



News Release

Rockford City Market

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City Market Exceeds Season Attendance Record

107,365 People Experienced Rockford City Market in 2017

FOR IMMEDIATE RELEASE

October 3, 2017

ROCKFORD, IL – Rockford City Market has broken another attendance record this year! In the 20-week season of the market, **107,365 people** experienced Rockford City Market. This number surpasses the previous record of 101,860 people in 2015. Shoppers this season also experienced the two extremes of weather conditions. This season had the coldest opening day in market history on Friday, May 19, and the warmest September Friday in Rockford City Market history on September 22. Friday, September 29, the last market of the season, was also the most attended closing day in market history.

“We’re ecstatic about the increase in attendance at the market this year,” said Cathy McDermott of the Rock River Development Partnership. “We would like to thank all of the vendors this year as well as our generous sponsors, including our presenting sponsor, Mercyhealth. We will continue to listen to the shoppers and work to keep improving the market each year to make each season better than the last!”

Rockford City Market by the Numbers

During the 2017 season of Rockford City Market, a total of **76 vendors** set up shop at the market. Of those 76 vendors, 19 were completely new to the market. New vendors included Fire Department Coffee, Swedish Soul Fusion, Edgewood Farm Organics, and 15th & Chris. During the 20-week season, there were **42 musical performances** at the main stage under the pavilion and the acoustic stage at the north end of Water Street. **49 nonprofit organizations** also volunteered their time at the market throughout the season. These organizations either ran the gates, or provided a free children’s activity at the market.

Rockford City Market Patron Survey

In order for Rockford City Market to keep improving, market patrons are encouraged to fill out the annual **Rockford City Market patron survey**. Patrons and citizens are asked to take the survey and voice their opinions on how the market can be further improved. With growing attendance each year since its first season in 2010, patron feedback has been instrumental in layout, activity and overall experience decisions made throughout the years. Each comment and piece of feedback is appreciated and taken into consideration by the market planners for next year’s market season. The survey is available to fill out until Friday, October 6. To fill out the survey, visit www.surveymonkey.com/r/RockfordCityMarketPatron2017.

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North End City Market Open Through October

Those that still want to shop in a farmer's market setting can still do so at the **North End City Market** every Saturday morning from 9 a.m. – 1 p.m. through October 27. The North End City Market is located at the southeast corner of the intersection of North Main and Auburn Streets. Shoppers are able to purchase a variety of fresh produce, baked goods and prepared food at the market. There are also weekly music performances and activities for kids. The managers of Rockford City Market have also been running the North End City Market since 2015.

For more information about North End City Market, visit www.rockfordcitymarket.com/northend.

For more information about Rockford City Market, visit www.rockfordcitymarket.com.

Rockford City Market takes place every Friday from May 19 through September 29 along Water Street between State and Jefferson Streets in downtown Rockford. The market runs from 3:30 – 8:30 p.m. before Labor Day and 3:30 – 7:30 p.m. after Labor Day. Rockford City Market was founded and is managed by the Rock River Development Partnership and operates with infrastructure support from the City of Rockford and marketing from the Rockford Area Convention & Visitor's Bureau.

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FOR MORE INFORMATION:

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