



2018

7-DAY OUTLOOK

January

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| <p>Saturday 1/20
8:00 am - 2:00 pm</p> | <p>The Mercato Little Italy's Farmers' Market
 The Little Italy Mercato is a Certified Farmers' Market filled with fruits and vegetables, herbs, flowers, eggs, cheese, pastured chicken and meat from more than forty California farmers. The Mercato also offers artisan foods and specialty items of all shapes and sizes. <u>Anticipated Attendance:</u> 1,500. <u>Anticipated Participants:</u> 400. <u>Location:</u> W. Cedar St between Front St. and Kettner Blvd. for Phase I and transitioning to W. Date St. between Front Street and its cul-de-sac west of Kettner B. oulevard for Phase II <u>Host Organization:</u> Little Italy Association of San Diego. <u>Internet:</u> www.littleitalymercato.com.</p> |
| <p>Saturday 1/20
9:00 am - 1:00 pm</p> | <p>City Heights Farmer's Market (Every Saturday)
 This farmer's market in City Heights offers an array of groceries and goodies. Featured items include fresh fruits and vegetables, bakery, dry goods, prepared foods, and specialty treats. There are also imported items from Latin America, East Africa, and Southwest Asia. Come and shop! <u>Anticipated Attendance:</u> 500. <u>Anticipated Participants:</u> 100. <u>Location:</u> Wightman Street between 43rd Street and Fairmont Avenue. <u>Host Organization:</u> San Diego County Farm Bureau. <u>Internet:</u> www.sdfarmbureau.org.</p> |
| <p>Saturday 1/20
9:00 am - 4:30 pm</p> | <p>Old Town Artisan's Market
 A weekend open air market offering an array of interesting art, jewelry, pottery, clothing, gift items and more by local artists. <u>Anticipated Attendance:</u> 1,000. <u>Anticipated Participants:</u> 100. <u>Location:</u> Harney Street between San Diego Avenue and Congress Street. <u>Host Organization:</u> Old Town San Diego Chamber of Commerce. <u>Internet:</u> Not available.</p> |
| <p>Saturday 1/20
2:00 pm - 6:00 pm</p> | <p>Hillcrest Car Show
 Come and see classic cars displayed, talk to the owners, and get information on how to join the LGBT Classic Car Club. <u>Anticipated Attendance:</u> 250. <u>Anticipated Participants:</u> 20. <u>Location:</u> Normal Street between Harvey Milk Street and University Avenue. <u>Host Organization:</u> Hillcrest Business Association. <u>Internet:</u> www.fabulouhillcrest.com.</p> |

January

- Sunday 1/21
7:00 am - 9:00 am **Fiesta Island Time Trial Series**
A series of bicycle races held at Fiesta Island offering recreational and young riders an ideal location to experience competitive cycling in a safe and controlled environment. Anticipated Attendance: 120. Anticipated Participants: 20. Location: Fiesta Island at 1400 Fiesta Island Road. Host Organization: San Diego Bicycle Club. Internet: www.sdbc.org/fiesta-island-time-trial.
- Sunday 1/21
9:00 am - 2:00 pm **2018 Hillcrest Farmers' Market (Sundays)**
This farmer's market in Hillcrest offers an array of groceries and goodies. Featured items include fresh fruits and vegetables, meat, seafood, dairy products, dry goods, prepared foods, and specialty treats. There are also art & craft items, jewelry, and clothing. Come and shop! Anticipated Attendance: 2,000. Anticipated Participants: 400. Location: DMV parking lot at 3690 Normal Street ~ Normal Street between Lincoln Avenue & University Avenue. Host Organization: Hillcrest Business Association. Internet: www.hillcrestfarmersmarket.com.
- Sunday 1/21
9:00 am - 4:30 pm **Old Town Artisan's Market**
A weekend open air market offering an array of interesting art, jewelry, pottery, clothing, gift items and more by local artists. Anticipated Attendance: 1,000. Anticipated Participants: 100. Location: Harney Street between San Diego Avenue and Congress Street. Host Organization: Old Town San Diego Chamber of Commerce. Internet: Not available.
- Tuesday 1/23
2:00 pm - 7:00 pm **Pacific Beach Tuesday Farmers' Market**
This farmer's market offers locally grown vegetables, fruits, flowers, eggs plus artisan food and craft vendors, providing Pacific Beach residents and visitors healthy food in a family friendly gathering place. Anticipated Attendance: 800. Anticipated Participants: 60. Location: Bayard Street between Grand and Garnet Avenues. Host Organization: Discover PB. Internet: www.pacificbeachmarket.com.
- Wednesday 1/24
11:00 am - 2:00 pm **Curbside Bites Food Truck Markets - Downtown Lunch**
Every Wednesday, a caravan of food trucks are conveniently located in Little Italy to serve lunchtime meals. Each food truck has its own menu choices. Just pick out what it is that you like and it's quickly served. Anticipated Attendance: 300/day. Anticipated Participants: 25. Location: Anticipated Attendance: 300. Anticipated Participants: 30. Location: B Street between India & Columbia Streets. Host Organization: Curbside Bites. Internet: www.curbsidebites.com.

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- Wednesday 1/24
4:00 pm - 8:00 pm **Ocean Beach Certified Farmer's Market (Wednesdays)**
This farmer's market in Ocean Beach offers an array of groceries and goodies. Featured items include fresh fruits and vegetables, flowers, meat, nuts, sauces, bakery, dry goods, prepared foods, and specialty treats. There are also gift items and craft creations. Come and shop! Anticipated Attendance: 1,200. Anticipated Participants: 60. Location: Newport Avenue between Bacon and Cable Streets. Host Organization: Ocean Beach Merchant's Association. Internet: www.oceanbeachsandiego.com.
- Thursday 1/25
6:00 am - 6:00 pm **2018 Farmer's Insurance Open - PGA Tour**
The Farmer's Insurance Open is a PGA Tour golf tournament held at Torrey Pines Golf Course. The tournament is televised internationally for four days, generates \$30 million in economic impact to the City of San Diego, and contributes in excess of \$3.1 million to local San Diego charities annually. Anticipated Attendance: 105,000. Anticipated Participants: 156. Location: Torrey Pines Golf Course. Host Organization: Century Club of San Diego. Internet: www.farmersinsuranceopen.com.
- Thursday 1/25
3:00 pm - 7:30 pm **North Park Thursday Market**
This farmer's market in North Park offers locally grown vegetables, fruits, fresh flowers, eggs, artisan products, and craft vendors providing NorthPark residents and visitors with healthy foods in a family oriented community gathering place. Anticipated Attendance: 900. Anticipated Participants: 70. Location: North Park Way between Granada Avenue and 30th Street. Host Organization: North Park Main Street. Internet: www.northparkmarket.com.
- Friday 1/26
6:00 am - 6:00 pm **2018 Farmer's Insurance Open - PGA Tour**
The Farmer's Insurance Open is a PGA Tour golf tournament held at Torrey Pines Golf Course. The tournament is televised internationally for four days, generates \$30 million in economic impact to the City of San Diego, and contributes in excess of \$3.1 million to local San Diego charities annually. Anticipated Attendance: 105,000. Anticipated Participants: 156. Location: Torrey Pines Golf Course. Host Organization: Century Club of San Diego. Internet: www.farmersinsuranceopen.com.

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