

# 2022

# Annual Report



**kennett**  
COLLABORATIVE

# Letter from the Chair



Dear Community,

We're proud of the work we've done as a team at Kennett Collaborative to support a thriving community in 2022. Through successful events, programs, and placemaking initiatives, we made an impact on Kennett Square and have set ourselves up for a promising future in the years to come.

In addition to longstanding programs like the KSQ Farmers Market and Third Thursdays on State Street, we introduced new initiatives in 2022, including Kennett Summerfest, a popular sister event to Brewfest, and Kennett Blooms: Floral Flash, a program that brought ephemeral flower displays to nooks across the Borough in June.

Many of our projects this year will have a lasting impact on Kennett's residents, employees, and visitors, including a new website with a robust business directory and unique feed of featured stories highlighting the diverse people of our beloved town. We also raised funds to install cafe lights up and down State Street to light up the square.

For us, 2022 was a year of transition. In August we announced our search for a new Executive Director, which yielded a field of stellar candidates. Daniel Embree started in this role on January 3, 2023, and I believe he has the leadership skills, vision, and creativity to lead us through our next exciting chapter.

Warm regards,

Mary Kay Gaver  
Chair



# Community Programs

## Kennett Winterfest

**60+** breweries  
**1,500** attendees

## Speaker Series

**5** speakers  
**250+** attendees

## Memorial Day Parade

**85+** parade entries  
**8,000+** spectators

## Kennett Blooms: Floral Flash

**8** artists & designers  
**6** floral displays

## Kennett Summerfest

**12** wineries & distillers  
**700+** attendees

## Kennett Brewfest

**80+** breweries  
**3,000+** attendees

## Holiday Light Parade

**100+** parade entries  
**5,000+** spectators

## Holiday Village Market

**150+** artisan vendors  
**12,000+** attendees



# 2022 Financial Summary

## Statement of Activities

*From Independent Accountant's Review,  
October 31, 2023*

### Support & Revenue

Contributions	\$21,004
Government support	\$60,000
Special Events, less costs of \$361,137	\$187,331
Rental Income, less costs of \$48,844	\$3,360
Interest Income	\$88

**Total Support** **\$271,783**

### Expenses

Program Services	\$273,826
Management & general	\$25,830
Fundraising	\$23,548

**Total Expenses** **\$323,204**

**Change in Net Assets** **(\$51,421)**

Net assets - beginning of year	\$296,829
Net assets - end of year	\$245,408

Kennett Collaborative takes its mission and the management, stewardship, and transparency of its finances very seriously. Over the past few years, our Board has sought to implement policies that will safeguard our resources and position the organization to have a positive impact on the community for many years to come.

At the end of 2022, we reported a net loss despite numerous successful events and fundraisers. The loss was largely due to unexpected building repairs and expenses incurred during our search for a new executive director.

In 2023, Kennett Collaborative implemented additional checks and balances to manage its funds. While the organization has always reviewed its cashflow, profit & loss statements, and balance sheet monthly, it has implemented monthly reviews of its general ledger and credit card statements.



# Vision

We long to see Kennett Square become the most beautiful town in America, where people from different backgrounds, generations, and walks of life are welcome and can afford to live and contribute to the community, where new architecture complements old, where creativity flourishes, and where everyone can belong and prosper.

## Board of Directors

Mary Kay Gaver, *Chair*  
Corien Siepelina, *Vice Chair*  
Eden Ratliff, *Secretary*  
Geoff Bosley, *Treasurer*  
Patricia Evans  
Arturo Gomez-Rubio

Laura Judd  
Lorenzo Merino  
Lee Mikles  
Bob Norris  
Jennifer Roncace  
Luke Zubrod

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