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City's outdoor market returns downtown by popular demand

Annual debut slated in collaboration with summer concerts

BALDWIN PARK, Calif. (June 7, 2018) – What once began as a seasonal outdoor market during the summer months has become an annual tradition in Baldwin Park, with an extended opening into early fall. Beginning Thursday, June 27 local residents and visitors – as well as their family and friends – are invited to join in the Downtown Street Market.

The weekly outdoor event will be held every Thursday from 5 p.m. to 9 p.m. at Morgan Park, 4100 Baldwin Park Blvd. Both attendance and parking are free.

From June 27 and through August 2, the Downtown Street Market will fall in line with the city's annual Summer Concerts in the Park series, providing invigorating live band entertainment for guests. It will then be relocated to Maine Avenue (between Ramona Boulevard and Clark Street) from August 9 through September 13.

The Downtown Street Market will offer traditional fare from local produce farmers, free inflatable jumpers for children, and artisan and commercial vendors. Associates from various eateries, including several Baldwin Park businesses, will offer an array of cuisines. In addition, Via Mar Restaurant will provide a beer garden for adults age 21 and over, organizers noted.

“This is a great opportunity to bring the business community together with the private groups, and for residents and families to come out and enjoy a fun activity for all ages. We offer something that entertains everybody – from the youngest to the oldest,” said Maria Moreno, acting Operations Supervisor with the Department of Recreation and Community Services.

Along with promoting community comradery, Baldwin Park's Downtown Street Market complements the city's efforts to activate public spaces into vibrant and active local destinations. It also supports the healthy living campaign, an ongoing effort to promote health-conscious activity and habits for all residents.

"This allows an opportunity for the community to have access to fresh fruits and veggies," said Manuel Carrillo, Director of the Recreation Department. "It also provides opportunities for families to come out, recreate and enjoy themselves."

The success of that summer fair continues with the city-sponsored Downtown Street Market. The timeline of the outdoor market is totaling twelve Thursday evenings with more than a dozen new entertainment at not one, but two stages filled with top quality entertainment as well as a variety of exciting features.

For example, a one-night Fiesta Mexicana themed event is on tap for Thursday, September 13 with a Latin-infused performance featuring Mariachi Arriba Guadalajara with impersonators Paquito as Paquita and Grace as Jenny, sponsored by Guadalajara Grill. In addition, the Los Angeles County Arts Commission awarded the event with a Free Concerts in Public Spaces grant that will sponsor the presentation by the Grammy-Award Winners, Mariachi Divas. The cultural themed night displays our commitment to the arts and culture and aligns with the mission of the LA Arts Commission that aims to provide residents with access to high quality programming that represents the diversity of County residents.

"We wanted to bring in something that is representative of our community," Moreno added. "I think it'll be fun; it's something new to experience."

A slew of local businesses and organizations have collaborated with the city to sponsor the Downtown Street Market. Included are: Blue California; Care 1st Healthy Plan; California Sea Food Pub, Jungle Dental, Guadalajara Grill Restaurant, Los Angeles Arts Commission, Premiere Career Colleges, Lakeside Financial, T-Mobile, Alignment Healthcare, La Cocinita, Party 360, Via Mar Restaurant, Tony's Donut House, Papa John's Pizza; The Sauce; El Jacal Restaurant; Caustucci Foundation; Park Plaza; JB Eyebrow Threading and Beauty; Central City Community Health Center; Farmers Insurance Deviana

Agency, Chicas Graphic Design, Kaiser Permanente and the Upper San Gabriel Valley Water District.

“Our community deserves an event like this, and the success of the Street Market speaks volumes of how well both the businesses and the community have embraced it,” Moreno said.

An estimated 100 vendors are expected weekly at this year’s outdoor market. Local businesses and organizations are invited to participate, with priority registration rates available to Baldwin Park groups, officials said. To reserve a booth for the Baldwin Park Street Market, call Moreno at (626) 813-5245, Ext. 316, or e-mail her at mmoreno@baldwinpark.com.

About Baldwin Park

The City of Baldwin Park’s Department of Recreation and Community Services provides year-round recreation activities and community services to residents of Baldwin Park and surrounding communities. For more information, contact the Department of Recreation and Community Services at (626) 813-5245.

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