

KENNETT COLLABORATIVE ANNUAL REPORT

2021



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KennettCollaborative.org

MAKING KENNETT THRIVE



For Historic Kennett Square, now Kennett Collaborative, 2021 has been a pivotal year. Our new name encapsulates our mission, vision, and ongoing and vital work in the community.

Kennett Collaborative's overarching vision is to make Kennett thrive by intentionally creating programs and events that help Kennett become a more beautiful and welcoming community where all can belong and prosper. We work towards achieving this vision as we build relationships with many different people, organizations, and businesses and as we create the various programs and events highlighted in these pages.

2021 has also been a year of hellos and goodbyes. Community Engagement Manager Claire Murray stepped down in September, but we continue to benefit from her eight years of hard work for the organization and her passion for

collaboration in this diverse community. "Kennett is at its best when different organizations are working together," she says. Kennett Collaborative's new Community Engagement Manager, Kelli Prater, will build on that legacy in her work organizing events, managing social media, and building community partnerships.

The Kennett Collaborative Board of Directors welcomed new members Jennifer Roncace, Arturo Gomez-Rubio, and Laura Judd in 2021 and expressed deepest thanks to Lauren Harrell, Ginger Meyer, and Tom Sausen for their years of dedicated service on the Board.

At Kennett Collaborative we're looking forward to 2022. We hope you catch that sense of anticipation and excitement in these pages as we celebrate 2021 with a view to building on that strong foundation in the year ahead.

Bo Wright, Executive Director

MAKING KENNETT THRIVE THROUGH PLACEMAKING

Kennett Blooms, one of Kennett Collaborative's new initiatives in 2021, added professional plantings in the Genesis Walkway, transformed two hellstrips on South Broad Street, and built a beautiful, accessible, and popular parklet on South Broad Street with professionally designed planters and a variety of seating for all to enjoy.

Through Light Up the Square and Christmas in Kennett 2021, Kennett Collaborative repaired the tree lights on State, Union, and Broad Streets and invested in new lights for the lamppost garlands and the large town tree.



MAKING KENNETT THRIVE THROUGH EVENTS

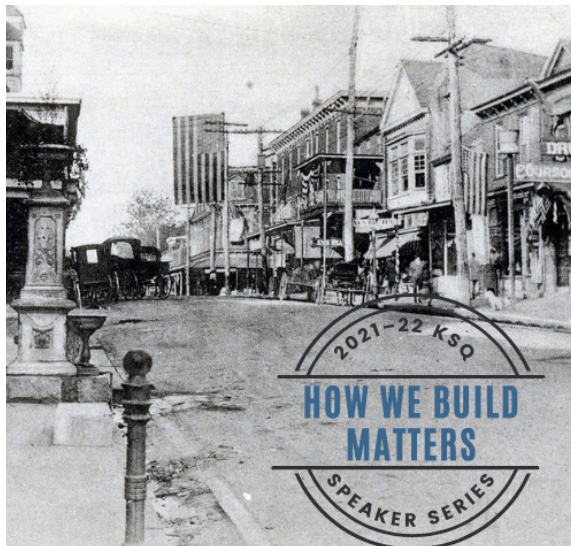
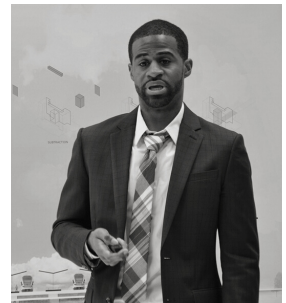
The community celebrated the return of many of Kennett Collaborative's signature events in 2021. Following a sold-out "Backyard Bonfires and Beers" mixed-case pivot for Winterfest, Restaurant Week promoted flexible dining options with a popular bingo card. The Kennett Brewfest returned in person, as did State of the Square and the Kennett Square Holiday Village Market. Kennett Collaborative was also able to provide support for the Clover Market, Juneteenth, Thursday street closures for outdoor dining, Casa Guanajuato's Dia de los Muertos, and the Holiday Light Parade, among others.



MAKING KENNETT THRIVE THROUGH

COMMUNITY DEVELOPMENT

The 2021–22 KSQ Speaker Series: How We Build Matters is Kennett Collaborative's newest program. We're already seeing the impact of the community conversations sparked by the first two events and our discussion group. The goal of the KSQ Speaker Series is to help us establish a common understanding and language so we can work together to achieve our shared goal—a beautiful and sustainable community where every citizen can belong and prosper. All events are interpreted in Spanish, live-streamed, and recorded. Kennett Collaborative has also been administering a grant-funded microtransit study for the Kennett area and creating a community survey, coming soon, to capture community feedback on the development of the former NVF site in the Borough.



100s

OF COMMUNITY MEMBERS

Engaged in learning about the critical importance of incremental development and how and why zoning matters—and being inspired by the possibilities of building beautiful buildings and places we love today.

MAKING KENNETT THRIVE THROUGH

THE KSQ FARMERS MARKET

The weekly KSQ Farmers Market, run by Market Manager Ros Fenton, is one of Kennett Collaborative's most beloved and longest running programs. In its new location at The Creamery, the market has grown and thrived and continued to connect consumers with local growers, producers, and makers. A weekly newsletter keeps customers up to date on vendor offerings and pre-ordering options.

A new series of monthly "Pollination Celebrations" in 2021, in collaboration with the Kennett Library, included special guest vendors and community organizations as well as interactive educational presentations.

30+

VENDORS

With several vendors scheduled on a bi-weekly or monthly schedule, the market provides a vital and direct sales outlet for an average of 18 vendors each week.



350

CUSTOMERS

Nearly 350 customers attended the monthly Pollination Celebrations this summer and fall.



MAKING KENNETT THRIVE THROUGH

COMMUNICATION

Each week, Kennett Collaborative's Around the Square e-newsletter features fresh content on topics of local interest—including stories on community events, people, and small businesses, articles on economic development, and more. Many of these articles also run in local papers and other media outlets, helping to tell the story of Kennett to a larger audience.

Kennett Collaborative's robust social media program also plays a major role in keeping residents informed and in promoting Kennett events and businesses.

6,500

SUBSCRIBERS

Receive Around the Square every Saturday morning and are the first to read about local people and programs and learn about upcoming events.

52

EDITIONS IN 2021

With over a 30% open rate and over a 5% click-through rate.

13,500

FACEBOOK FOLLOWERS

11,600

FOLLOWERS ON INSTAGRAM



Around the Square
July 24, 2021

Meet Cindy Felts, the Owner of Candle Studio 1422, Limited Brewfest Tickets Still Available, and More



Meet the Merchant: Cindy Felts, owner of Candle Studio 1422

"Small is the sense most closely tied to memory," says Candle Studio 1422 owner Cindy Felts. "Scent is also very personal, because everyone perceives and processes a scent differently."



Around the Square
November 13, 2021

Honoring Kennett's veterans and the history of the American Legion, announcing the Kennett Placemakers Competition winner, volunteer opportunities at the Holiday Village Market, holiday events, and more



Honoring the Past and Looking to the Future: The American Legion's New Female Commander



Around the Square
August 14, 2021

The History and Future of the Kennett NVF Site, a Kennett Graduate Returns Home to Help her Community, and More



The "Material of a Million Uses": The History of the National Vulcanized Fibre Co. in Kennett Square



Celebrating our Diverse Community

MAKING KENNETT THRIVE THROUGH

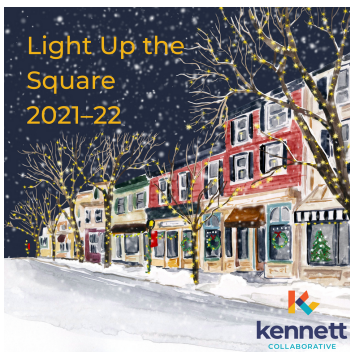
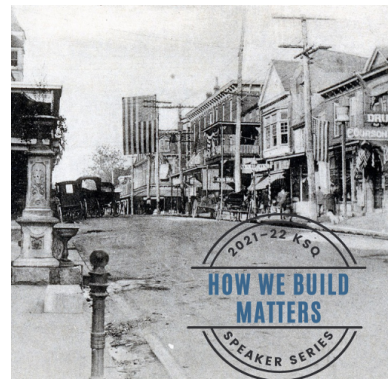
LOOKING FORWARD TO 2022 IN KSQ

In addition to anticipating the return of the in-person Kennett Winterfest, Kennett Collaborative is also already working on plans for Kennett Blooms 2022 (including the implementation of some exciting projects from our first-ever Kennett Placemakers Competition) as well as the continuation of the KSQ Speaker Series and the return of Third Thursdays and the Kennett Square Memorial Day Parade. Stay tuned, too, for news about a new signature event in KSQ this summer!

Our beautiful new Kennett Collaborative website is also under development, and we look forward to sharing that with you this spring.



KSQ FARMERS MARKET



MAKING KENNETT THRIVE

KENNETT COLLABORATIVE

At Kennett Collaborative we're proud of the work our small staff has done this year, and we're grateful to the Kennett Collaborative Board of Directors, to all of our sponsors, and to the community for the support that has made all of our events and programs possible.

The new Kennett Collaborative logo illustrates how a community builds itself through these kinds of connections—unique events, social engagement, and diverse thinking. The 'k' and the 'c' literally merge into one another, with all of the shapes and lines leading the viewer's eye to the center square.



3

FULL-TIME EMPLOYEES

Bo Wright, Executive Director, Kelli Prater, Community Engagement Manager, and Tara Smith, Writer and Special Projects Manager, in addition to part-time Farmers Market Manager Ros Fenton.

12

BOARD MEMBERS

Bob Norris (2021 Chair), Mary Kay Gaver (2022 Chair), Corien Siepeling (2022 Vice-Chair), Eden Ratliff (Secretary), Geoff Bosley (Treasurer), Patricia Evans, Arturo Gomez-Rubio, Laura Judd, Lorenzo Merino, Lee Mikles, Jennifer Roncace, Luke Zubrod.

COUNTLESS COLLABORATORS

Thank you for reading, supporting, and encouraging Kennett Collaborative. We appreciate you collaborating with us!

2021 REVENUE & EXPENSES

Income

Sponsorship & Corporate Giving	\$65,000
Grants & Contributions	\$22,810
Brewfest	\$164,687
Winterfest	\$148,145
Programs & Events	\$82,866
Unrelated Business Income	\$52,500

Total

\$536,008

Expenses

Programs & Events	\$198,405
Advertising & Marketing	\$35,000
Management & General	\$96,300
Brewfest	\$66,355
Winterfest	\$72,050
Unrelated Business Expense	\$27,160

Total Expenses

\$495,270

