



Annual Report

2025



OUR TEAM

From left to right:
Sara Holtz, Leah Hess,
Hannah Kiefer,
Michael Graham,
Julia Davis,
Michael Nahmias,
Jen Courtney,
Sarah Ferguson,
and Elliott Ferguson.

Dear friends

OF THE CARMEL CHRISTKINDLMARKT,

It is an honor to lead Carmel Christkindlmarkt Inc. As a resident of Carmel, I have experienced firsthand the unique impact the Market has on our community and the beloved traditions established since its 2017 inception. The 2025 season was another landmark year, with the Market being named the #1 Best Holiday Market by USA Today and featured in the NBC Today Show's "Merriest Main Street" series.

Carmel Christkindlmarkt Inc. is more than a seasonal destination; we are a 501(c)(3) nonprofit dedicated to cultural education. Our authentic German Christmas market serves as a living classroom for this mission. Through partnerships like the Kulturecke with the Indiana German Heritage Society and our artisan Werkstatt, guests engage deeply with German history and the specialized craftsmanship that has sustained these regions for centuries. These programs ensure that our visitors leave with both memories and a broader cultural perspective.

We view ourselves as stewards of a vital community asset. As we look ahead, our focus is on building a durable organizational foundation to ensure these experiences thrive for generations. While we engage in this essential internal work, we remain dedicated to our commitment to enhance the guest experience.

Our future is bright, and we are energized by the opportunity to serve you. We are deeply grateful to the City of Carmel, our sponsors, our board, and the many volunteers who make this work possible. Without your support, our ability to transform lives through these cultural experiences simply would not be possible.

We cannot wait to see you in 2026!



Sincerely,

A handwritten signature in black ink, appearing to read "Jason". The signature is fluid and cursive, written over a white background.

Jason Adamowicz, CEO
Carmel Christkindlmarkt Inc.

OUR MISSION

To engage and educate the community in German Christmas traditions through an authentic, annual Christkindlmarkt festival, while offering year-round programming that celebrates the rich heritage, traditions, and customs of Germanic cultures.

OUR VISION

Transform lives through exposure to new cultural experiences.

2025 Highlights

SPECIAL EVENTS

The Market updated its **Sankt Martinstag** celebration by producing its own illustrated children's book, along with a dedicated "story time," in an effort to more clearly share the holiday's cultural significance. At another special event, the **Glühwein Gallop**, we saw massive success in participation. The event was just shy of 2,600 entrants, an increase from about 1,300 runners in 2023 and about 1,900 in 2024.

MEDIA WINS

The Market was featured on the **Today Show** as part of the "Merriest Main Street" series, an effort which brought national attention not only to the Market, but also to the City of Carmel. CCI also once more won the #1 spot in the USA Today's list of **Best Holiday Markets**. Along with these accolades, the CCI marketing team took home "**Best Overall Marketing Campaign**" from the Indiana Tourism Association awards for their work over the 2025 season.

KINDERPLATZ & KULTURECKE

The Carmel Christkindlmarkt continued its mission of sharing German culture through free educational programming, student scholarships, and family experiences. The Christkind and Kulturecke Docent **scholarships** gave local students opportunities to serve as cultural ambassadors and engage guests in German traditions and language.

Free programming in the Kinderecke and Spielhaus welcomed thousands of families through crafts, storytelling, performances, and holiday activities celebrating German traditions like Sankt Martin and Sankt Nikolaus. In 2025, nearly **9,000 crafts** were completed in the Kinderecke over the course of the Market, all free of charge to families.



FREE SHUTTLE SERVICE

The Carmel Christkindlmarkt debuted a FREE shuttle service in an effort to alleviate parking challenges around Carter Green. The complimentary, ADA-accessible service was an instant success and saw over **11,000 users** in its first year. It is estimated that the shuttle helped to remove more than **3,000 cars** from the streets and parking garages surrounding Carter Green.

COMMUNITY PARTNERSHIPS

Community partnerships remained central to the Market's outreach efforts. Collaborations with organizations including, the Indiana German Heritage Society, Carmel High School German students, and the Carmel Sister City of Seiffen supported cultural education initiatives, volunteer engagement, and new events like the **inaugural Schulanfang celebration**. Additional outreach included presentations for students, participation in local Oktoberfests, and youth volunteer projects that helped bring the spirit of the Market to the broader community year-round.



NEW FOOD OFFERINGS: HANDBROT AND KÄSEKUCHEN

Handbrot, a freshly-baked roll typically stuffed with meats and cheese, is a relative newcomer to Christmas market cuisine, but it has quickly become a “must-have” at markets throughout Germany over the past 20 years. Visitors to the booth could also try Käsekuchen, an authentic German-style cheesecake. This dessert is lighter and offers a more subtle sweetness than its American counterpart. By bringing in these options, we were also able to support the small business Jojo's Dough, which was a vendor with the Market for the first time in 2025. Our visitors seemed to approve of the additions, with **5,000 Handbrot** and **1,000 Käsekuchen** sold in 2025.



Financials

MARKET REVENUE

(Not including vendors, ice skating, etc.)



ATTENDANCE

2023

321,900

28 days open

9,500 Median Daily
Attendance (~11,500 avg.)

2024

302,500

25 days open

10,400 Median Daily
Attendance (12,100 avg.)

2025

297,100

24 days open
(lost 2 due to weather)

10,900 Median Daily
Attendance (~12,400 avg.)

Economic Impact

VENDOR REVENUE



ICE RINK



TOURISM IMPACT

Tracking data from Placer.ai indicates that nearly 1 in 6 visitors stayed at a hotel, providing additional economic impact on the communities through hotel stays, dining, and other activities.

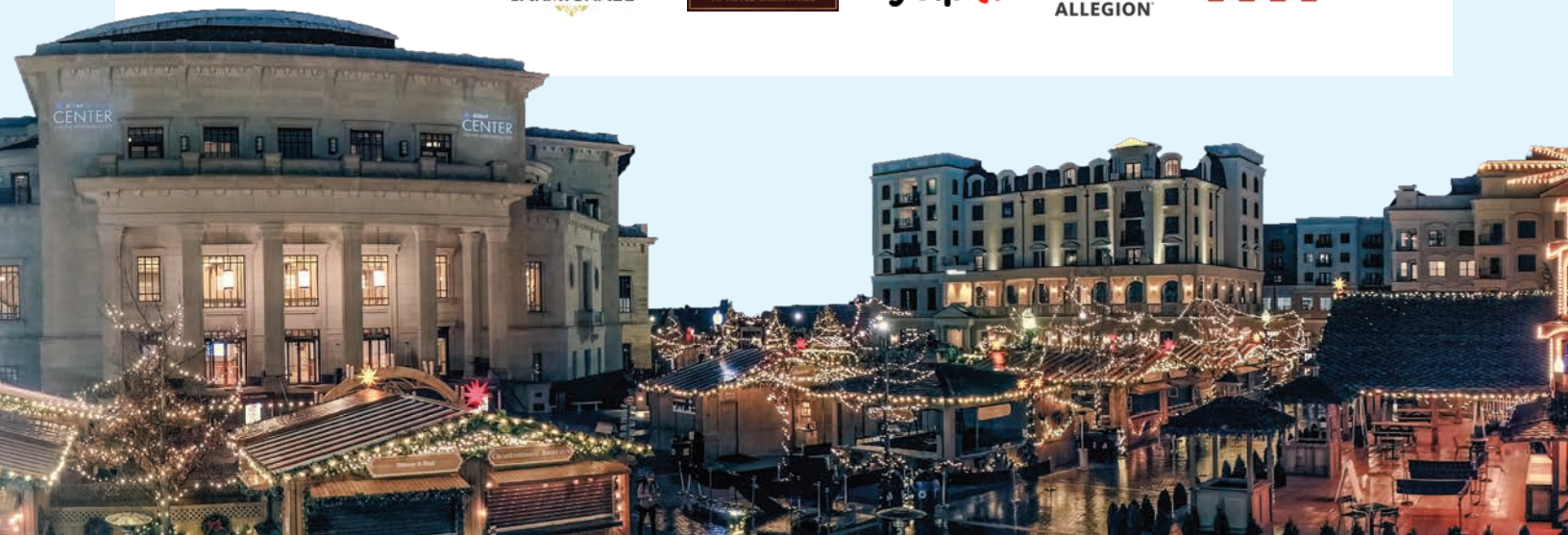
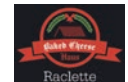
Thank you

TO ALL OUR SPONSORS
AND SUPPORTERS

\$124,200

CASH SPONSORSHIPS

TOP SPONSORS & PARTNERS



IN-KIND SPONSORS

Allied Solutions Center for the Performing Arts
Ascension St. Vincent Carmel
Baked Cheese Haus
Current Publishing
Feinstein's at Hotel Carmichael
Home2 Suites by Hilton Carmel Indianapolis
Hotel Carmichael
Jim Beam
OneCause
MCL Restaurant and Bakery
Republic Services
Runners Forum
Tuxedo Brothers
Urick Concessions
Winzerwald Winery

\$68,940

IN-KIND SPONSORSHIP VALUE

BOARD

OUTGOING 2025 BOARD MEMBERS

Daniel Miller
Madolyn Augustus
Zac Jackson

2026 BOARD OF DIRECTORS

William Stephan, Board Chair
Abhi Reddy
Matt Snyder
Shawn Ardizone

LEADERSHIP TEAM

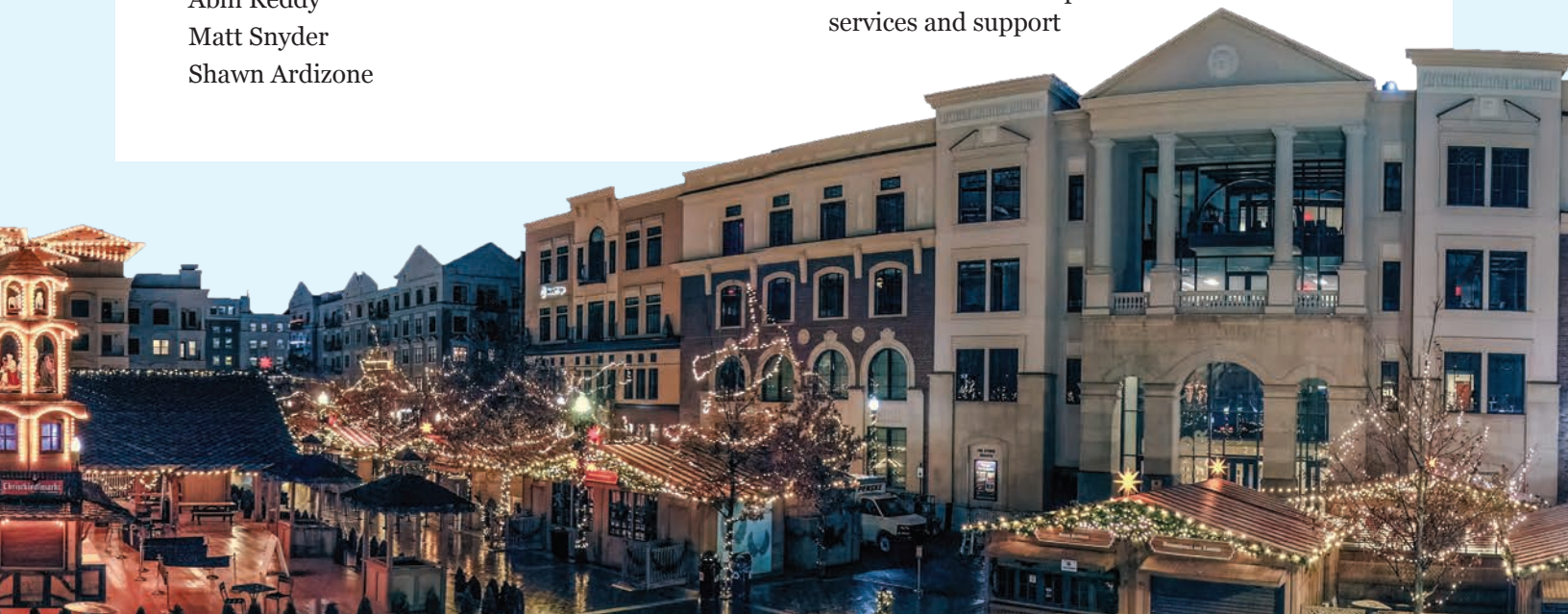
Jason Adamowicz, CEO
Julia Davis, VP of Strategy & Administration
Michael Nahmias, VP of Operations
And all other Carmel Christkindlmarkt staff and contractors who make the magic possible each season.

COMMUNITY SUPPORTERS

Carmel Mayor's Office
Carmel Street Department
Carmel Utilities
Carmel Information and Communications System Department
Carmel Parks Department
Carmel Department of Engineering
Carmel Fire Department
Carmel Police Department
Carmel Board of Public Works
Carmel Redevelopment Commission
Hamilton County Tourism

ADDITIONAL SUPPORTERS

On-site security (Eagle Trident Security, LLC)
On-site medics and first aid (Ascension St. Vincent's)
Our numerous neighbors at Carter Green (Allied Solutions Center for the Performing Arts; Pedcor)
Our many volunteers and vendors
All the businesses that provide services and support



Looking Ahead

The past three years have seen a stabilization of Market attendance as we have maximized our current footprint. We are incredibly fortunate to operate in a world-class venue provided by the City of Carmel, a space that serves as a vital community hub for many, including the Carmel Farmers Market and the Allied Solutions Center for the Performing Arts. Because this is a shared civic asset, any potential evolution of our footprint involves complex, long-term conversations regarding infrastructure and multi-stakeholder needs. We are approaching these discussions with a strategic mindset, ensuring our presence always aligns with the City's vision and the best interests of the community.

While we evaluate our long-term physical needs, we are using the opportunity to focus inward. We are currently refining our internal organizational processes and strategies to ensure the Christkindlmarkt is operationally resilient for generations to come. This "back-of-house" evolution is essential for maintaining the high standards our community expects.

As we focus on these foundational initiatives, our core mission remains unchanged:

Producing the authentic German Christmas tradition you love.

We will continue to evaluate and adjust our daily operations to strive for every guest to enjoy a seamless and magical visitor experience.



Get Involved



SPONSOR

Partner with the Market to support cultural programming while connecting your brand with thousands of visitors.



VOLUNTEER

Be part of the magic. Help create a welcoming, memorable experience for guests throughout the season.



BECOME A VENDOR

Share your craft or cuisine. Join a curated mix of authentic food and gift vendors at the Market.

GET THE MARKET APP

Stay connected year-round with events, updates, and insider details at your fingertips.





Stay Connected

FOLLOW

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)

LinkedIn: [carmel-christkindlmarkt-inc](https://www.linkedin.com/company/carmel-christkindlmarkt-inc)

TikTok: [@carmelchristkindlmarkt](https://www.tiktok.com/@carmelchristkindlmarkt)

VISIT

[CarmelChristkindlmarkt.com](https://www.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.

