

2025 SUMMARY



REVENUE

\$28,425
 2025 PROJECTION

\$26,150
 2024

VENDORS

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

MARKETING

PUBLIC RELATIONS	ADVERTISING	EMAILS
34 TOTAL MEDIA MENTIONS	1,479,579 TOTAL ADVERTISING IMPRESSIONS	57,264 TOTAL SENDS
44,852,914 TOTAL IMPRESSIONS	PLACEMENTS IN: GLANCER MAGAZINE, WGN RADIO, NAPERVILLE PATCH, NCTV17, CHICAGO SUN-TIME, DAILY HERALD, WBEX-FM, NAPERVILLE SUN, POSITIVELY NAPERVILLE	41,031 TOTAL OPENS
\$413,787.90 TOTAL AD VALUE EQUIVALENCY		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

8 VENDOR SPOTLIGHT VIDEOS	23 SOCIAL MEDIA POSTS
21,734 TOTAL IMPRESSIONS	117,145 1,036 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