



News Release

Rockford City Market

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Rockford City Market Celebrates Another Successful Season

Market Wraps Up its 9th Season in Downtown Rockford

FOR IMMEDIATE RELEASE

October 3, 2018

ROCKFORD, IL – During the 2018 season of Rockford City Market, a total of **78 vendors**, all coming from within 150 miles of Rockford, set up shop at the market in downtown Rockford. Of those 78 vendors, 26 were new vendors selling items including soaps, baked goods, cheesecakes, flowers, prepared foods, produce, dip mixes, home décor, backyard games, kids' accessories, and more.

During the 20-week season, there were **41 musical performances** at the main stage under the pavilion and the acoustic stage at the north end of Water Street. Individuals from **47 nonprofit organizations** also volunteered their time at the market throughout the season running gates or providing a free children's activity. Nonprofit organizations were able to promote their organizations and causes in exchange for their volunteering. The market also welcomed **99,775 visitors** this season over 20 Fridays. The market also experienced 8 days of rain, 3 days of very high heat and humidity, and 1 severe storm which caused the market to shut down early.

"We are very pleased with the support of our patrons this season, given our weather challenges," said Cathy McDermott of the Rock River Development Partnership. "We would like to thank our dedicated vendors and all of our generous sponsors for a successful year."

Rockford City Market 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. 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 12. To fill out the survey, visit www.surveymonkey.com/r/2018RCMPatron.

North End City Market

The **North End City Market**, held on Saturdays at the southeast corner of the intersection of North Main and Auburn Street, is still going on until Saturday, October 27. The market is held from 9 a.m. – 1 p.m. and offers produce, cheese, pickles, honey, baked goods, live music and prepared food. The managers of the Rockford City Market have also been running the North End City Market since 2015.

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

Rockford City Market takes place every Friday from May 18 through September 28 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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