

Urbana's Market at the Square

2018 Annual Report



Market Participants 2018

204

Approved Vendors
in the 2018 season.

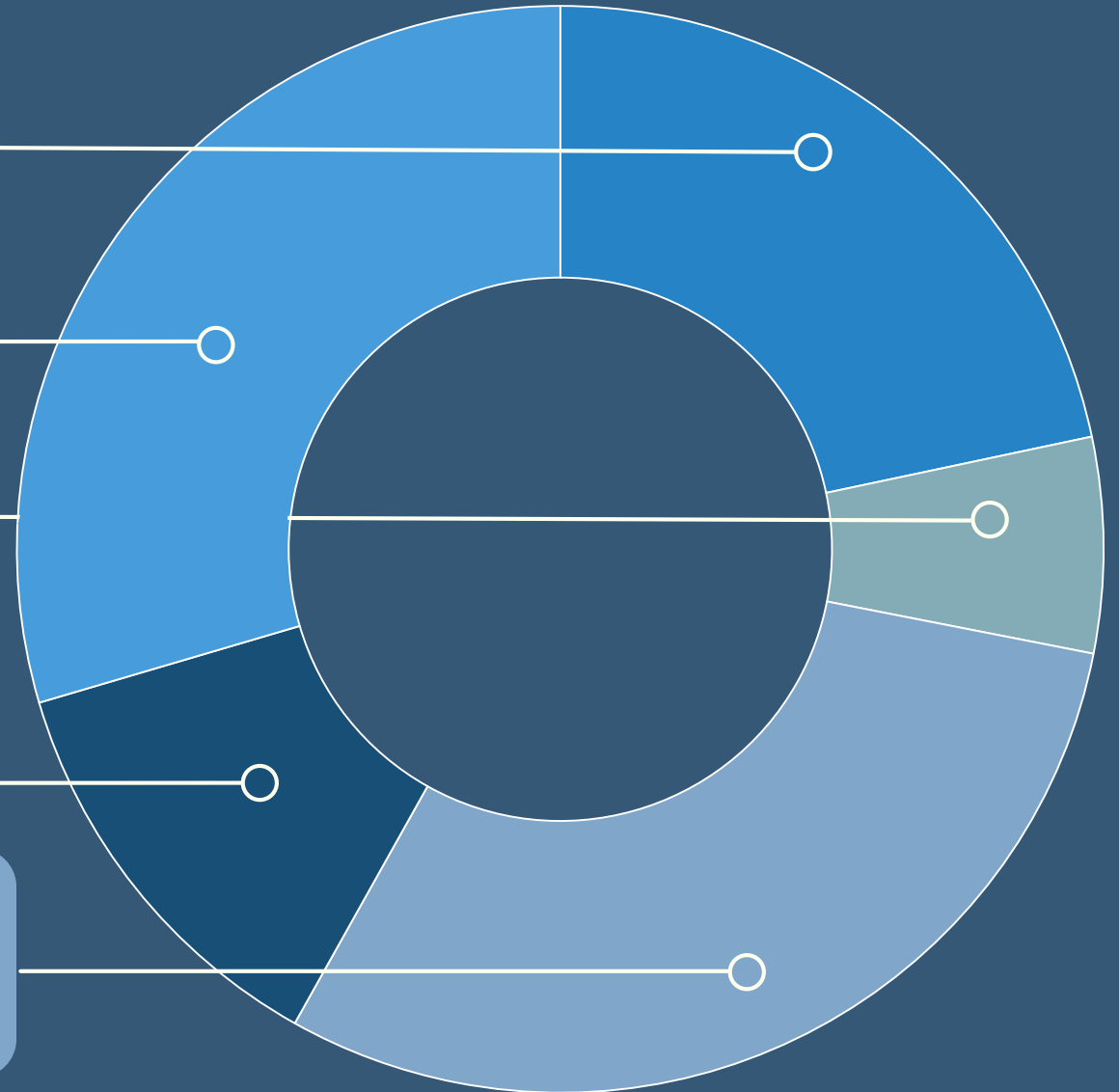
Growers
44

Community
Groups
60

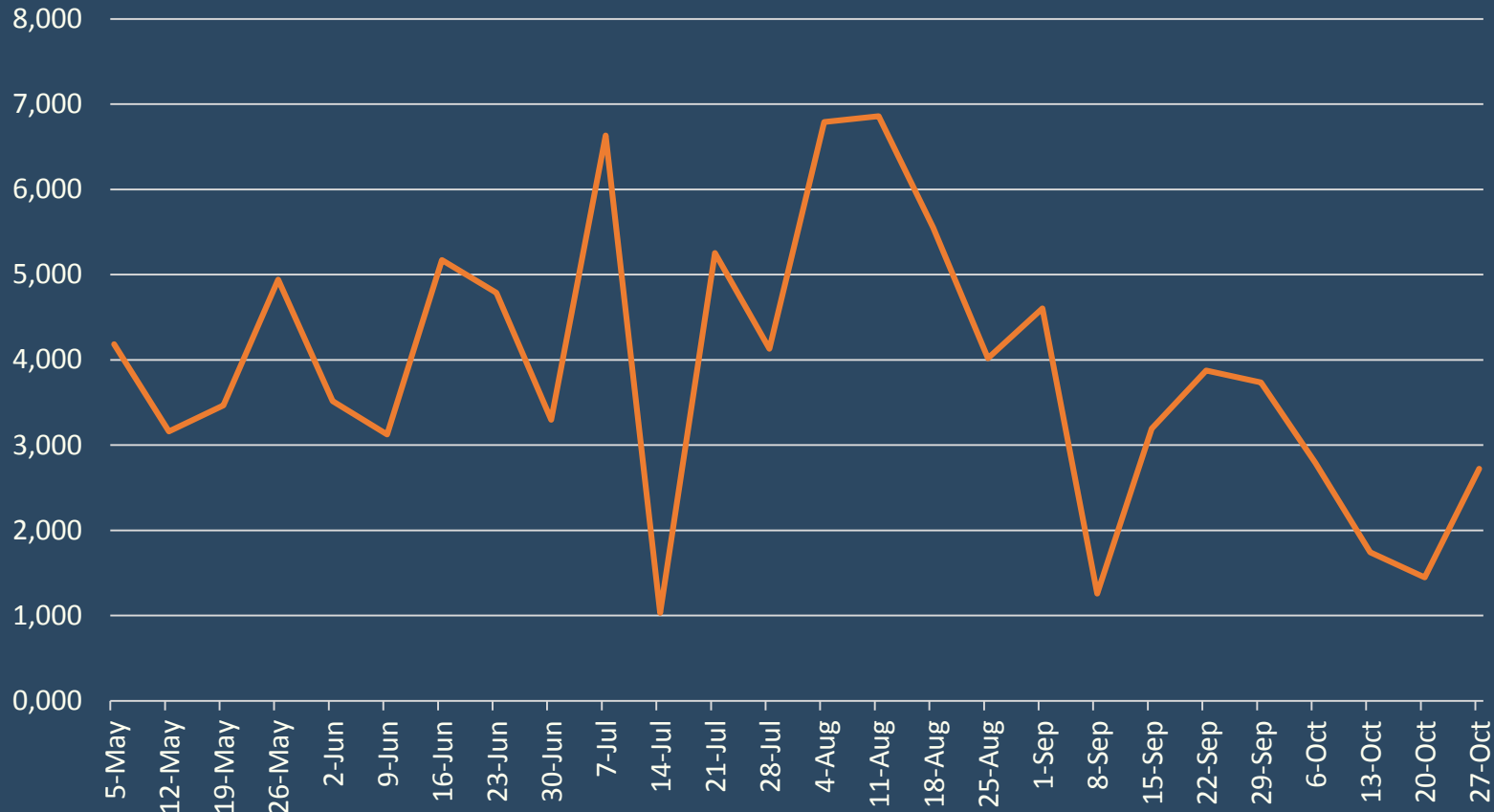
Food
Trucks
13

Value
Added
25

Arts and
Crafts
61



Market Attendance 2018



2018 saw an estimated
101,500 visitors to the Market.
That's an average of over **3,900**
visitors per week!

Market Programming 2018

SPROUTS AT THE MARKET

The Market's farm-linkage and nutrition program, now in its 9th year, occurs once a month attracting nearly 75 participants at each event.

CHEF DEMONSTRATIONS

Instituted in 2016 Urbana's Market at the Square offers monthly demos by local culinary experts featuring ingredients from the market.

Additional 2018 Programming

CSA FAIR

PARKLAND WIND ENSAMBLE

BIKE TO MARKET

C-U CHAMBER ORCHESTRA

MARKET AT THE SQUARE CHEF DEMOS

WILL MID-AMERICAN GARDNER

FARMER'S MARKET BLOOD DRIVE

DOWNTOWN URBANA FOOD TRUCK RALLY

MARKET AT THE SCARE

PLUS

21
Buskers

ART AT THE MARKET

The Urbana Arts and Culture program provided \$2800.00 to support monthly art workshops and musical performances attracting over hundreds of participants each month.

READ AT THE MARKET

The Urbana Free Library presents a variety of items from their extensive collection. They feature story reading and a selection of materials to peruse.

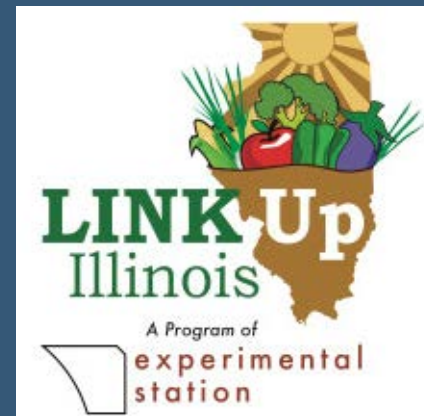
READ at the MARKET
with The Urbana Free Library

SNAP Program 2018

\$24,405

Combined SNAP benefits
and SNAP double value matching.

The match for SNAP transactions at the Market was increased to \$25 for the 2018 season. Support for Urbana's Market at the Square's SNAP Match program is generously provided by Farm Credit Illinois, Experimental Station and the USDA.

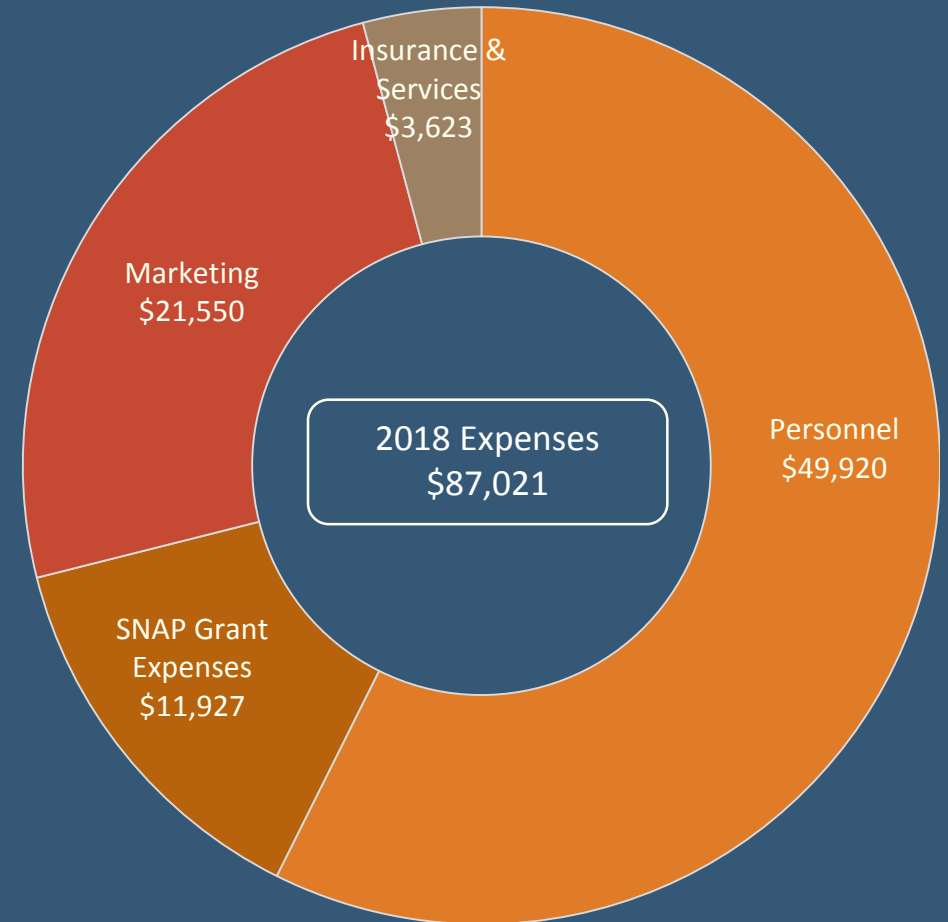


Market Finances 2018

Urbana's Market at the Square
2018 Season – Revenue Breakdown



Urbana's Market at the Square
2018 Season – Expense Breakdown



Market Social Media 2018

Facebook



12,969 Likes
12,557 Followers

Twitter



3,214 Tweets
4,708 Followers

Market Mail



2,341 Subscribers

Instagram



2,255 Followers



34 Reviews = 4.5



142 Reviews = 4.7



Market at the Square Advisory Board

Shea Belahi / Diane Cain / Valerie Koress / Kent Miles / Hyde Taidghin O'Brien / Stan Schutte / Maryalice Wu