



2025 ANNUAL REPORT



Events

14

Unique Events

10,000+

Attendees

Juneteenth

750

Attendees

Pride

600

Attendees

July Block Party

500

Attendees

August Block Party

500

Attendees

Sunday Sessions

23

Sessions

72

DJs

Halloween

2,000

Attendees

Winooski Holiday Pop-Up Shop

500

Attendees

Winooski Farmers Market

26 Market Dates **1,000** Avg. Attendees

French Heritage Day

2,000
Attendees

Best Pooch in the Nook

650
Attendees

Bikes & Berries

1,000
Attendees

Fiber Fair

2,600
Attendees

Youth Vendor Day

1,000
Attendees

Halloween @ WFM

1,000
Attendees

Economic Impact

“Low-key quality, but very busy — it’s kind of awesome. It’s kind of ideal for a vendor and hopefully for the folks that come here too.” - Jamie Bianco, RambleBramble Farm

Winooski Farmers Market

\$317,444+

in sales generated
at the market

83

local vendors

\$11,964

of free food given and
paid out to vendors

Holiday Pop-Up Shop

47

local vendors

8

local DJs

12

local businesses

Other Event Programming

\$31,306

spent on events

87%

spent in VT

\$10,200+

supported local
entertainers

Community Impact

“The Winooski Farmer’s Market has been awesome for us, not just as a band, but as members of the community. We’ve met neighbors, local business owners, and even musical collaborators when performing. We wouldn’t be the same band without them!” - Mike Paternoster, TATO



MOSAIC CAMPAIGN

to support
Main St.
businesses



WAAT

participant
in Winooski
Alliance
for Active
Transportation



BUSINESS SAFETY

hosted
monthly
meetings



40 NEW DONORS FOR THE FOOD SHELF

via a Holiday Turkey Drive
in Partnership with Winooski
Food Shelf



42 NONPROFIT GUESTS AND PARTNERS

at our events, an 87%
increase over the last 3 years

Community Support

“The Downtown Winooski organization brings many great things to our community. Being a Winooski resident myself, this is extremely important to me. A city is only as cool as its farmers market and thriving downtown vibe. We are a community of good people doing good things!” - Antara Gatch



218

donors, a 25% increase from 2024



615+

volunteer hours by

7

Board Members



\$48,735

raised in sponsorships,
an 112% increase from 2024



423+

volunteer hours by

125

Community Volunteers



\$3,968+

of in-kind donations from generous donors

Thanks to Our 2025 Sponsors, Grantors, and Supporters:

