



MARKET

7-10K weekly summer shoppers

- Customers support our mission every Saturday, May through October and every other Saturday in winter
- Est. 50% of visitors live in Mpls, 40% in St. Paul and the metro, and remaining 10% traveling from out-of-town
- In the immediate neighborhood of Downtown East, the average residence sale price is \$810,371

SOCIAL

@millcityfarmersmarket

- 16K page likes and 14.1k page check-ins on Facebook
- 40% of Facebook followers are ages 25-44 and 80% are women
- 14.6K Instagram followers
- Organic post reach between 10% and 50%; organic engagement between 1% and 8% (both above average)
- Relationships with local influencers and food writers including Zoë François, Kim Ly Curry, Beth Dooley, Mecca Bos, Rick Nelson, Yia Vang, Jahna Peloquin, Stephanie March and more
- 4.5 stars on Google and TripAdvisor

WEBSITE

millcityfarmersmarket.org

- 125,700 website visits in 2022 (76% unique). 45% of visitors are ages 25-44 and 64% are women.
- 75% were new page visitors and 25% were returning page visitors
- 10.5K email subscribers for our weekly newsletter and an above-industry average open rate of 44%

MEDIA

Television, radio, print,

- Local TV news features on KSTP, Fox9 News, Kare11, Twin Cities Live and WCCO
- Regular mentions in Star Tribune, MSP Magazine, Minnesota Monthly, Lavender Magazine, Mill City Times
- Past features in New York Times, Travel & Leisure, USA Today

Who We Reach

SHOPPER ATTRIBUTES

- Avid cooks enjoy meal preparation
- Buy organic and local foods
- Seek products that are fresh, nutritious, pesticide-free
- Seek specialty food items
- Value positive social and environmental impacts
- Food production is an important value
- Seek/expect authenticity and transparency in their purchasing
- Social habits that promote health (i.e. exercise)