



ANNUAL REPORT

2023 CARMEL CHRISTKINDLMARKT



OUR MISSION

To engage and educate the community in German culture and Christmas traditions through an authentic, magical holiday experience.

OUR VISION

To become the most authentic Christkindlmarkt outside of Germany, attracting visitors from around the world.

DEAR FRIENDS

OF THE CARMEL CHRISTKINDLMARKT:

In 2023, the Carmel Christkindlmarkt achieved new heights that, upon our founding, felt like pipe dreams. Thanks to overwhelming support from the City of Carmel, our sponsors, staff, vendors, volunteers, community, and fans locally and worldwide, we broke our previous records in sales, hours of activities, social media impact, and more.

Our organization is only seven years old, so in many ways, it is young. I am continually in awe of the caliber of our achievements and the speed of our growth in such a short time. It would not have been possible without supporters like yourself and the support of the incredible community in which we reside.

When I am traveling and networking, I love to chat with people. Inevitably, the question arises, “So what do you do?” Every time, I feel an incredible honor to share that I’ve played a role in the beginning and the staggering growth of the Market since 2017. It is a joy to hear their stories, memories, suggestions, and interest in the Market, whether they’ve never been or visit every winter.

After the Market ends each year, I sit down with my leadership team and reflect on the many achievements from the past season. I’m honored to work with an incredibly passionate, caring, and dedicated group of individuals to bring the number

one holiday market in the United States to our community year after year.

We truly live by “Good, better, best...Never let it rest...until your good is better and your better is best.”

In this annual report, you’ll discover how we brought the Market from good to even better this previous season, and how we aim to hold our spot as the best in the country. This recognition is an honor we do not take for granted.

During the 2023 Market season, we hosted nearly half a million visitors, generating a significant economic impact for the community. We received national media coverage from publications such as National Geographic, and we had guest artisans and vendors join us from Germany. We implemented new cultural programs to support our educational mission and began to turn our eyes to the environment by launching our recycling program. It was a year of growth and refinement that brought our already top-tier event to an even higher level.

Thank you to all who have supported us this past season and over the seven years of our existence, enabling us to continue to bring holiday magic and cultural education to our visitors. We cannot wait to see all that the future holds for the Market — and we cannot wait for you to see it, too.

Sincerely,

Maria Adele Rosenfeld
Maria Adele Rosenfeld



OUR SUPPORTERS

THANK YOU TO OUR PREMIER SPONSORS



BIER
BREWERY

Wallington
ASSET MANAGEMENT



MUSE
CARMEL



PORSCHE
Tom Wood Porsche

THE CENTER
FOR THE
PERFORMING ARTS
HOME OF THE PALLADIUM

RITZ
CHARLES

\$117K

provided by **cash sponsors**

THANK YOU TO OUR ADDITIONAL CASH SPONSORS

- 101 Beer Kitchen
- Indiana German Heritage Society
- Indiana Department of Veterans Affairs
- Indiana-Germany Business Council
- KM | Keller Macaluso LLC
- Surplus City Liquidators
- The International Center
- Weihestephan (Cavalier Distributing Indiana)

THANK YOU TO OUR IN-KIND DONORS

- Adams Immigration Law, LLC
- C.L. Coonrod & Company
- Carmel Clay Schools (CCS) German Program
- Carmel Swim Club
- Club Esprit Vacation Club
- Current
- Detail+Design
- Feinstein's at Hotel Carmichael
- Girl Scouts of Central Indiana
- Groomsville Popcorn
- Heed Health
- Hotel Carmichael
- HVAF
- Indiana Sports Corp
- Rose+Lois
- The Fresh Market
- The Runners Forum
- Therapy Redefined
- United Fidelity Bank
- Urick Concessions
- VFW
- Winzerwald
- Yelp

THANK YOU TO OUR COMMUNITY SUPPORTERS

Additionally, none of what we do at the Carmel Christkindlmarkt is possible without the tremendous work and cooperation of a wide network of community supporters, including:

- Carmel Mayor's Office
- Carmel Street Department
- Carmel Utilities
- Carmel Information and Communication Systems Department
- Carmel Parks Department
- Carmel Department of Engineering
- Carmel Fire Department
- Carmel Police Department
- Carmel Board of Public Works

THANK YOU TO OUR BOARD

Outgoing 2023 Board Members

- Dan McFeely (president, 2017-2023)
- Karen Poyser (vice president, 2017-2023)

2024 Board of Directors

- Susan McDermott - Board Chair
Serving since 2024
- Brenda Myers - Board Member
Serving since 2024
- Sven Schumacher - Board Member
Serving since 2019

THANK YOU TO OUR LEADERSHIP TEAM

- Maria Adele Rosenfeld, President and CEO
- Hannah Kiefer, Vice President of Communications
- Julia Davis, Vice President of Internal Operations
- Michael Nahmias, Vice President of Operations
- Sandra Richardson, Vice President of Cultural Programs

THANK YOU TO OUR ADDITIONAL SUPPORTERS

- On-site security
- On-site medics and first aid staff
- Our numerous neighbors at Carter Green
- Our many volunteers and vendors
- All the businesses who provide services and support
- And general supporters of all kinds

1,325
hours worked by
300
volunteers
during regular
Market hours



OUR IMPACT

ECONOMIC IMPACT

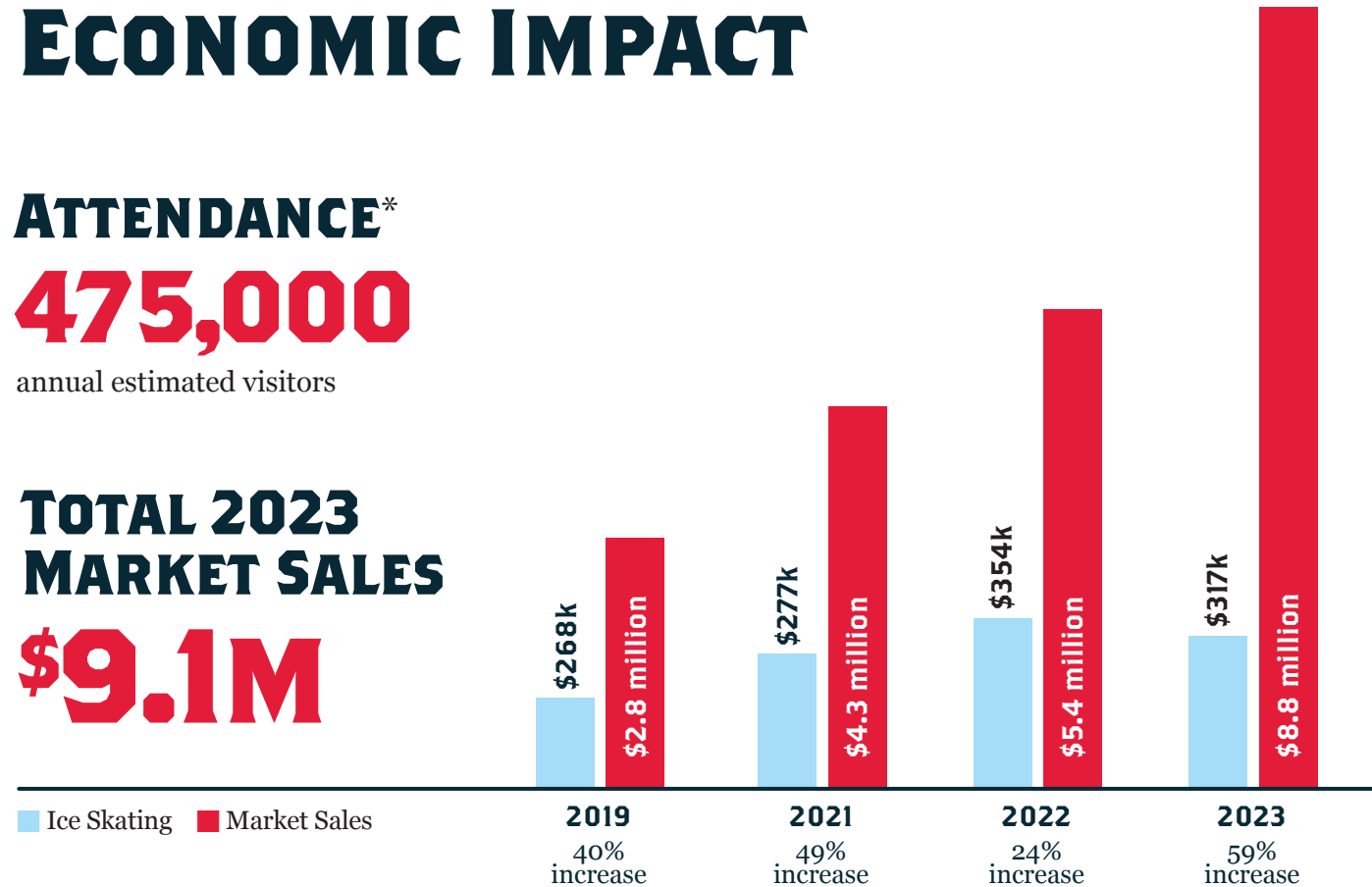
ATTENDANCE*

475,000

annual estimated visitors

TOTAL 2023 MARKET SALES

\$9.1M



BREAKDOWN OF MARKET SALES

\$7,123,559

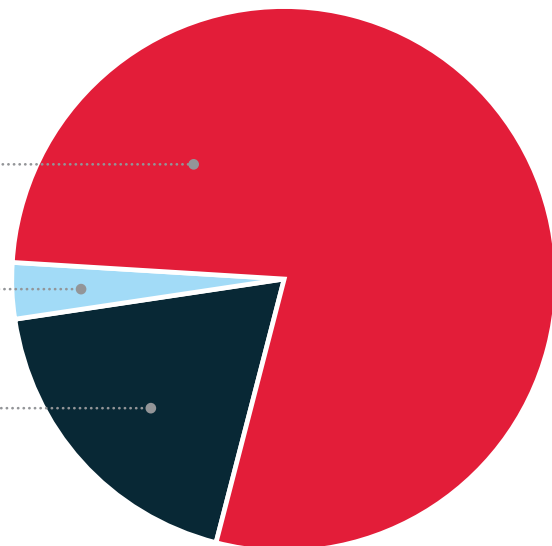
Vendor Sales

\$316,591

Ice Skating

\$1,683,068

Christkindlmarkt Sales



Increase in Market sales since 2022
59%

*Data provided by Placer.ai as of January 24, 2024, in partnership with Hamilton County Tourism.

COMMUNITY IMPACT*

Measuring the contributions that the Carmel Christkindlmarkt makes to the Hamilton County economy.

EVERY \$1 of Market sales generates an EXTRA \$1.53 in sales for other businesses in Hamilton County.

TOTAL ECONOMIC RIPPLE EFFECT

\$14M

TOTAL ECONOMIC IMPACT

\$23.1M

*Data provided by Indiana Business Research Center, Kelley School of Business, Indiana University.

DIGITAL FOOTPRINT

FOLLOWERS*

Facebook: **52,500**
Instagram: **19,000**
X: **1,250**
TikTok: **1,000**
LinkedIn: **560**
YouTube: **140**

TOTAL:
74,450*

Total follower count has grown +37% since December 2022.

WEBSITE

678,000+

total sessions during the Market's open season.

EMAIL

15,000+

subscribers with a 45% open rate during the Market's open season.

*Follower count is approximate as of April 2024.

REACH

2.6M

total people reached on social media during the Market's open season.

Facebook: **2,400,000**
Instagram: **153,000**
X: **35,600**
TikTok: **40,500**
LinkedIn: **1,900**

MARKET STATS



#1 HOLIDAY MARKET

Four years in a row!

206 
total hours open to the public


63 
booths and attractions

4,733 
gallons of Glühwein dispensed

4,800 
pounds of kebab meat sold

55,000 
boot mugs sold

62,288 
sausages sold

72 
CCKM, Inc. employees in November and December

1,325 
volunteer hours during regular Market hours



ACTIVITIES & ENTERTAINMENT

Daily activities and entertainment were offered to our Market visitors free of charge.

SPIELHAUS

92
separate family-friendly events

29
different characters/performances

IN TOTAL
an average of three experiences each day

KINDERECKE

14
unique crafts utilizing
40+ different materials

12
stations where visitors could craft
simultaneously

206
hours of crafts – 87% increase over 2022

WERKSTATT

6 ARTISANS
from four regions – showcasing cultural
trades from twice as many regions of
Germany than in 2022

11,000
pompoms

9,000
feet of ribbon

52,000
stickers

6,000
pipe cleaners

2,000
jingle bells

2,000
nails

3,600
buttons

ENTERTAINMENT

61
entertainers performed

216
hours of stage time

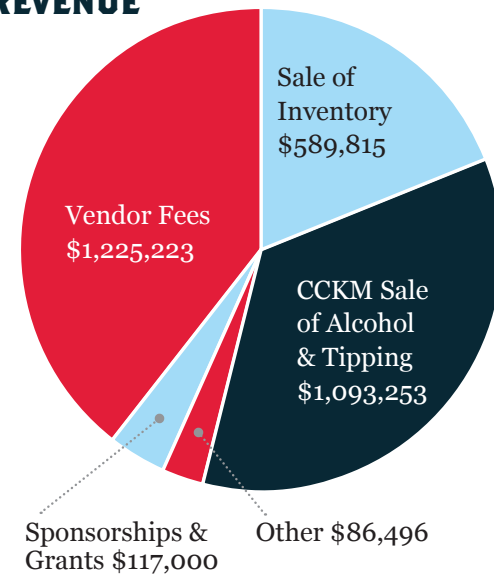
PLUS
an indeterminable amount of yarn, paper, tape,
cardstock, glue, paint, bows, wood, and **happy**
memories.

OUR FINANCIALS

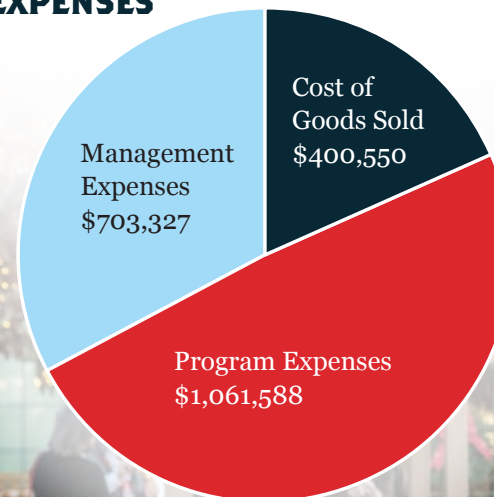
CARMEL CHRISTKINDLMARKT INC.

	2022	2023
Revenue		
Sponsorships & Grants	\$ 44,250	\$ 117,000
Vendor Fees	801,221	1,225,223
Sale of Inventory	383,352	589,815
CCKM Sale of Alcohol & Tipping	700,388	1,093,253
Other	74,419	86,496
Total Revenue	\$2,003,632	\$ 3,111,787
Expenses		
Cost of Goods Sold	\$ 344,955	\$ 400,550
Program Expenses	834,236	1,061,588
Management Expenses	498,469	703,327
Total Expenses	\$ 1,677,661	\$ 2,163,465
Total Revenue - Expenses	\$ 325,970	\$ 946,323

REVENUE



EXPENSES



OUR ACHIEVEMENTS

In 2023, we had many major accomplishments across the Market, from digital growth to increased attendance. Here are some projects of which we're most proud.



KINDERPLATZ EXPANSION

The **Kinderplatz** (Children's Plaza) is home to family-friendly programs housed in three free activity huts. As a nonprofit with a mission centered around cultural education, this area is a **free experience** where visitors can learn about German culture through hands-on activities, meeting German artists, and more.

WERKSTATT

In 2023, we launched a new hut for our **Werkstatt** (Workshop). In this space, German artisans showed off their skills and amazed visitors. We were also honored to welcome, for the first time, glassblowers from the famed glassblowing community of Lauscha, Germany.



SPIELHAUS

In 2023, we unveiled our **Spielhaus** (Playhouse), where families could enjoy puppet shows, dance lessons, caroling, and meet and greets with magical characters such as princesses, elves, the Christkind, Sankt Nikolaus, and even Santa himself.

KINDERECKE

In our **Kinderecke** (Kids' Corner), we welcomed thousands of visitors who engaged in hundreds of hours of crafting. Our visitors of all ages even learned to use power tools, hammers, and nails under the supervision of expert instructors.



72 DOZEN
cookies decorated in

10 HOURS

About **86** decorating
visitors per hour



ON-SITE IMPROVEMENTS

Each year, we look to improve the Market's food, drink, and gift offerings and optimize the general visitor experience. We work to ensure we are providing the most authentic and genuine Christkindlmarkt experience outside of Germany, providing our visitors with an immersive, educational experience during their time with us.

NEW ADDITIONS

We were also pleased to offer new food and products in 2023, including **Döner Kebab**, **Räucherschinken** (smoked ham), a custom **snow globe**, and more. The Market commissioned two new **Barrel Stuben** (Barrel Rooms) for the 2023 season as well. We aim to add more of these covered, heated dining enclosures in the coming years, as they provide a more intimate setting in the otherwise bustling, lively market.



FIRST AID HUT

In 2023, we added a First Aid Hut, which helped us achieve a reduction in 911 calls due to falls or other incidents. We take the safety of our visitors very seriously while they're with us, and we were happy to see our visitors being taken care of so quickly by our on-site team.

RECYCLING PROGRAM

We also instituted a new recycling program. Thanks to this new initiative, our recycling outpaced landfill waste by almost two to one, far surpassing our goal, as there was much more that could be recycled than we ever dreamed possible. This program is one of our most authentic nods to German culture, as Germany is one of the leading recycling nations in the world. Part of this program included signs near the new waste receptacles that detailed the extent of recycling in German culture, which aligns with our cultural education mission. We were amazed at the community support for this initiative, and we plan to grow this program and the educational aspect of it in the coming years.



RECYCLING FACTS ABOUT GERMANY

1ST

highest recycling rate in Europe

3RD

highest recycling rate in the world

ZERO

active landfills versus 50,000+ in the 1970s

48%

of waste is recycled

~19%

of waste is composted

98%+

bottles are returned for small refunds, thanks to a robust Deposit Refund Scheme

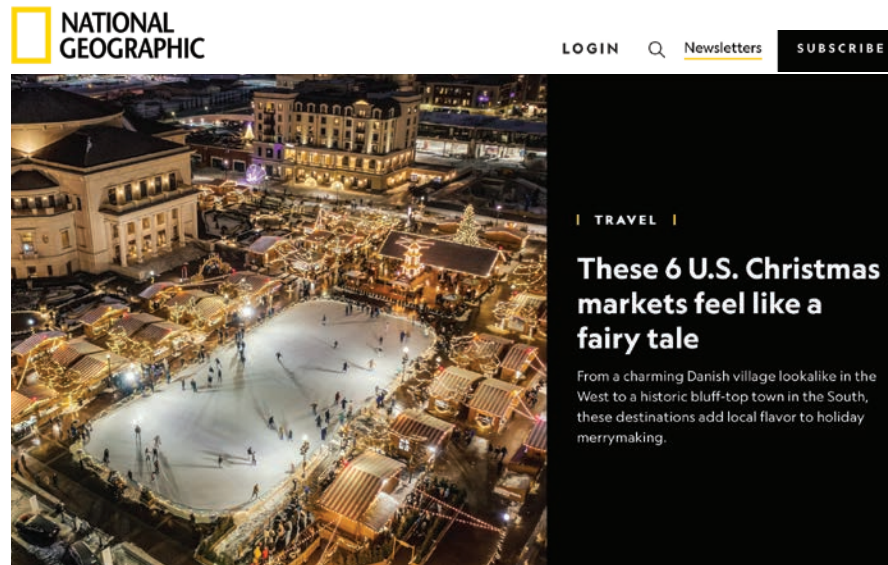


MARKETING ACHIEVEMENTS

Regarding the Market's marketing and public relations efforts, we saw many gains in 2023 over 2022.

NATIONAL MEDIA COVERAGE

We had national media coverage in 2023, including spots on the **National Geographic Travel** website, as well as in print and online in the **Wall Street Journal**. In total, we had more than 900 media mentions in the 2023 calendar year. The estimated publicity value of that coverage is more than \$6.7 million and stretches across publications near and far.



SOCIAL MEDIA REACH

Our social media reach increased 16% in 2023 over 2022 during the Market's open season, resulting in almost **2.6 million social media impressions** in those three months alone. Our followers grew 37% year over year, with a total of about **74,500** followers across platforms.

~2.6M
total people reached on social media during the Market's open season.

FACEBOOK

Reach: **2.4M**
From Ads: **199,595**
Content Interactions: **62K**
Link Clicks: **11.5K**
Follower growth over the 2023 season: **+23%**

INSTAGRAM

Reach: **153K**
From ads: **69,965**
Content Interactions: **45.4K**
Link Clicks: **4,500**
Follower growth over the 2023 season: **+33%**

TIKTOK

Reach: **40.5K**
Follower growth over the 2023 season: **+78%**

BRANDING

Marketing also provided a new look and branding for the Market, both onsite and online. The website was completely overhauled, resulting in a refreshed look and feel with new design elements, videos, photos, and more. All the signage on site was replaced to complement the online branding, creating a cohesive visitor experience from their visits online to their shopping on-site.



PROGRAMMING ACHIEVEMENTS

ENTERTAINMENT

As a nonprofit with a cultural mission, we strive to bring **authentic German entertainment** to our visitors which changes daily, so they're always amazed by what awaits them.

In 2023, we welcomed back many major acts to perform on our main stage, including Mollie B. & SqueezeBox, Jay Fox and the Jammin' Germans, Johnny Koenig, Jennie DeVoe, the Midwest Alphorn Retreat, and Duke Tumatoe & The Power Trio. We also had many new performers, including Grammy-nominated musician Alex Meixner, Mike Schneider Band, 38th Infantry Division Band, and Brass Animals.

Additionally we were thrilled to offer a new **Hildegard and Heinrich skit**, an interactive performance that gave visitors a humorous introduction to German culture.

NEW EVENTS

We also offered a wide variety of special events this year, including our **inaugural Sankt Martinstag celebration**, where Sankt Martin rode on horseback through the Market as a nod to this truly German holiday. We had our first-ever **Christkind Choral Festival**, with choirs from around Indiana participating. Additionally, our **Glühwein Gallop 5K Walk/Run** had 1,341 participants in 2023 — a 68% increase over 2022.



61

entertainers performed

216

hours of stage time

2023 EVENTS

- ★ Sankt Martinstag
- ★ Studenten am Markt
- ★ Glühwein Gallop
- ★ Sankt Nikolaustag
- ★ Christkind Choral Festival
- ★ Military Appreciation Day
- ★ German Christmas Carol Sing-Along and Ornament Exchange
- ★ Menorah Aflame Hanukkah Service
- ★ Christkindlmarkt Bier Competition
- ★ Christkindlmarkt's Got Talent
- ★ A Gathering of Faiths

PARTNERSHIPS & COMMUNITY

As a community convenor, one of our priorities is to serve as a valuable partner and leader in the City of Carmel and beyond.

STUDENT OUTREACH

We were proud to offer two scholarship programs in 2023 — one for our annual **Christkind** essay contest and a new scholarship for our **Kulturecke Docent** program. Each of the awarded students received scholarships to contribute toward their education while also participating in cultural education at the Market. We also went into the schools, with the **Midwest Alphorn Retreat** performing at three schools around central Indiana while they were here for the Market.

COMMUNITY PARTICIPATION

We participated in the annual **OneZone Taste of the Chamber** event and the **CarmelFest Fourth of July Parade**, where our Christkindlmarkt-themed float won first place in the Judges' Choice Non-Profit entry category. We were also present at various other German festivals around the state, including Freudenfest, Strassenfest, the Carmel Oktoberfest, and others.



VIP EXPERIENCE

We expanded our **VIP Day experience** in 2023 thanks to sponsor Card & Associates — and we hope to grow it even further in the future. We want to create a unique experience that attendees will never forget while furthering our philanthropic efforts.

NEW PARTNERSHIP

We had the honor of helping establish the **Sister City** relationship between the City of Carmel and the culturally significant Village of Seiffen, Germany. Seiffen is predominantly known for its original production and worldwide export of wooden crafts, such as handmade toys and Christmas decorations. It was a privilege to guide the City of Carmel in their selection of this incredible community, located in the Ore Mountains, and we cannot wait to continue to grow this partnership overseas.

SPONSORS & DONORS

As a nonprofit, we rely on the dedication of generous donors and sponsors to support all we do. We were humbled to have **16 cash sponsors** provide \$117,000 in support and **26 in-kind sponsors**. Nine sponsors also helped in the Kinderecke as **volunteers** or provided supplies, ensuring our visitors had hours of fun creating in this craft space.

#1 HOLIDAY MARKET

Finally, we also had the honor of being named the **number one holiday market** in the USA Today 10Best competition for the fourth year.



\$117K
provided by
cash sponsors



A BRIGHT FUTURE

GET INVOLVED

2023 was a record-breaking year in many ways — and we are excited for the future of the Carmel Christkindlmarkt.

We will continue building our brand as a one-of-a-kind, authentic German Christmas market, both in the United States and internationally. Additionally, we will strengthen our connections to Germany through cultural exchange, leveraging our Sister City partnership with the Village of Seiffen and our relationships formed around Germany during visits to recruit artists and vendors.

We will also become more philanthropic, giving back to the community that has embraced us so warmly and continues to support our operations through visits, purchases, and stories shared with families and friends about their time with us. We hope to grow our environmental responsibility and sustainability initiatives as an event, adding composting to our current recycling program and

eventually adding a “Pfand” system, where mugs could potentially be rented, returned, and reused.

Finally, we are always looking for ways to improve the physical footprint of the Market, eventually expanding to encompass more square feet and, therefore, more vendors and visitors. We will strive to improve the visitor experience, including reimagining queuing and parking, to ensure as positive an experience as possible for the hundreds of thousands of people who make us a part of their holiday traditions each year.

2023 was an incredible year for us, and we know that what lies ahead will be even better than the accomplishments we leave behind.

VISIT OUR WEBSITE: [CARMELCHRISTKINDLMARKT.COM](https://carmelchristkindlmarkt.com)

Interested in learning more about becoming a part of Carmel Christkindlmarkt? Visit our website for information on sponsorship, volunteering, private rentals, employment, or becoming a vendor or entertainer.



FOLLOW US ON SOCIAL MEDIA

Facebook: [carmelchristkindlmarkt](https://www.facebook.com/carmelchristkindlmarkt)

Instagram: [carmelchristkindlmarkt](https://www.instagram.com/carmelchristkindlmarkt)

X: [@CarmelChristkin](https://twitter.com/CarmelChristkin)

YouTube: [@carmelchristkindlmarkt](https://www.youtube.com/@carmelchristkindlmarkt)

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