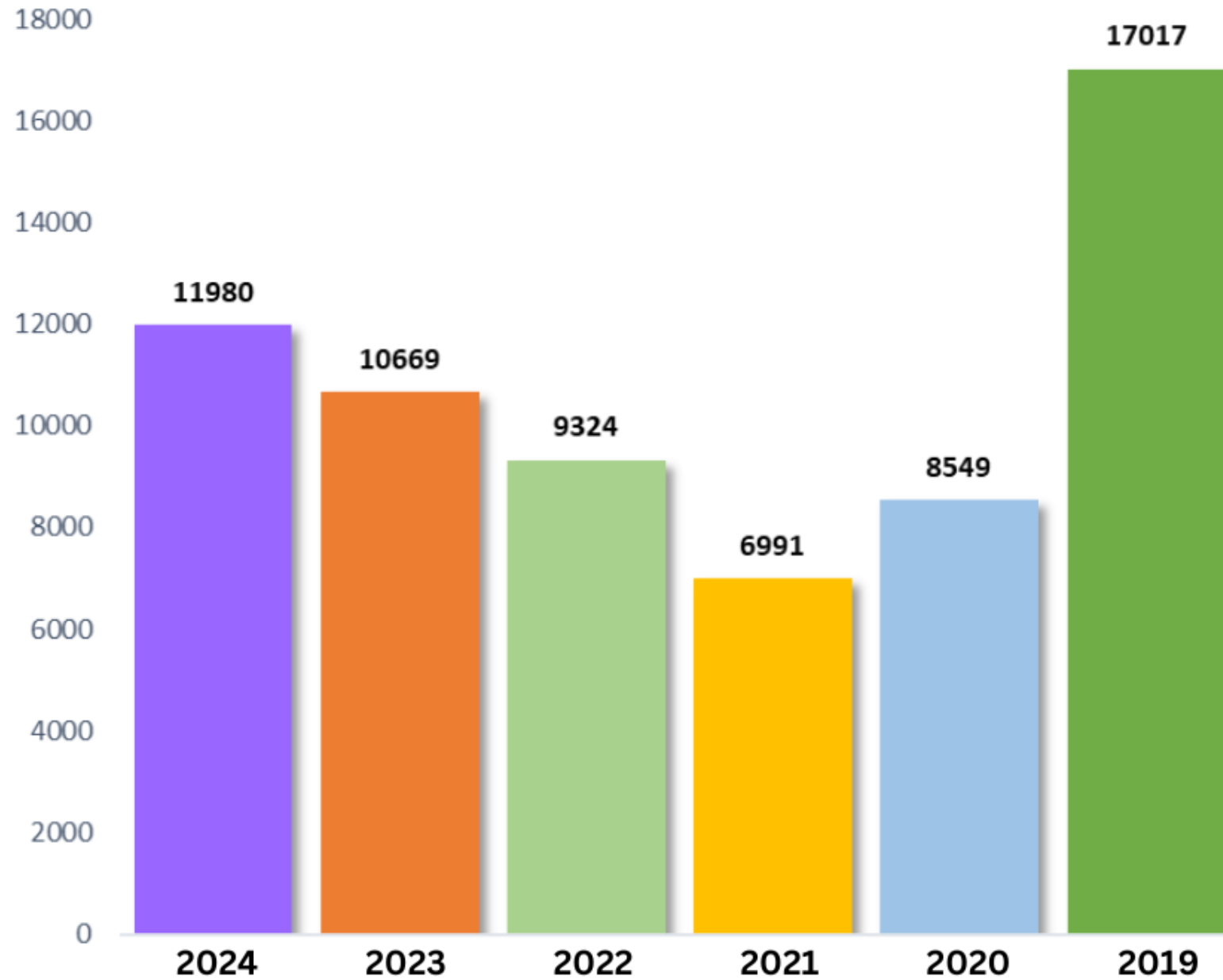




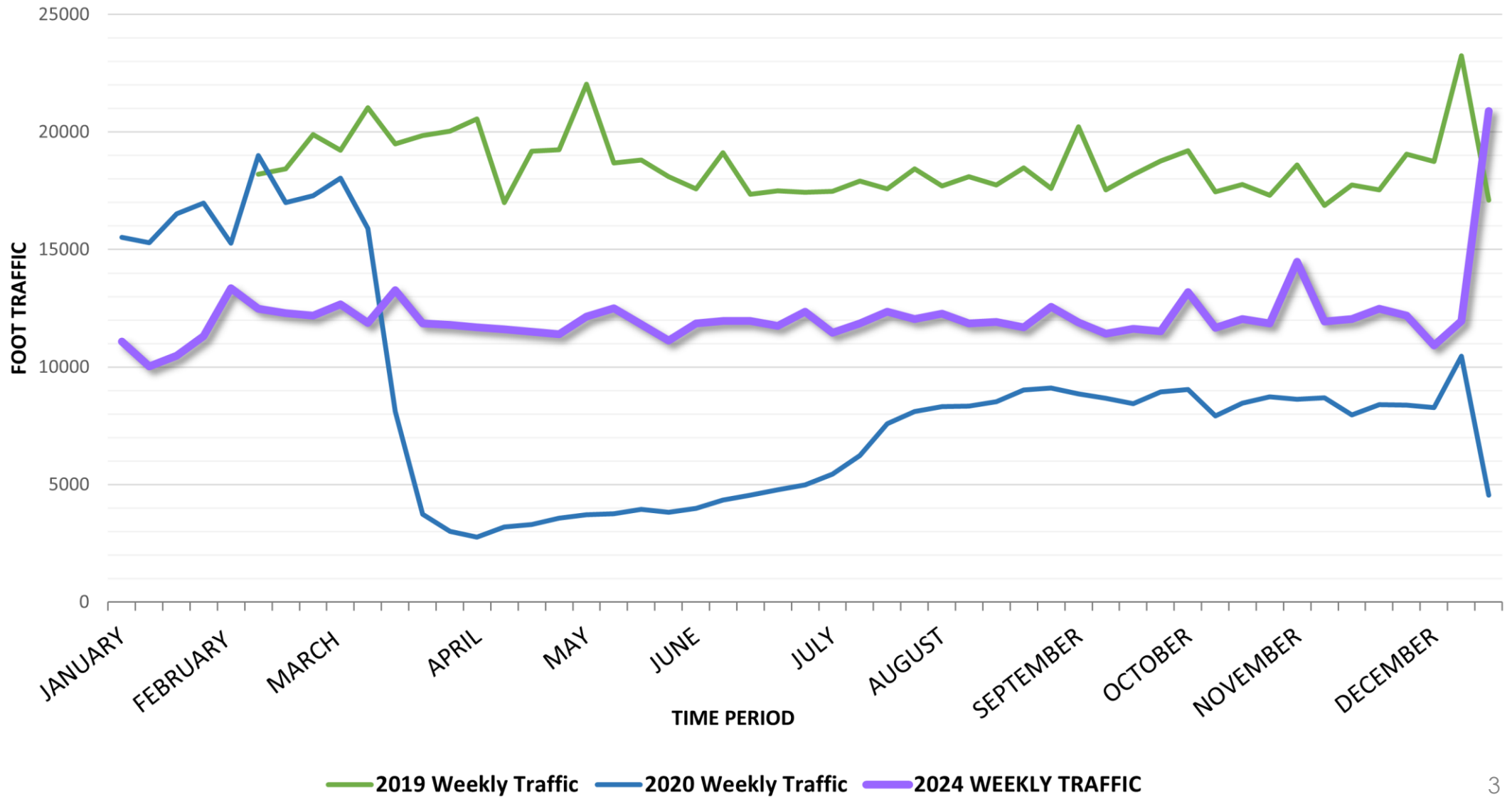
## HFM Foot Traffic Tells the Story

- Weekly Pre-COVID Foot Traffic was 17K - 20K
- March 2020, Weekly Foot Traffic dropped 83% to less than 4K with the onset of COVID
- Each year since has presented continuous improvement to weekly foot traffic counts
- 2024 vs 2023 HFM foot traffic counts showed a 12.6% year-over-year improvement
- 2024 Total Annual Foot Traffic represents 71.7% of the Market's pre-COVID annual count (624,856 vs 871,599)
- Moving in the right direction, more work to do

# ANNUAL WEEKLY AVERAGE FOOT TRAFFIC



# Weekly Traffic Count - Hamilton Farmers' Market

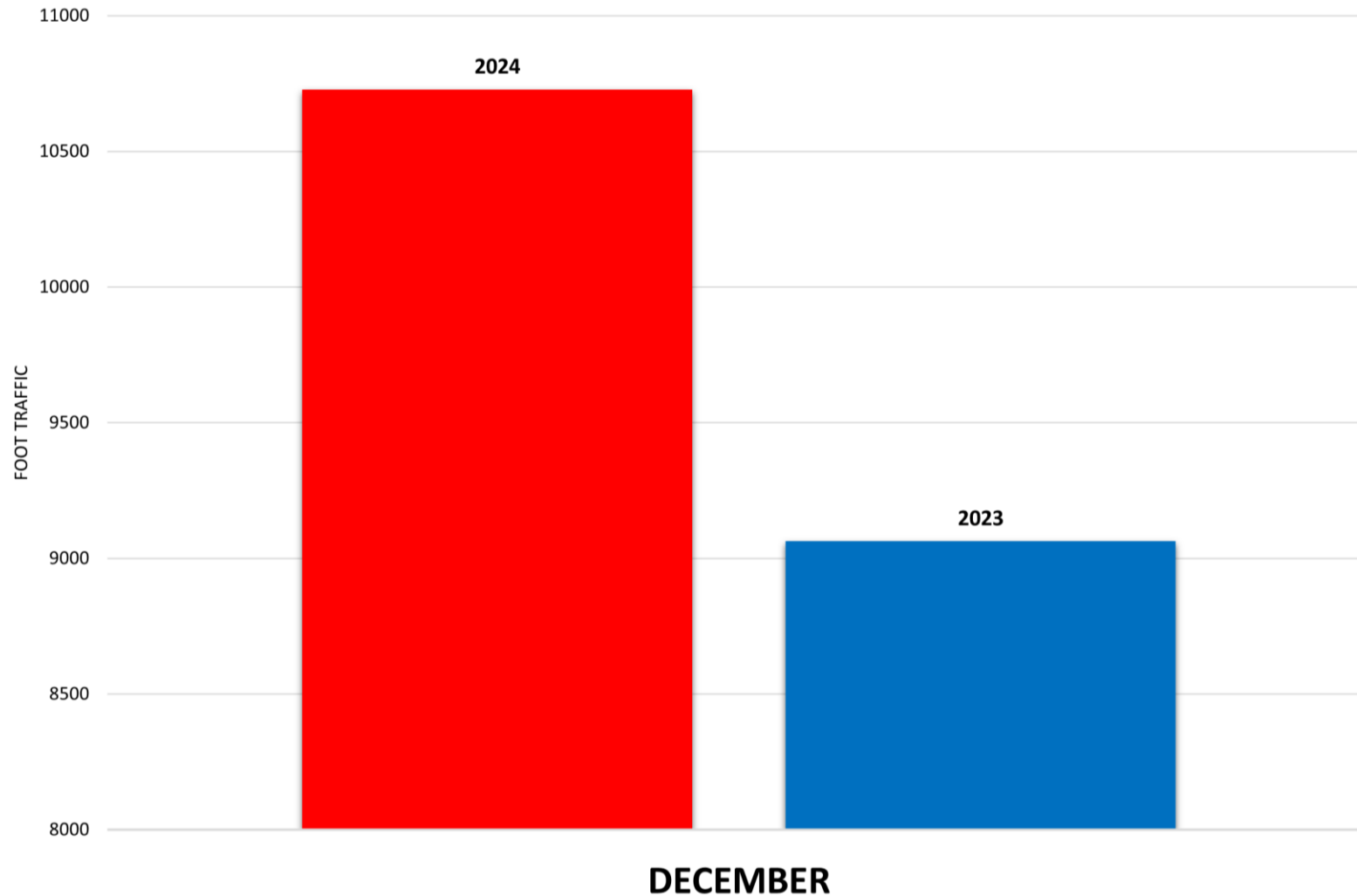


# Weekly Traffic Count - Hamilton Farmers' Market



— 2019 Weekly Traffic — 2023 Weekly Traffic — 2024 WEEKLY TRAFFIC

# DECEMBER FOOT TRAFFIC: 2024 VS 2023



## December 2024 Foot Traffic - Special Hours -

**Fri Dec 20, 2024:** **4,239**  
(Open 9am - 7pm) (Incl. 568 5-7pm)

**Sat Dec 21, 2024:** **5,261**  
(Open 8am - 5pm)

**Mon Dec 23, 2024:** **3,104**  
(Open 9am - 5pm)

**Tues Dec 24, 2024:** **2,774**  
(Open 9am - 4pm)

**Total Traffic Count:** **15,378**

# BOOSTED INSTAGRAM POST

Nov 21, 2024 – boosted for 15 days

**Total amount spent \$169.50** (includes tax)



## Performance

CA\$149.93 spent over 15 days.

Link clicks

321

Reach

6,622

Cost per Link Click

\$0.47

## Activity

Post engagements

415

Link clicks

321

Post reactions

44

Post shares

35

Post saves

15

Messaging conversations started

2