

The Market Culture Presents

# The Market Marie

## *Downtown Development Board Report*

A DAYTIME MARKET FOR  
SMALL BUSINESSES & ARTISANS

THE MARKET  
marie  
DAYTIME culture EVENTS

EVERY 2ND SATURDAY  
IN CLEARWATER

@THEMARKETMARIE

CLEARWATER DOWNTOWN  
DEVELOPMENT BOARD

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## Event Overview & Description

The Market Marie is a monthly, open air market for small businesses and artisans in the heart of Clearwater, FL. We host our event on the 2nd Saturday of each month showcasing 90–100 vendors. We are proud to be one of the most diverse markets in the Tampa Bay area from products to makers. We have a detailed application process and carefully select makers to join our events which ensures our businesses are locally owned makers. This allows our markets to truly stand out in quality, while supporting a vast number of small businesses in the community.

All of our events are pet friendly, family friendly, and everyone is welcome! Our events always maintain a welcoming atmosphere and attract Tampa Bay residents, as well as tourists to the downtown area of Clearwater. It has benefited the community by offering a fun event to attend and by bringing success to small businesses by the constant support of our community. In addition to our amazing vendors, we host a DJ, live music, a bounce house, face painting, a henna artist, pet adoptions, birds of prey, and more!

The Market Marie began taking place at 600 Cleveland Street in November 2022. Since then, we have averaged over 1,000 guests per event.

### Event Venue

600 Cleveland Street, Clearwater, FL 33755  
*500/600 Blocks, Garden Ave., Station Square Park*

### Event Impact & Attendees

The Market Marie has immensely grown over the last 6 months. We average over 1,000 guests per market, from local neighbors to out-of-state tourists. *Below we have listed testimonials from both vendors and attendees.* **(PAGE 4)** Since The Market Marie began in May of 2021, we have brought over an estimated 16,000 guests to the downtown area.

### Small Business Initiative

The Market Marie averages 95 local, small businesses PER event! We've had many businesses attribute our market to their quick success, and helping to turn their dreams into a reality! Many have voiced interest in opening store fronts in the downtown Clearwater area, and some have already made their storefront a reality. We are extremely grateful to be one of the reasons so many small businesses are able to succeed.

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## Advertisement Overview

- **DDB Logo Inclusion**
- **Social Media Analytics**
- **UNATION Report**
- **Testimonials (Page 4)**

### → DDB Logo Inclusion

- DDB logo included on all Market Marie print **flyers** promoting our sponsorship by the DDB (**PAGE 6**)
- DDB logo included on our **website** platform promoting our sponsorship by the DDB (**PAGE 6**)
  - We average over 6,400 visitors to our website each month.
- DDB logo included on our **monthly newsletter** marketing our sponsorship by the DDB (**PAGE 7**)
- DDB logo included on *boosted* **social media graphics** promoting our sponsorship by the DDB (**PAGE 7**)
  - We currently have over 7,700 followers with the top 3 engaged audiences being Clearwater, Saint Petersburg, and Tampa ensuring that our social media audience is indeed local.

### → Social Media Analytics

The Market Marie created multiple Facebook, Instagram, and Google ad campaigns throughout these past 6 events (November 2022 – April 2023). On average, our social media **accounts reached** over 20,500 unique accounts per month, 49.2% from paid ads.

All of our ads are boosted within the Tampa Bay Area to ensure we draw locals to the downtown area. Our monthly overall unique **account engagement** is over 2,100 accounts. Experts say the *engagement* should at least be 1 to 5% of the *total account reach*. We continue to exceed these percentages. Our **content interactions** average over 4,400 per month (likes, comments, saves, shares) over The Market Marie's Facebook and Instagram.

### → UNATION Report

We have thoroughly enjoyed utilizing different marketing teams to ensure patrons attend our events and support local businesses. UNATION has a large local social media presence (Instagram: 119k, Facebook: 172k) We did 1 campaign per month, and have attached one of their reports on page 5. (The report was from Jan 3 - March 31, 2023) (**PAGE 5**)

Additional marketing that has had a tremendous positive impact on our growth are the social media accounts: **ClearwaterBeachIsAwesome** (Facebook: 119k, Instagram: 36.9k) and **TampaBayIsAwesome** (Instagram: 91.2k, Facebook: 67k) – *We will continue to utilize these services as their reach to loyal, local residents is, well, awesome!*

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## → Testimonials

*"Love this new location! So beautiful and lots of shade! Great event!" -Attendee*

*"This was our first visit, but we will definitely be back! Best local market we have been to! -Attendee*

*"The market today was absolutely AMAZING!!!! Thank you to everyone who came out and supported me!" -Vendor*

*"..We love our community and the patrons who respect and care about what we do. Such a diverse crowd who support local artisans such as ourselves."-Vendor*

*"It was so fun!!!" -Attendee*

*"Great market!! We picked up several things!!" -Attendee*

*"LOVE this market! Cookies, dog treats, and chocolate! What more can a girl ask for?" -Attendee*

*"It was awesome! I went and it was so fun! So many great vendors and the puppies were ADORABLE!!!" -Attendee*

*"Best market ever!" -Attendee*

*"Such a great market! Run by a great team led by Blair! Thank you for all you do to help me promote and sell! -Vendor*

*"The Market Marie will always be so special to us. It was the first market that accepted us, and supported us through our first year of growth!" -Vendor*

## Case Study



Campaign Name: Market Marie

Campaign Date: January 3 - Mar 31, 2023

### Summary

The goal for this campaign was to increase awareness and traffic to the Markets. We did this by incorporating the UNATION app, Instagram, and Ads which were promoted via Facebook or Instagram. By including a feature in the Weekend Guide and IG Weekly Picks, using Targeted Ads to reach specific audiences, and consistently publishing an IG Post or Reel each month, the Q1 campaign received over 1 million impressions!

1,537,643

**Impressions**

5,754

**Link Clicks**

### Recommendations

After looking further into our insights, we found that users really enjoyed the Boosted IG Post in February and we would highly recommend incorporating that again. We also noticed that the IG Reel posted for March a top-performing promo in comparison to the others!

# THE MARKET marie



**A monthly open air market showcasing small businesses and artisans**

**10 AM - 2 PM**

**2ND SATURDAY OF EVERY MONTH**

[www.TheMarketMarie.com](http://www.TheMarketMarie.com)

**600 CLEVELAND ST. CLEARWATER, FL 33755**




**PROUDLY SPONSORED BY:**



**CLEARWATER DOWNTOWN DEVELOPMENT BOARD**

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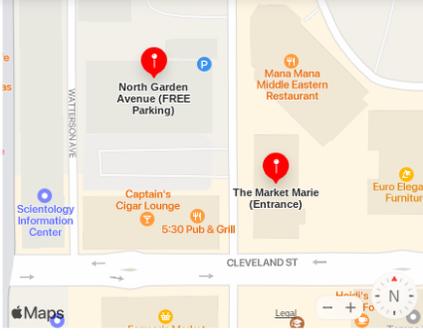
THE MARKET CULTURE

THE MARKET MARIE    THE MARKET ELAINE    UPCOMING EVENTS    VENDOR APPLICATIONS

ABOUT US    PHOTOS    CONTACT US    JOIN OUR NEWSLETTER

**Every 2nd Saturday of the Month**  
600 Cleveland St. Clearwater, FL 33755

100 vendors/Live music/Produce (10 am – 2 pm)  
Parking: 28 N. Garden Ave. 33755



The Market Marie is proudly sponsored by:



**CLEARWATER DOWNTOWN DEVELOPMENT BOARD**

Visit our website to APPLY for future market dates!



The Market Marie is proudly sponsored by the:



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The Market Culture  
PO Box 2034  
Clearwater, FL 33757-2034

THE MARKET CULTURE PRESENTS

**Every 2nd Saturday**

FACE PAINTING ARTWORK SOAPS  
 PET TREATS PET FRIENDLY CANDLES  
 CLOTHING HANDMADE JEWELRY  
 BAKED GOODS GLUTEN FREE  
 TAROT READINGS SKINCARE VEGAN  
 PLANTS WOODWORK FOOD  
 HOME DECOR RAW HONEY  
 CRAFTS POTTERY

**100 LOCAL MAKERS  
LIVE MUSIC & MORE!**

Market Hours: **10 am - 2 pm**

**600 Cleveland St. Clearwater, FL 33755**  
 FREE Parking: 28 N. Garden Ave.

**APRIL 8TH**

 CLEARWATER DOWNTOWN DEVELOPMENT BOARD

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**The Market Marie**

*(Additional graphics and videography files can be emailed upon request)*

































