

2023

Impact Report



kennett
COLLABORATIVE

Letter from the Director



Dear Friends and Neighbors,

Thank you for supporting Kennett Collaborative this past year. I'm touched by the generous contributions of our donors, volunteers, partners, staff, board—so many people who want to see Kennett thrive and who are committed to creating a beautiful, inclusive community. This report is just a small glimpse into what we accomplished together.

There's no doubt that our programs, events, and placemaking initiatives had a big impact. We broke attendance records. We exceeded goals.

After reporting a year-end loss for 2022, we're pleased to report that we ended 2023 with a modest net revenue. We accomplished this through spending cuts and increased donations from individuals and local businesses—and despite significant cutbacks in municipal support. In particular, we saw significant net gains with two key fundraisers: Kennett Winterfest (up 25% from 2022) and Summerfest (up 607%).

Many of the successes that I'm most proud of are hard to quantify with numbers. We reorganized our staff structure to distribute our workload more effectively. We brought in new staff and new volunteers and hosted regular nonprofit meetups. We found ways to better integrate all of our various initiatives together so that no one program is siloed from the others.

We were pleased to wrap the year with an especially successful holiday season of programs we called, "There's no place like Kennett Square for the holidays!" The Holiday Light Parade and our Christmas Tree received high praise from residents and local press.

For everything we accomplished, I want to say thank you to our incredible staff and board, and our many friends and supporters.

Warm regards,

Daniel Embree
Executive Director



Who we are



Kennett Collaborative brings the things you love about Kennett to life through its popular events, programs, and beautification initiatives, promoting Kennett Square as a thriving place for everyone to live, work, and play.

 /kennettcollaborative

 @kennett.collaborative



Subscribe to
Around the Square at
kennettcollaborative.org

Staff

Daniel Embree, *Executive Director*
Ros Fenton, *Community Programs Manager*
Kelli Prater, *Communications Coordinator*
Mary Lou Baily, *Events Coordinator*

Board

Mary Kay Gaver, *Chair*
Kris Gabbard, *Vice Chair*
Eden Ratliff, *Secretary*
Geoff Bosley, *Treasurer*
Patricia Evans
Arturo Gomez-Rubio
Bob Norris
Lorenzo Merino
Lee Mikles
Sean Reigel
Corien Siepelinga
Luke Zubrod

Kennett Collaborative
106 West State Street
Kennett Square, PA 19348

610-444-8188

Who we impact

“

I had a wonderful time! All the volunteers were great, everyone is so friendly!

Volunteer

Collaborators

82 Individual Donors
45 Sponsoring Businesses

Volunteers

435 Total Volunteers
1,685 Estimated Hours

Key Partners

Borough of Kennett Square
Casa Guanajuato
Chester County's Brandywine Valley
Clover Market
Four Seasons Garden Club
Longwood Gardens
Kennett Area Community Services
Kennett Area Restaurant &
Merchant Association
Kennett Library
Kennett Township
Spade & Trowel Club
Square Roots Collective
United Way of Southern
Chester County



Kennett Area Nonprofit Meetups



Beautification Committee



Kennett Blooms: Floral Flash

Who we reach

Followers

- 14k** KennettCollaborative
- 6.1k** KSQFarmersMarket
- 7.7k** KennettBrewfest
- 12.4k** Kennett.Collaborative
- 6.2k** KSQFarmersMarket
- 3.7k** Kennett.Brewfest

Email Subscribers

- 6.5k** Around the Square
- 3.2k** Farmers Market
- 10k** Brewfest
- 147** Email Campaigns



“I have to say it has been so much fun getting to know this community better. The people here are so friendly, so giving of their time and resources, and so much fun. This is a community that likes to get out and about — walking around town shopping, eating good local food, and just enjoying the company of friends and neighbors. What a special place.”

Daniel Embree



What we do

- **Programs** connect & support local businesses & residents.
- **Events** bring visitors to KSQ to encourage shopping & dining.
- **Placemaking** initiatives beautify & decorate town.
- **Communications** promote Kennett Square.



“

As for the warm and inviting Bedford Falls meets Mayberry vibe in the borough this holiday season, there was strategic — *and collaborative* — planning behind that effort.

*Jen Samuel for MediaNews Group,
Daily Local News*

“Kennett Collaborative should be proud. It was wonderful, and I was so happy to be part of it.”

Andrea Durynski (aka Mrs. Santa Claus)

Programs & Events

Where we do it

Kennett Winterfest

65+ breweries
2,000 attendees

KSQ Farmers Market

40 vendors
12,000+ attendees

Memorial Day Parade

100+ parade entries
10,000+ spectators

Third Thursdays

40 merchants
2,500+ attendees

Kennett Summerfest

14 wineries & distillers
600+ attendees

Kennett Brewfest

85+ breweries
3,000+ attendees

Holiday Light Parade

100+ parade entries
8,000+ spectators

Holiday Village Market

180+ artisan vendors
14,000+ attendees



KSQ Farmers Market



Kennett Brewfest



Third Thursday

Who we bring



Paul and Jason Thornhill, brothers and beer festival aficionados from Norwich, UK, traveled to Kennett Square specifically to attend the 26th annual Kennett Brewfest, sharing:

“Events that manage to keep going over the years must be doing something right! ... We are staying in [Kennett], looking forward to seeing the town, and enjoying a local evening out, too!

Festival Attendance



- 20% Kennett Square
- 40% Other Chester County
- 10% Other Pennsylvania
- 20% Delaware
- 10% Other States (New Jersey, Maryland, New York, etc)



What we tell

Stories from Around the Square

In our weekly newsletter, *Around the Square*, we shared more than just the news of what's happening in Kennett—we wrote more than **50 original stories** about the businesses, community organizations, and people that make Kennett great.

Read more at kennettcollaborative.org



Pratt's Greenhouse: A Friendly Place to Buy Plants by Tara Smith



Mighty Writers El Futuro Kennett by Tara Smith



Kennett Square's Unsung Heroes by Tara Smith



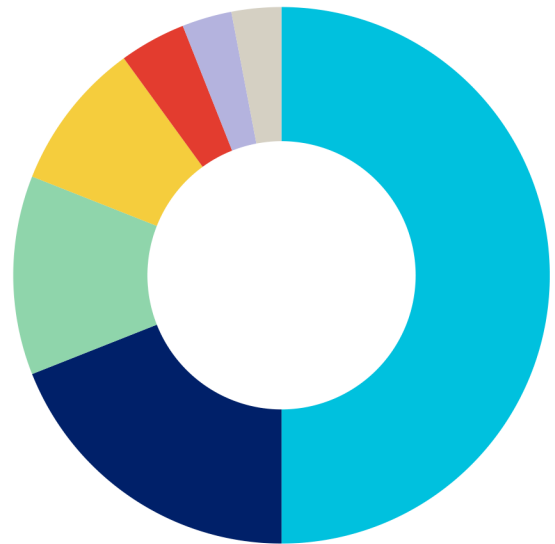
A 26-year Family Rite of Passage by Kelli Prater



The Bookhouse Hotel by Kelli Prater

How we fund it

Income Sources



- 50% Brewfest/Winterfest Tickets
- 19% Other Earned Income
- 12% Corporate Sponsorships
- 9% Unrelated Business Income
- 4% Individual Giving
- 3% Borough of Kennett Square
- 3% Kennett Township

“

We have been to more beer festivals than I can count. Finally we made it to [Kennett Brewfest] ... best festival hands down!!! THANK YOU for such a fun day.”

Facebook comment,
October 7, 2023



Financial Report

Statement of Activities

As of March 31, 2024*

	2023	2022
Support & Revenue		
Contributions	\$24,175	\$21,004
Government support	\$40,000	\$60,000
Special Events, less costs	\$199,757	\$187,331
Rental Income, less costs	\$15,217	\$3,360
Interest Income	\$97	\$88
Total Support	\$279,247	\$271,783
Expenses		
Program Services	\$215,842	\$273,826
Management & general	\$23,790	\$25,830
Fundraising	\$9,195	\$23,548
Total Expenses	\$248,827	\$323,204
Change in Net Assets	\$30,420	(\$51,421)

**This report was created before the annual Independent Accountant's Review for 2023. There may be changes before our Form 990 is filed with the IRS in fall 2024.*



Thank you to our 2023 Sponsors

Lead Sponsors

Constellation Energy
Wilkinson Farms
Square Roots Collective &
Creamery of Kennett Square
Longwood Gardens
LGB Properties &
Market at Liberty Place
COCOON Home Remodeling



Supporting Sponsors

Taylor Oil & Propane
Kuzo Funeral Home
Mushroom Farmers of Pennsylvania
RJ Waters & Associates
MacElree Harvey, LTD
The Mushroom Festival
Square Pear Fine Art Gallery
VFW Post 5467
American Legion Post 491
Fenstermacher & Company
Tri-M Group
Renewal by Andersen
Century 21, Pierce & Bair
Chadds Ford Complete Services

Hometown Roots Hair
Grieco Funeral Home & Crematory
Kennett Square ACE Hardware
Kennett Square Apartments
ServPro of Kennett Square/Oxford
Waywood Beverage
Chester County Veterinary Services
Rotary Club at Longwood
Cantor's Driving School
Country Butcher Fine Foods
DiMatteo Financial Group
George Krapf Jr. & Sons
Hoods BBQ
Phillips Mushroom Farms

Selected Press

“Third Thursday is an amazing evening for Kennett Square ... Residents and visitors enjoy the vibrant atmosphere — the energy is contagious!”

Sandra Morris, *Portabellos of Kennett Square*



Samuel, Jen. **“Newly hired Kennett Square official aims to make Kennett Square the most beautiful town in America.”** MediaNews Group, *Daily Local News*, 26 January 2023

Gaw, Richard. **“Economic impact of beer festivals is significant, Kennett Collaborative leaders say.”** *Chester County Press*, 21 February 2023

Hoffman, Steven. **“Kennett Collaborative announces plans for 2023 Memorial Day Parade.”** *Chester County Press*, 10 April 2023

Samuel, Jen. **“Third Thursdays flourish in Kennett Square:** Thousands visit borough to support small businesses with outside dining and boutique shopping.” MediaNews Group, *Daily Local News*, 26 July 2023

Samuel, Jen. **“A summer like no other in Chester County.”** MediaNews Group, *Daily Local News*, 24 September 2023

Prater, Kelli. **“Brothers from United Kingdom hop ‘across the pond’ for Kennett Brewfest.”** MediaNews Group, *Daily Local News*, 29 September 2023

Gaw, Richard. **“Holiday shoppers flock to Kennett Borough for Small Business Saturday.”** *Chester County Press*, 29 November 2023

Barber, Chris. **“Thousands enjoy the Kennett Square Holiday Light Parade.”** *Chester County Press*, 11 November 2023

Samuel, Jen. **“Shining moment: Holiday Light Parade in Kennett Square sparks festive cheer.”** MediaNews Group, *Daily Local News*, 30 November 2023

Gaw, Richard. **“Holiday Village Market draws 7,000+ on opening weekend.”** *Chester County Press*, 6 December 2023

Jason, Natalie. **“Chester County has merry main streets to explore and trail of sweets to follow.”** *ABC Action News WPVI-TV Philadelphia*, 18 December 2023

Nash, Suzie. **“Daniel Embree: Creating Community in Kennett Square.”** *Philadelphia Gay News*, 20 December 2023

Looking forward to 2024

KSQ Farmers Market, weekly
Nonprofit Meetups, First Tuesdays
Kennett Winterfest, Feb. 24
Small Business Forum, April 11
Third Thursdays, May–October
Kennett Blooms Plant Sale, May 4–5
Memorial Day Parade, May 27
Clover Market, June 2 & October 20
Kennett Summerfest, June 9
Kennett Brewfest, October 5
Candy Trail, October 27
Holiday Light Parade, November 30
Holiday Village Market, December 7, 8, 14, & 15
Tinsel on the Town, December 19



Shining moment: Holiday Light Parade in Kennett Square sparks festive cheer



The crowd cheers after the Christmas tree is lit for the holiday season in Kennett Square. (MOONLOOP PHOTOGRAPHY – COURTESY OF KENNETT COLLABORATIVE)

By **JEN SAMUEL** | For MediaNews Group

PUBLISHED: November 30, 2023 at 11:55 a.m. | UPDATED: November 30, 2023 at 7:18 p.m.

KENNETT SQUARE — Despite brisk weather and early sunsets, the borough is shining bright with festive cheer.

Thousands of people celebrated the joy of Christmas and power of community engagement while attending the Holiday Light Parade in Kennett Square on Saturday.

“Our community events are incredibly important as to what makes Kennett Square Borough so very special,” said William Holdsworth, chief of the Kennett Square Police Department. “This was yet another shining moment of positivity, happiness and our coming together as one community.”

The chief said he received warm accolades from residents and visitors during and after the parade. In most areas the spectators were 10-15 people deep on both sides of the parade route from the 200 block of South Broad Street all the way past the intended ending area of Meredith Street and West State Street, Holdsworth said.

“This was by far the largest Holiday Light Parade in Kennett Square’s history,” he said, “in both attendance and participation.”

Shining moment: Holiday Light Parade in Kennett Square sparks festive cheer

EXCERPT

... “Traditions like the Memorial Day Parade and Holiday Light Parade help give Kennett Square some of its charm and personality,” [Daniel Embree, Executive Director of Kennett Collaborative] said.

“Yes, they bring thousands of people into town who then discover favorite shops and restaurants, which is an important part of our mission,” he said. Still even more, “these events showcase who our town is. These parades are some of our most diverse events in town. They highlight the people and culture of those who live here.”

As for the historic attendance at this year’s Holiday Light Parade — “good weather doesn’t hurt,” said Embree, adding that many people told him they could attend for the first time because the event was moved to Small Business Saturday. “We’re really happy we made that decision. I spoke with several of the merchants in town who all said Friday and Saturday combined exceeded their expectations. It was the best shopping weekend of the year by far.”

Embree said people started claiming spots to watch the parade at 3 p.m. — hours before the procession began that evening. Parking at the garage was free that day courtesy of Kennett Collaborative’s lead holiday sponsor, Longwood Gardens. ...

He said many volunteers made the Holiday Light Parade possible, but especially Carol Ciliberti who managed the parade lineup. Further, “I’d like to thank our police officers, fire and EMS departments, the borough, and public works for helping create a safe event. I have to thank our staff and board, and of course I’d like to thank our sponsors, including Longwood Gardens and Chatham Financial.”

As for the warm and inviting Bedford Falls meets Mayberry vibe in the borough this holiday season, there was strategic — and collaborative — planning behind that effort.

“We brought in some incredible partners to create holiday magic uptown this year,” Embree said. “We were inspired by Longwood Gardens’ theme, A Very Retro Christmas, which informed the look and feel of the campaign we’re calling There’s no place like Kennett Square for the holidays!”

As part of this holiday campaign, there will be a special Tinsel on the Town event with merchants in Kennett Square on December 8.

As for the decor brightening up the cold days with festive warmth along State Street and elsewhere, “we purchased a 20+ foot tree and covered it in silver, rose gold, teal, red, and pink ornaments. Longwood Gardens helped us source many of the ornaments, and our staff did the rest. Public works hung the garlands and lights on the poles along the street,” Embree said.

“We brought in Zena Florist to create an incredible display in the walkway to the garage where our volunteers hung sparkling lights. We partnered up with Spade and Trowel Garden Club to help us source local greens and fill the planters with them,” Embree said.

“I enjoy watching people walking about admiring all the decorations,” he said. “This really is an enchanting, hallmark town during the holidays.”

Read the full story at

<https://www.dailylocal.com/2023/11/30/shining-moment-holiday-light-parade-in-kennett-square-sparks-festive-cheer/>