

# 2025 SUMMARY



## REVENUE

**\$28,425**  
2025 PROJECTION  
**\$26,150**  
2024

## VENDORS

2024	2025	2026
35 TOTAL CONTRACTS	44 TOTAL CONTRACTS	48 CONTRACTS (EXCLUDES MARKETING CONTRACTS)
27 FULL-TIME VENDORS	29 FULL-TIME VENDORS	30 FULL-TIME VENDORS

## MARKETING

### PUBLIC RELATIONS

**34**  
TOTAL MEDIA MENTIONS  
**44,852,914**  
TOTAL IMPRESSIONS  
**\$413,787.90**  
TOTAL AD VALUE EQUIVALENCY

### ADVERTISING

**1,479,579**  
TOTAL ADVERTISING IMPRESSIONS  
**PLACEMENTS IN:**  
GLANCER MAGAZINE, WGN RADIO,  
NAPERVILLE PATCH, NCTV17, CHICAGO  
SUN-TIME, DAILY HERALD, WBEX-FM,  
NAPERVILLE SUN, POSITIVELY NAPERVILLE

### EMAILS

**57,264**  
TOTAL SENDS  
**41,031**  
TOTAL OPENS  
**191**  
TOTAL CLICKS

## ATTENDANCE (weekly avg.)

**2025** **671** (As of 8.8.2025)  
More consistency from week-to-week than 2024  
**2024** **825** (One week was cancelled)  
Massive attendance in first two weeks, then tapered off

## SPOTLIGHTS & SOCIAL POSTS

<b>8</b> VENDOR SPOTLIGHT VIDEOS	<b>23</b> SOCIAL MEDIA POSTS
<b>21,734</b> TOTAL IMPRESSIONS	<b>117,145</b> <b>1,036</b> IMPRESSIONS ENGAGEMENTS

## 2025 OVERVIEW & 2026 PLANS

### 2025 SUCCESSES

- Signing multiple vendors per product category was very helpful
- Speaker list brought guests into market
- Higher insurance requirements created smoother load-in
- Having more buildings open was attractive to guests
- Guests noticed improved vendor selection and quantity

### 2026 PLANS

- Implement SNAP/EBT options
- Improve marketing plans
  - Create weekly map with part-time vendors
  - Social media posts reflecting part-time vendors each week