

This report shows the Markette's ten-week collective impact ...

# 2024

## Community Impact Report Metrics of Success



### ENGAGEMENT

**3000+**  
VISITORS

**10 weeks**

Two 90+ degree days, 4 high-80s, 1 rain out)

**51**  
VENDORS

17 farmers  
31 makers  
3 food trucks

**32**  
COMMUNITY CIRCLE  
PARTNERS

**16+**

**SPONSORS**  
Plus in-kind and individual Friends of PM

**2000+**  
VOLUNTEER HOURS

**50+**  
VOLUNTEERS

### ACCESS

**\$1,230**  
TOKENS

**Power of Produce (POP)**  
Children's Passport Program for fresh fruit, produce and proteins

**\$498**  
Senior Fresh  
Vouchers

Senior Farmers Market Nutrition Program

**\$251**  
Healthy Eating  
Vouchers

Corewell Health

**\$124**  
Senior Day Tokens

**\$1,200+**  
SCHOOL SUPPLIES

**STUFF THE BUS**  
Event to benefit Baldwin Community Schools students

### PROGRAMMING

**50+**  
PROGRAMS/EVENTS

83 supporting partners participated in POP Passport Program

**123**  
POP Participants

160 sign ups  
110 unique participants  
Ages 3-18, 10 yrs avg.  
56% from Lake County

**66**  
Pop FAMILIES

**14%**  
Completed 2+ passports

**7**  
PRE-LAUNCH EVENTS

Name the Market  
Community Input  
Vendor Meeting  
Volunteer Sign Up  
Planning Comm. Mtgs

### OUTREACH

**51.3K**  
REACHED  
**7.7K**  
INTERACTIONS  
**775**  
FOLLOWERS

**12**  
TV/NEWSPAPER  
**5**  
WEBSITE LISTINGS

Flyers, coasters, stickers, bags, bookmark, promos

**10**  
THEME WEEKS  
**4**  
SIGNATURE EVENTS  
Grand Opening, Lake County Honor Guard, Senior Day, Stuff Bus

**100%**  
VOLUNTEER RUN  
**100%**  
VOLUNTEER FUNDED

**EXPLORE.**

**DISCOVER.**

**CONNECT.**

**THRIVE.**

*A few stories  
behind the  
numbers ...*



*THANK YOU for improving  
access to fresh fruits and  
vegetables in our community!*

*I loved VOLUNTEERING – I met so  
many new people and felt good  
helping out. I retired in the area,  
and this is a fun way to plug in.*

*As a local farmer, it has been  
great to be a part of the Pure  
Markette and share our  
family's commitment to fresh  
from the field, top quality  
affordable produce and  
proteins.*

*Thank you for the  
flowers you donated to  
our Hospice families.*



*I am a maker and enjoyed  
reconnecting with many in the  
art community while vending at  
the Markette.*

*In addition to onsite sales, I  
connected with many new people  
and secured several custom  
woodworking orders that will keep  
me busy this fall and winter.*

*5  
stars!*

*As a proud owner of a local business, we  
are thrilled to witness the Pure Markette  
blossoming into a local success story. The  
Markette has done a fantastic job of  
encouraging both locals and visitors to  
explore our charming little village, and it  
has certainly brought new patrons to our  
establishment. We are eager to witness  
the growth and development of this  
community event in the years to come!*

*The Community Circle set the Pure  
Markette apart. Our family learned  
so much about the resources in Lake  
County, signed up for upcoming  
events, and plan to volunteer with  
two groups of interest.*

*I am a Baldwin graduate and grateful to share my  
woodworking with the community I call home.*