



A Snapshot of the Market



68 local & family-owned businesses, 10 new vendors!

Our Market helps grow the next generation of Illinois farmers and supports new and small businesses of all types by providing a venue for these businesses to enter the marketplace and incubate their ideas. Eight more vendors joined the Market this year.



50% women-owned businesses

Our Market offers economic opportunity to all members of our community and this number grew from 30% of vendors being women-owned in 2018.



Charitable Trust grant

With the help of the Junior League of Springfield and Illinois Stewardship Alliance, we were able to secure a State Treasurer's Grant to increase knowledge about our Market and SNAP benefits with hospital and hospitality employees in and near downtown.



67,447 Saturday adult and child visitors

Our Market builds community and that is reflected in a 2.4% increase in attendance from last year. Folks who shop at farmers markets have 15-20 social interactions per visit, versus just 1 or 2 at the grocery store.



Increased social media presence

Our page likes on Facebook increased by 23% year to year and Instagram followers increased by 53%. The average reach on our Facebook page was about 14,300 with each post reaching more than 1k people each.



24 weeks of free programming

family fitness activities, chef demos, and music by local artists

Our Market is a source of wellness and education by providing free services that address social, emotional, and physical well-being and learning.



\$21,535 - Total spent by SNAP customers

Our Market accepts and matches federal nutrition assistance benefits (SNAP) insuring that all members of our community can afford wholesome produce and keeping SNAP dollars in the pockets of family farmers instead of big box stores



\$16,158 credit/debit transactions at the Market Booth (23% increase!)

This is just a small piece of total sales at our Market. Studies show that for every dollar spent with local businesses, 45 cents stays in the local economy to support other local businesses-- compared to just 13 cents with big box stores.



Development Services Group



Charitable Trust





OLD CAPITOL FARMERS MARKET

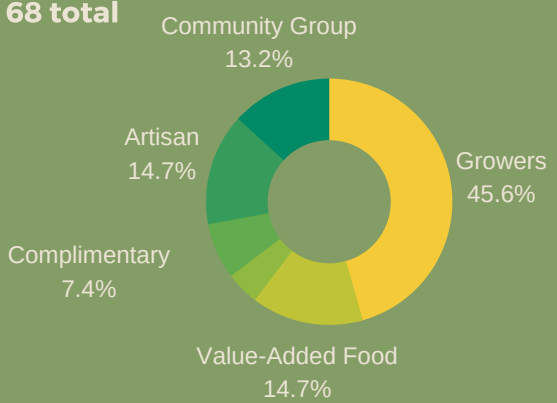
2019 IMPACT REPORT

Our Mission

- Support small farms and local growers
- Strengthen the local economy
- Build community
- Encourage healthy lifestyles
- Celebrate the diversity of locally-grown food and artisan products that are unique to Springfield and central Illinois.
- Support, revitalize, and grow downtown Springfield

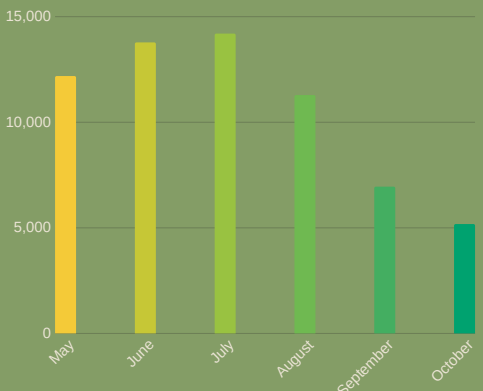
Our Vendors

68 total



Monthly Attendance

Saturdays, Adults Only



Attendance Records:

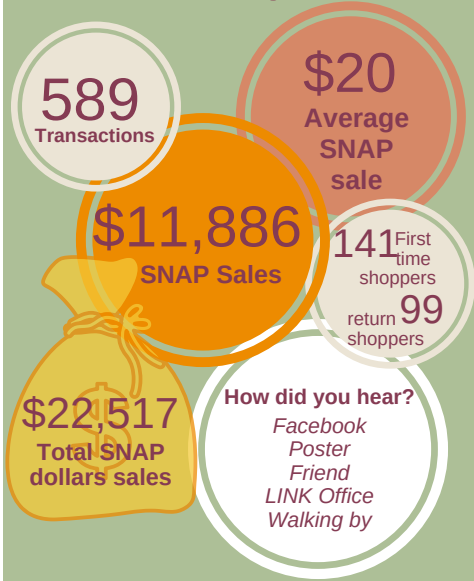
May 19, Opening Day:
 2019: 7,113 Adults, 1,437 Children
 2018: 5,910 Adults, 1,389 Children

June 29, Next Highest Attendance
 3,597 Adults, 582 Children

What it Takes

- 1800+ staff hours
- 100 unique volunteers! (16 volunteers/week)
- 11 Advisory Board Members

SNAP Match Program



SNAP Match made possible through the LINK UP Illinois Grant offered by Experimental Station and the Charitable Trust Grant from the Illinois Treasurers Office

Community Support

Total Page likes:
 6909
 5341 in 2018
 3834 in 2017

Instagram Followers:
 1608
 1053 in 2018
 570 in 2017



Bringing the Community Together



FAMILY FITNESS ACTIVITIES
 Ahh Yoga



CHEF DEMOS
 Copper Pot Cooking Studio
 LLCC Culinary Program
 Chef Michael Higgins, Maldaners



MUSIC AT THE MARKET
 Weekly Local Musicians coordinated by the Springfield Area Arts Council



ADDITIONAL PROGRAMMING
 Kids Day at the Market
 September Eat Local Challenge
 National Farmers Market Week
 Halloween At the Market
 Weekly Music at the Market by Springfield Area Arts Council
 SNAP Outreach by the Junior League of Springfield



COMMUNITY GROUP SERVICES
 St. John's Health Screenings
 Free Books by Land of Lincoln Bookshare
 Market Visits by LLCC Exchange Students and Young Chefs Kids Camp
 GenHkids donation produce pickup

ADVISORY BOARD

- | | |
|------------------|------------------|
| Kelley Bandy | Marty Kerns |
| Brent Boesdorfer | Jim Morris |
| Mitch Cave | Garrick Veenstra |
| Katie Davison | Sheila Walk |
| Deanna Jones | Chad Wallace |
| Lindsay Keeney | |



Development Services Group



Charitable Trust

