

# La MARKETA

At The International Plaza

828 North Clinton Avenue • Rochester, NY 14621

*A Community Vision Realized*  
Coming Soon: Fall 2020!



Believe.



City of Rochester, NY  
Lovely A. Warren, Mayor  
Rochester City Council





## At The International Plaza

*La Marketa at the International Plaza is an exciting new City initiative to develop and construct a new Latin-themed event space and marketplace on North Clinton Avenue.*

The project will include a variety of vendors and vending options ranging from pop-up tents and carts to more permanent locations housed in retail kiosks, a performance pavilion, dedicated restrooms and a service/storage building.

La Marketa at the International Plaza will provide a community gathering space to celebrate and build on the tremendous arts and cultural assets of the surrounding neighborhood and a spot where local

entrepreneurs and/or existing businesses can locate and sell their products and services in a low risk, low cost, flexible environment that is envisioned to become an incubator for neighborhood economic development.



The northeast quadrant neighborhood boasts of flourishing businesses such as: St. Michael's Church, the City of Rochester Public Market, Genesee Brew House, Hickey Freeman, El Pilon, Borinquen Bakery, Coca Cola and much more!





### **BECOME A VENDOR!**

La Marketa will feature colorful walkways, a bandstand, green space retail kiosks with amenities that can accommodate a variety of events. Vendor package will include:

- Retail kiosks, tents, food truck spots, etc. (8' X 20' kiosks, 10' X 10' tents)
- Entertainment on selected special events dates
- 35-50 Vendor Slots
- Workshops/Trainings
- Business Support

### **Pricing:**

Flexible and affordable vending options to meet your needs will be available with seasonal and short term leasing options.

- Single tent spaces with power starting at \$15 per day
- 8' by 20' kiosk with power: \$1300 - \$1500 per season

### **Schedule of Operations:**

- Sundays, 1 pm - 5 pm, April 15 through Mid December
- Thursdays, 4 pm - 8 pm, April 15 through 2nd Thursday in October
- 2 Anchor retail kiosks operate year round, daily (anchor kiosks have different amenities and pricing, please call for information)
- Three seasonal retail kiosks

### **Proposed Special Events:**

- **Latin on Clinton:** food, music, vendors and more, themed for a different Latin Country. First Saturdays, May through September, 6 pm - 10 pm
- **Rochester's Biggest After Fest Family Party:** 2nd Sunday in August, 9 pm - 12 midnight
- **Holiday Market:** Friday, Saturday, Sunday Last weekend before Holidays
- **3 Kings Celebration:** 2nd Saturday in January

For more information or to become a vendor, contact Jim Farr at [James.Farr@cityofrochester.gov](mailto:James.Farr@cityofrochester.gov) or call 585-428-6866.



**The City of Rochester has compiled a number of resources and supports for both existing business ventures and new business ideas.**

The Rochester Economic Development Corporation and the Department of Neighborhood and Business Development have a variety of grant and loan options available to support any wishing to be vendors at the La Marketa site.

In addition, the Mayor's Office of Community Wealth Building can provide technical assistance with business planning, financial planning and marketing.

**Please join us for one of the following community conversations to learn more about these resources:**

Location	Address	Date	Time
Avenue D R-Center	200 Avenue D	Wed., Jan. 29	6 - 8 pm
Salvation Army	915 N. Clinton Ave.	Mon., Feb. 24	6 - 8 pm
Burgos Tax/PACTAC Office	821 North Clinton Ave.	Wed., Mar. 18	6 - 8 pm
Northeast Neighborhood Service Center	500 Norton St.	Mon., Apr. 20	6 - 8 pm
Eugenio Maria de Hostos Charter School	27 Zimbrich St.	Wed., May 27	6 - 8 pm

