



# **Urbana's Market at the Square 2020 Annual Report**

## 2020 Market Participants

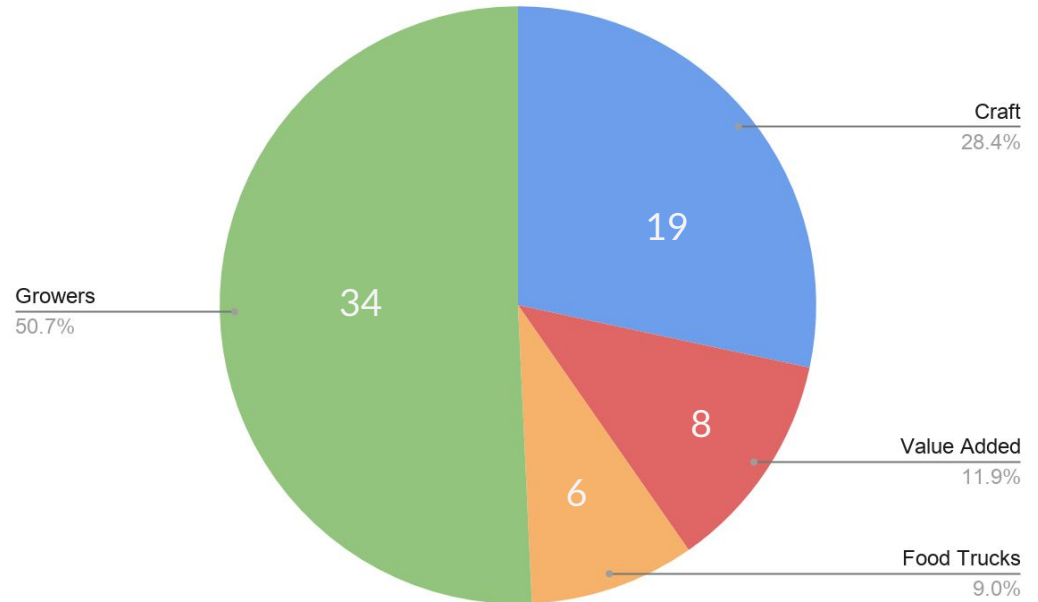
Due to the COVID-19 pandemic the types of vendors at Urbana's Market at the Square (UMATS) were restricted to allow for social distancing and to insure sufficient space for vendors of essential products. Additionally there were no live performances, entertainment, educational programming, cooking demos, or community groups allowed during the season to keep the Market an "in and out" shopping experience.





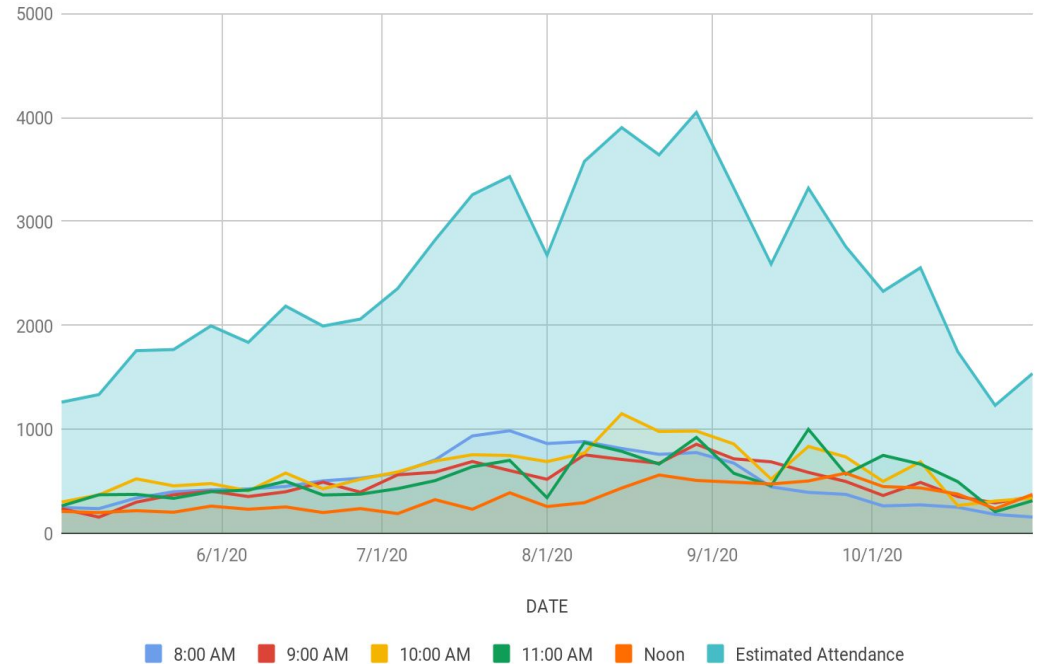
## 2020 Market Participants

Based on IL Department of Health guidelines, the types of vendors allowed in the first half of the season were restricted to growers, value added, and essential goods vendors. Midway through the season restrictions were eased and on July 4th non food vendors were allowed to attend the Market. UMATS hosted a total of **67** vendors in 2020.



## 2020 Market Attendance

The 2020 season ran for 27 weeks. The Market saw an average of 2,493 visitors per week with an estimated total of 67,298 for the season.



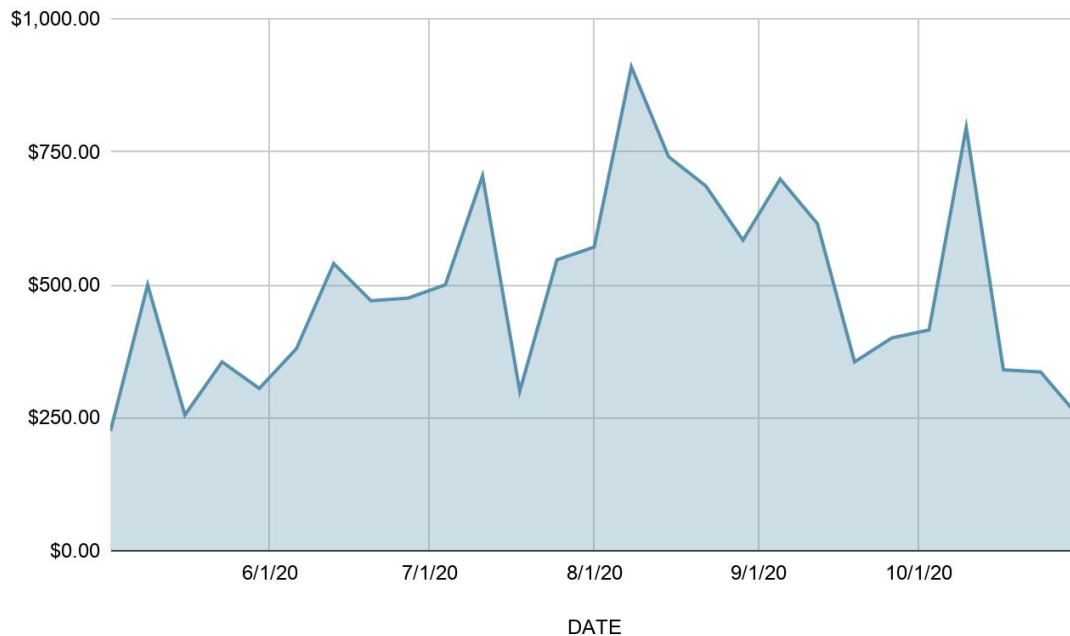


## 2020 SNAP Program

The combined SNAP benefits and double match incentives distributed during the 2020 season totalled

**\$25,291**

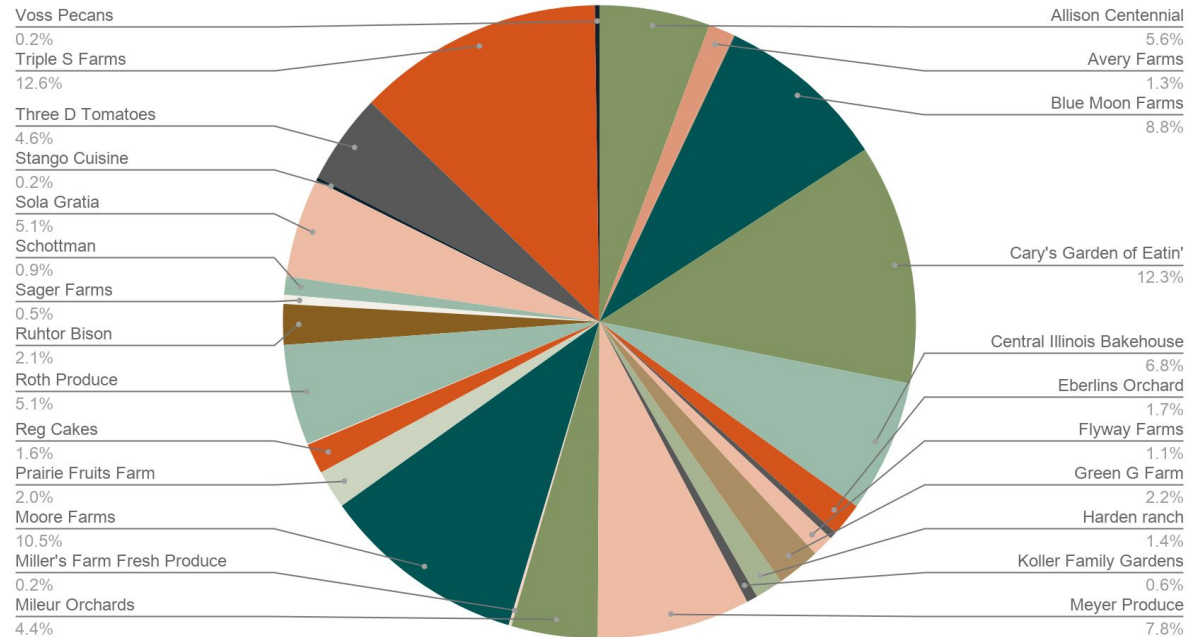
Support for Urbana's Market at the Square's SNAP Match program is generously provided by Farm Credit Illinois, Experimental Station, and the USDA.



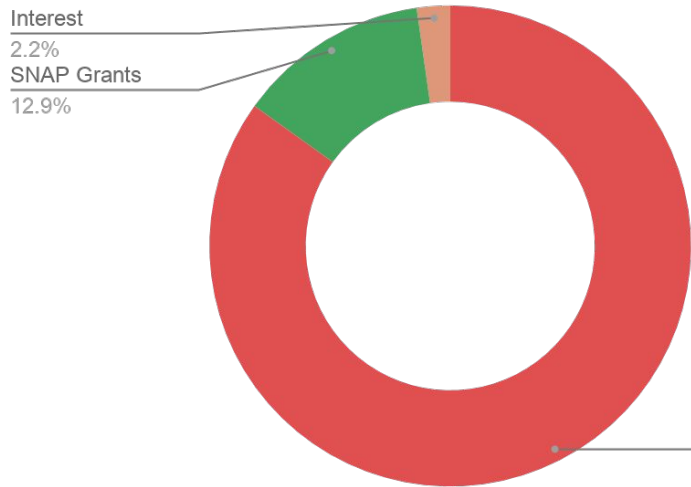
# 2020 SNAP Program

The SNAP and matching incentives benefited 28 farm and value added vendors during the 2020 season supporting \$23,222 in sales.

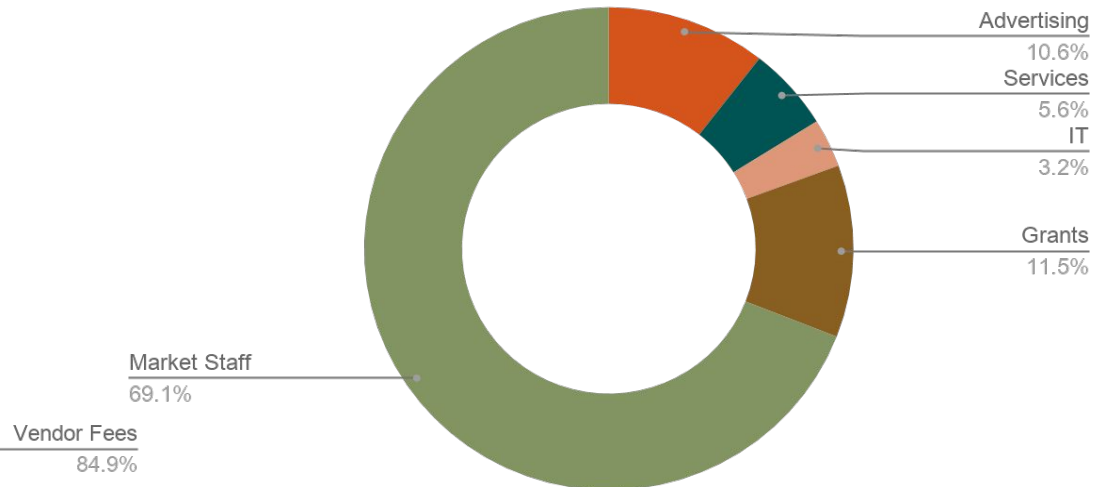
### SNAP Reimbursements to Vendors



# 2020 Financials



2020 Revenue \$69,878



2020 Expenses \$106,311



## 2020 Social Media Overview

Facebook



14,977 Followers

Twitter



4,650 Followers

Market Mail



2,419 Subscribers

Instagram



3,370 Followers