023

The Elgin Farmer's Market has just completed its 23rd season of operation. Originally opened as the Elgin Harvest Market in 2000, the Elgin Farmer's Market transforms downtown Elgin into a destination for residents and visitors to support local vegetable producers, artisans, and local musical talent.

The information contained in this report has been collected by our Market Staff and Volunteers during the 2023 season and reported by the public through our market survey. The market survey was conducted throughout the 2023 season and received 102 responses.

Location:

The Elgin Farmers Market operated on Riverside Drive – between Chicago St. and Prairie Ave – in Downtown Elgin. Survey takers rated the location a 4.7 out of 5 stars.

Date and Time:

The Market operated on Friday's from 3:00pm to 7:00pm, from June 2nd to October 6th. Survey takers rated the date and time 4.5 out of 5 stars.

Event Stats

The 2023 Elgin Farmers Market season ran for a nineteen-week period. Only one market had inclement weather resulting in a cancellation. 19 individual market dates operated in total, with an average weekly attendance of 1,054 market patrons. The outliers in attendance are June 2nd and October 6th, with 3,015 and 276 patrons, respectively.

2023 Total Attendance 20,039 visitors

-16% decrease over 23,258 visitors in 2022

92% of market patrons stated that the Elgin Farmers Market has positively impacted their perception of Downtown Elgin.

Entertainment

The Entertainment this year was heavily focused on creating a Block Party vibe. Our entertainment ranged from acoustic to a live DJ, performances from Fringe Fest, Elvis Impersonator, Karaoke, School of Rock group, and more. The locations of performances were primarily under the South Umbrella on the Riverwalk to capitalize on the space and have a place for patrons to sit and enjoy the music. We continued the drum circle this year from Poiema Studio Elgin. It performed three times as an element of entertainment at the Market.

Out of 102 survey takers, they rated Entertainment 4.1 stars out of 5. Some feedback to improve the entertainment was a desire for more music at both umbrellas, more easy-listening music, and that the music was too loud and competing with El Patio's music.

We had three Chef demos from Chef Greg of Elgin Public House that we Facebook Lived; Vern's Tavern provided Drink demos at their tent beginning in August until the end of the season with a variety of drinks. There were also demonstrations from different Farmers Market vendors on National Farmers Market Week from Stewarts Cheesecakes, Spartan Gourmet, Tsedah Farms, La Joya De Taxco, Red Flower Organics, and Wicha En El Micelio. We also had a demo from Waste Management for a Recycling Demo, Yoga, Boxing, Chair Yoga, Zumba, and Tai Chi on our Let's Get Moving Day, and a healthy eating and living with diabetes presentation from Lifetime Health and Wellness.

Vendors

63 total vendors participated in 2023

33 full season vendors

28 partial season vendors

Average Weekly Booth Count

35 Vendors

4 Community Partners

7 Sponsors

Vendors by Product Category

Produce: 8

Plants/Flowers: 4

Meat and Eggs: 2

Dairy: 1

Pet Treats and Supplies: 2

Prepared Food: 5

Bread/Baked Goods: 8

Body Care: 4

Canned Goods/Spreads/Honey: 7

Beverages: 4

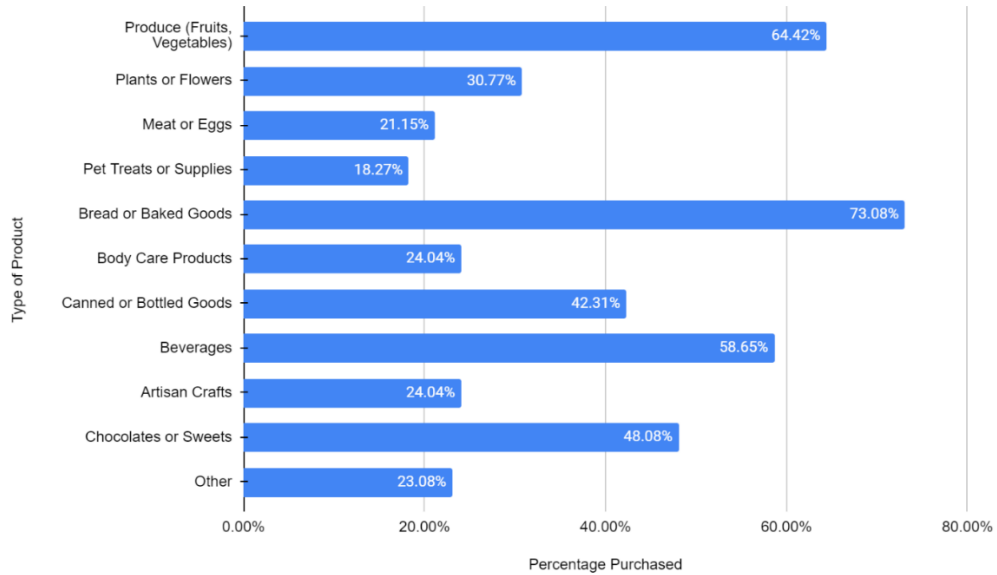
Artisan Crafts and Goods: 15

Sweets: 6

Spices: 2

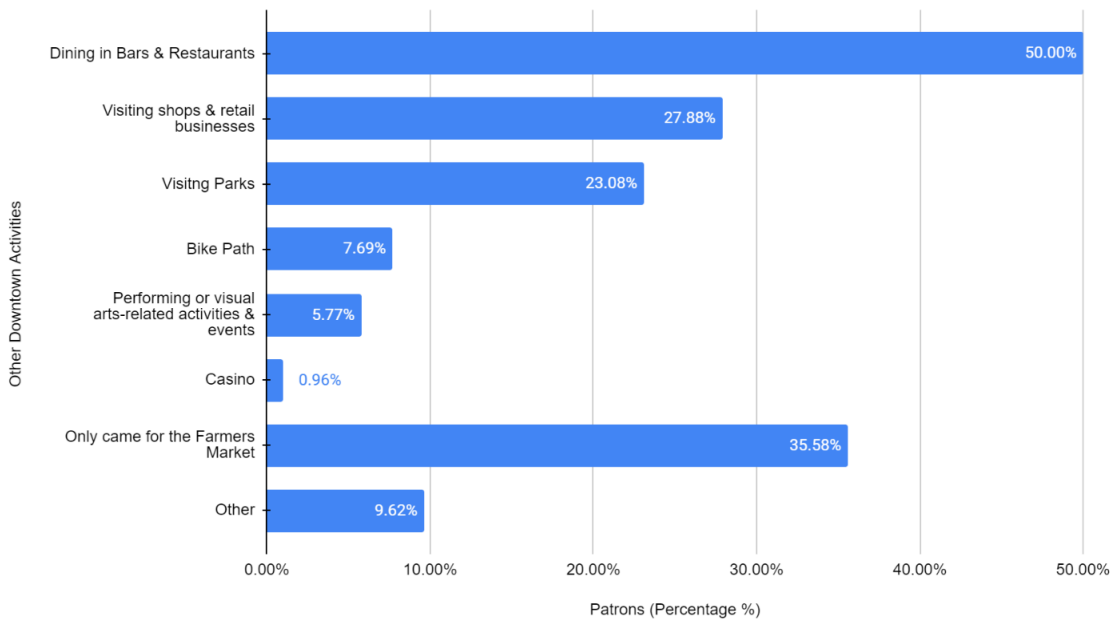
Other: 3

Products purchased at the Market



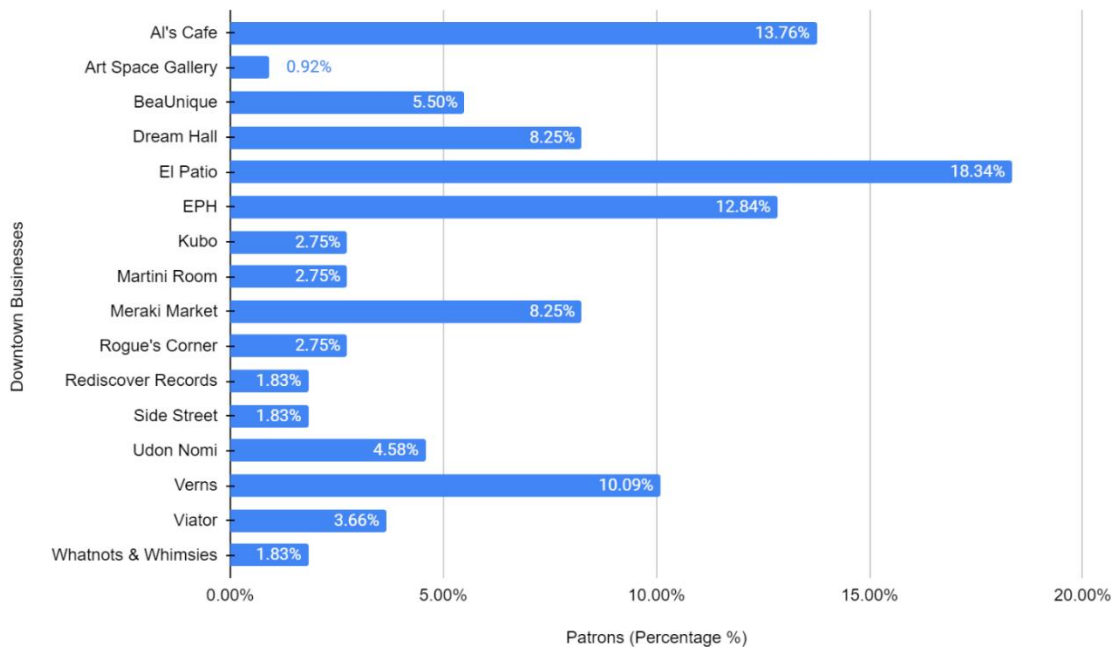
Freshly grown fruits and vegetables, sauces, meats and eggs, breads, sweets, CBD products, hot sauce, body care vendors, health and wellness vendors, handmade art and jewelry, homemade dog treats, plushies, candles, coffee, teas, paintings, pottery, and plants.

Market patrons reported engaging in the following activities when visiting downtown Elgin for the Farmers Market. 65 % of market patrons engaged in other activities when visiting downtown Elgin for the market.



Local Business Impact– Market guests reported patronizing the following businesses when visiting downtown Elgin for the Farmers Market:

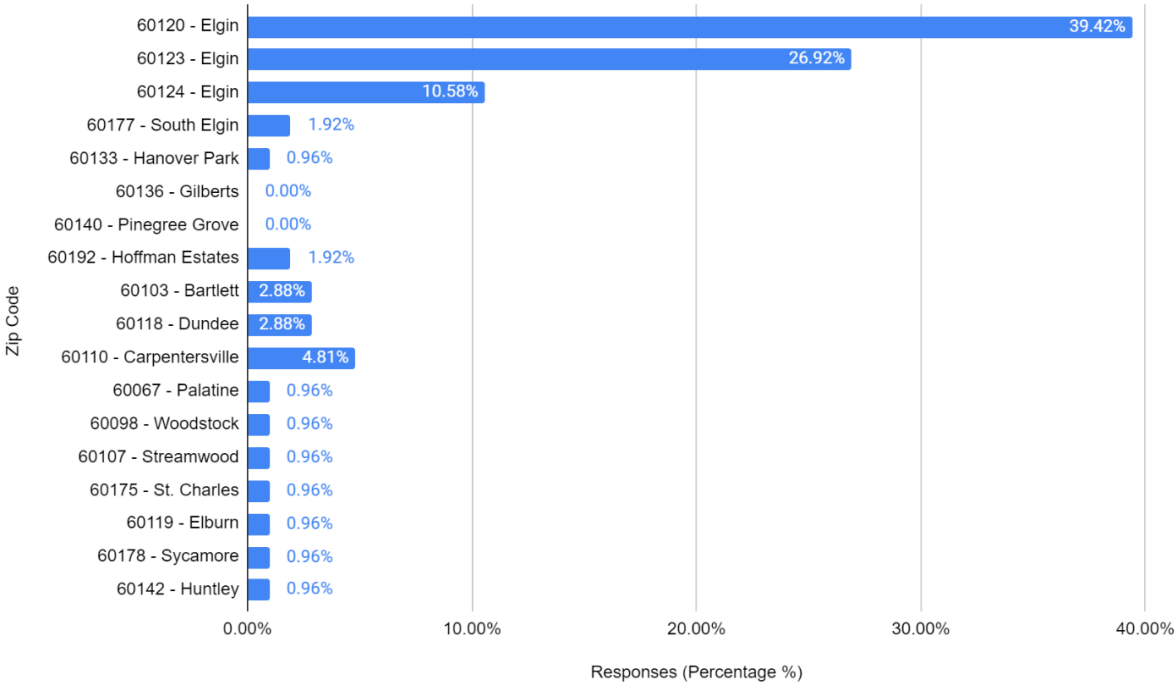
Al’s Café and Creamery, Art Space Loft Gallery, Bea Unique Latin Kitchen, Blue Box Café, Danny’s Pizza, Dream Hall at 51, El Patio, Elgin Antiques and Uniques, Elgin Community Bikes, Elgin Public House, Goose’s Natural Juices, Grand Victoria Casino, Kubo Sushi and Sake Lounge, Martini Room, Meraki Market Hub, Rediscover Records, Rogue’s Corner, Side Street Studio Arts, Steep N Clay, Udon Nomi, Vern’s Tavern, Viator Coffee, and Whatnots and Whimsies



Market patrons reported spending an average of \$61.17 in downtown Elgin each time they attended the market. Including purchases at vendors and brick and mortar businesses.

ESTIMATED ECONOMIC IMPACT - \$1,230,795

Market patrons reported living in the following locations.



Downtown Business Participation Opportunities

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

- Use of one free day at the Market – Explore Elgin, Simplifying Therapy, Stoll Real Estate, Mantra, Baxter and Woodman, Sugar and Rhyme Coffeehouse, Elgin History Museum, Elgin Public Museum, and CAFCU.
- Market sponsorship open to Downtown Elgin businesses and those outside of Downtown Elgin: Ascension Saint Joseph, All of Us, ATT, Chiro One, Compeer Financial, Davey Tree, Elite Remodeling Group, Elgin Sign Along Messiah, Elgin Symphony Orchestra, Experimental Station, Friends of Masons, Go Solar Up, Hibiscus Health, Highland Avenue Church of the Brethren, Home Improvement Network, Inspire Realty, Martin Services, Oak Street Health, Orange Theory, Renewal By Andersen, Sahara Home Care, Senator Castro, Streamwood Behavioral Healthcare System, Sustainability Commission, The Unitarian Universalist Church of Elgin, Waste Management, Windy City Bulls

- Market After Hours Program - Martini Room, Vern's Tavern, Elgin Public House, BeaUnique Latin Kitchen, Side Street Studio Arts, Afterset, El Patio of Elgin, Vern's Tavern, Dream Hall 51.

Market Partnership

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

- Members of the Elgin Fire Department and the Elgin Allies Group volunteered this market season, assisting the market staff in various ways including help with set up and tear down.
- Side Street Studios, El Patio of Elgin, and Vern's Tavern facilitated Sip-and-Shop adult beverage service for the months of June through October.
- The Kane County Wild Ones, Elgin Lions Club, Blue Horizon Academy School, Casa Michoacan, Elgin Allies, and others supported the market by attending every week and taking attendance at the market.
- Elgin Public House provided Chef Demos every First Friday using products found at the Market.
- The Market partnered with Fringe Fest, hosted by Side Street Studio Arts to provide on-site performances during the September 9th Market. We also partnered with the Elgin Short Film Fest to promote the event on September 22.

The following organizations had a booth presence at the market: Shared Harvest, Elgin Lions Club, Casa Michoacan, Kane County Court Judge, Elgin Symphony Orchestra, Greater Elgin Family Care Center, Elgin Community Bikes, Gail Borden Bookmobile, St. John's Lutheran Church, Community Crisis Center, Senior Services, Dementia Friendly, Kane County Forest Preserve, Kelly's Kritters, Fox Trot, Kane County Wild Ones, Juneteeth event, Elgin Pride Parade event, Elgin House Tour, Elgin History Museum, Food for Greater Elgin, CAFCU, The Boys and Girls Club, Pink Slip Zine & Art Collective, U-46, Friends of the Fox, Heritage Commission, The Literacy Connection, Elgin Public Museum, PADS of Elgin, Anna Moeller State Representative

Financial Data

Market revenue is used to support the running of the market and downtown Elgin's marketing efforts.

Total booth fees collected from Vendors \$24,835.00

32 Total Sponsors provided \$31,350 in financial support.



Presenting Sponsor: Ascension Health

Link Match Sponsors: Experimental Stations

Platinum: Waste Management

Gold Level Sponsors: Renewal by Andersen, Oak Street Health, State Senator Christina Castro

Silver Sponsors: Compeer Financial (Kid's Corner Sponsor), Streamwood Behavioral Health, Inspire Realty

Link-Match Program

With great thanks to our partnership with Experimental Stations, the Elgin Farmers Markets offers LINK Match tokens and vouchers.

Eligible patrons can use their LINK-Card to purchase tokens at the market and can receive an additional \$25 match token to purchase additional products with the Link Matching Program from Experimental Stations. Experimental Stations would add an extra \$25 for fresh fruits and vegetables. LINK users were able to walk away with an extra \$25 to use on local produce and goods.

Link tokens purchased and redeemed \$7028

Experimental Station match coupons redeemed for fruits and vegetables: \$3843

Social Media Presence

The Elgin Farmers Market has Facebook, Twitter, and Instagram Pages. These accounts are used to promote the event throughout the year and communicate unique events/happenings/programs at the market and in downtown Elgin week to week.



2023 Total Season Reach:

Facebook reach 96,328 people (+42.8% from last year)
Instagram reach 3,764 people (-6.3% from last year)

Page Follows:

Facebook 6,654 followers; 654 new followers in 2023 (-10.9% from last year)
Instagram 2,921 followers (+19.1% increase from 2022)
Twitter 76 followers

TikTok: @dtelginfarmersmarket

Website traffic: 25,732 page visits to the Farmers Market landing page (+9.1% from last year)

Customer feedback summary

Survey takers felt the location was lovely along the river. They liked hearing the live music and the Kid's Days and the uptick in Kid's activities provided this year. Also really loved the food trucks, Chef Demos, and having a place to start their weekend off.

Every event has room for improvement and growth. Respondents asked for more fruit and vegetable vendors at the Farmers Market, ADA-compliant accessibility, more vendors/variety, local dairy, longer hours in the summer months, more restroom options, have the market be more condensed, and more entertainment throughout the space.

- *"The market is wonderful! I'd like to see more vendors, and possibly more extended hours during peak summer markets."*
- Mel M.
- *"1 port-a-potty for the farmers market patrons is not enough! If you want people to eat, drink and stick around the market for hours and watch the entertainment, you need to provide a proper restroom. I believe the Elgin Park District needs to collaborate with DNA and keep the nearby restrooms at Festival Park open for market patrons. Many people are dressed up nicely or handicapped and port-a-potties do not accommodate everyone adequately. We should have a proper restroom made available to us without having to go to another business to patronize. Please open the Festival Park restrooms for farmer's market patrons!"*
- Market Attendee
- *"Stay on Riverside"*
- Market Attendee
- *"Have another kid's night, we really enjoyed it!"*
- Market Attendee.