



# The Overbrook Night Market 2022

## 01 OVERVIEW



On May 12th, 2022, State Representative Morgan Cephas and the Overbrook West Neighbors CDC (OWN) hosted The Overbrook Night Market (TONM), a dynamic street food festival including food trucks, a live podcast stage, a beer/ wine garden, and 2 DJ zones. This infographic provides a general overview of the impact and economic reach of the event.



## 02

### THE OVERBOOK NEIGHBORHOOD

**82%** of attendees were aware of Overbrook



**78%** of attendees said they learned something new about Overbrook

**95%** of attendees are interested in returning to Overbrook neighborhood



## 03

### 13,000+ ATTENDEES

**42%** Male

**55%** Female



**57%** identify as having a diverse ethnicity

**81%** of attendees returned from the 2019 TONM

## 04

Attendees spent on average **\$25 to \$43** per person

Every **3** out of **4** event vendors/contractors were Black

**27%** women owned food vendors

**40%** Black owned food vendors

**26 Food Trucks**

TONM generated over **~\$335K** in Revenue

## 05

### MARKETING & ENGAGEMENT

How did you hear about the TONM?

Top **5** Things Attendees Want to See More of...



- MUSIC
- DANCE
- COMEDY/ IMPROV
- VISUAL ARTS
- THEATER

**88%** of attendees were pleased with the event

