



MARCH-APRIL 2016

MARKETMATTERS

THE CITY OF ROCHESTER PUBLIC MARKET:
OUR COMMUNITY'S MOST DIVERSE SHOPPING EXPERIENCE

STICK THIS TO YOUR REFRIGERATOR 2016 MARKET SPECIAL EVENTS ARE COMING SOON



With winter waning, the City of Rochester Public Market is gearing up for another season of its famous free-admission Market special events. This year, the Market will host over fifty City-sponsored special event days, giving you many opportunities to enjoy the Market beyond regular shopping days. Read on to learn dates and details of our signature special events, about a new event we've added to the annual slate, and about a major bonus for Market special event devotees!

The season kicks off April 24 with the first of nineteen **Community Garage Sales and Super Fleas**. Browse dozens of garage sales at once and find sought or unexpected treasures! You can also convert some of your own stuff into cash as a Garage Sale vendor.

Also in April, over thirty food trucks and great local bands will start rolling into the Market for our wildly popular **Food Truck Rodeos**.

In May, **Flower City Days** will launch. These are huge regional horticultural extravaganzas; a favorite feast of spring colors and aromas long awaited through winter. Gardeners from most amateur to most professional flock to Flower City Days for an amazing selection.

In July, free Market music continues with five Friday night **Bands on the Bricks** shows, and with home-grown inspirational music talent at the **Gospel Jubilee**.

In August we'll celebrate pedal power with a new event: **Bike-In Movie!** And in September, hundreds of community creatives will once again convene at the Market for **Artist Row** (run by our essential non-profit partner, the Friends of the Rochester Public Market).

In December, **Holidays at the Market** will again provide gobs of holiday gifts, goodies, and cheer.

Continue on to the next page to see the full special events schedule for 2016. See you at the Market!





CITY-SPONSORED, FREE-ADMISSION MARKET SPECIAL EVENTS SCHEDULE 2016

Greatest Community Garage Sales & Super Fleas.

Sundays: 8:00 a.m.-2:00 p.m. April 24; May 1; June 12; June 19; June 26; July 3; July 10; July 17; July 24; July 31; August 7; August 14; August 21; August 28; September 11; September 25; October 2; October 9; Oct. 16.

www.cityofrochester.gov/garagesales

Food Truck Rodeo. Wednesdays, 5:00-9:00 p.m. April 27; May 25; June 29; July 13; July 27; August 17; August 31; September 28; October 26. **YES! THERE WILL BE NINE RODEOS THIS YEAR, INSTEAD OF SEVEN!** In July and August, we've added one more FTR in addition to the regular last Wednesday of the month. www.cityofrochester.gov/foodtruckrodeo

Flower City Days at the Market. All events 8:00 a.m.- 2:00 p.m.

Sundays: May 8; May 15; May 22; May 29; June 5; Friday, May 27 and Monday, May 30.

www.cityofrochester.gov/flowercitydays

Bands on the Bricks. Fridays, 6:00-10:00 p.m. July 8; July 15; July 22; July 29; August 5.

Lineup TBA! www.cityofrochester.gov/bandsnbricks

Gospel Jubilee. Sunday, July 24, 4:00-7:00 p.m. www.cityofrochester.gov/gospeljubilee

Bike-In Movie (NEW!) Thursday, August 11, time TBA. www.cityofrochester.gov/bikeinmovie

Artist Row (organized by the Friends of the Rochester Public Market, www.marketfriends.org)

Sunday, September 18, 10:00 a.m.-4:00 p.m. www.artistrowrochester.com

Holidays at the Market. Sundays, 9 a.m.-3 p.m. December 4; December 11; December 18.

www.cityofrochester.gov/holidaysatmarket

Want to be a vendor at our special events? Go to the web pages for the events that interest you, or call the Market Office at 585-428-6907.

Note that there are several other events at the Market through which organizations rent the Market for their venue, and sell tickets/charge admission. These include the **Flour City Brewers Fest** (Friday, August 19, 6:00-9:00 p.m.--see www.flourcitybrewersfest.com) and **Foodlink Festival of Food** (Monday, September 19, 6:00-9:00 p.m.--see www.foodlinkny.org).

Stay tuned! Bookmark www.cityofrochester.gov/marketevents.

SAVE TREES! Subscribe to receive electronic versions of every *Market Matters* issue. Go to www.cityofrochester.gov/marketmatters and click "Subscribe," or email request to pmarket@cityofrochester.gov.

MORE SCENES TO GET YOU EXCITED ABOUT MARKET SPECIAL EVENTS



FOOD TRUCK RODEOS: STREET CUISINE HEAVEN



FLOWER CITY DAYS HORTICULTURAL SALES



COMMUNITY GARAGE SALES



BANDS ON THE BRICKS



HOLIDAYS AT THE MARKET



ARTIST ROW



GOSPEL JUBILEE



FAREWELL HOSEA TAYLOR, JR.

The Market lost a friend and favorite in early February with the passing of Hosea Missouri Taylor, Jr. For years Hosea entertained marketgoers of all ages with his saxophone, and for many more years before that was a civic fixture in Rochester. Look for the fabulous photo of Hosea on Saturdays, at his favorite spot near Scott's food stand, close to the Railroad Street gate.

WHAT'S LOCAL AND FRESH. This time of year seems so far from the last local harvest, but there are still plenty of fruits and veggies available at the Market that you can count on to be fresh, local, and scrumptious. **Veggies:** Beans, Cabbage, Carrots, Herbs, Onions, Parsnips, Potatoes, Turnips. **Fruits:** Apples!



DID YOU KNOW?

The City of Rochester Public Market is a program of the City's **Department of Recreation and Youth Services!** DRYS offers a huge array of quality facilities and programs for people of all ages, all around the city. Get your Winter and Spring City Recreation Guide at the Market Office during regular hours, or learn more at www.cityofrochester.gov/DRYS.

AND DON'T FORGET...

- * We're open Tuesdays and Thursdays too (6:00 a.m.-1:00 p.m.)
- * We're open year-round. 52 weeks a year. All four seasons. Rain or shine (or snow, except for in unusually unsafe conditions).
- * You may be eligible for SNAP (Supplemental Nutrition Assistance Program) and thus eligible for our nation-leading Market Token Program for SNAP recipients. To learn more: 585-295-5624.

City of Rochester Public Market

280 North Union Street
Rochester, New York 14609
585.428.6907
pmarket@cityofrochester.gov
www.cityofrochester.gov/publicmarket

www.facebook.com/cityofrochesterpublicmarket

Market Hours: Tuesday and Thursday,
6 a.m.-1 p.m.; Saturday 5 a.m.-3 p.m.

Lovely A. Warren, Mayor

Marisol O. Ramos-Lopez, Commissioner
Dept. of Recreation & Youth Services

Jim Farr
Market Director

Cindy DeCoste
Market Supervisor

Rob Sharman
Assistant Market Supervisor

Evan Lowenstein
Communications Coordinator

Kham Vilaysak
Grounds Manager

Friends of the Rochester Public Market
www.marketfriends.org; 585.325.5058

See you at the Market!