

Rockwood International Marketplace: Vision 2014

The tenth anniversary celebration of the Rockwood International Marketplace will highlight the history and development of what has become an exciting and inviting retail destination in East County. The marketplace has grown from a 30-vendor outdoor weekend market (2004) to a six-acre International Plaza, open seven days a week with indoor and outdoor market venues. Visitors are attracted by the amalgam of **international** culture, arts, crafts, food and entertainment. This festive world marketplace features a collection of unique shops, International Food Court, restaurants, and attractions.

Over 30 International Grocery vendors and 15 ethnic restaurants are co-located in the main International Market Building (the former Rockwood Fred Meyer Store). A large 10,000 Villages store and over 65 artisans from around the world complete the retail portion of the Marketplace.

Grocery vendors: Greek, Russian, Kosher, India, Bombay/Thai, Pakistani, Asian-American Market, Nippan Diado – Japanese, Hong Kong supermarket, Su Casa, Becerras, Korea Supermarket, African Caribbean Food Store, Maru Grocery – Ethiopia, Saigon Meat Market, Pacific Seafood, International Discount Market. Restaurants and food vendors: Kosher, Japanese, Thai, Russian, Vietnamese, Korean, Chinese, German, British.

Nearby Vance Park has been renovated and updated with new restrooms and a **natural amphitheatre** to accommodate festival and weekend music, dance and other performing arts events. The park also provides space for family gatherings, re-unions, sporting events, and activities for children.

The Rockwood Arts and Crafts Institute is the most recent addition to the International Marketplace. The Institute features artists at work; demonstrations of all art forms, classes in weaving, pottery, basket making, cooking classes and demonstrations, weekly sewing circles, and special displays of International art and artisan techniques. Many other classes are offered at this site including Judo, Jujitsu, Tai Kwan do, ballet and classical dance. The “Each One Teach One Studio” is available for individual instruction on unique cultural art and craft techniques.

A 82 unit condo/apartment complex links the Marketplace with the Arts and Crafts Institute. Senior and low-income housing is included in this residential mix. The next planned housing development will accommodate artist studio, residence and retail space in a single unit. The site will accommodate over xx units when completed.

In addition to the weekend artisan fairs, the Marketplace is now home to many exciting weekend events each year. These include a family oriented Cinco de Mayo Celebration, September Mexican Independence Day Celebration, July Asian Cultural Fair, Multi-cultural Celebration in August, and the October/Harvest Fest. Weekend events include dance, visual arts, food and special activities to teach and celebrate the diversity in East County.

Customer satisfaction surveys list the following Market features as reasons to return:

Witnessing art in the making

Unique selection of foods and grocery products

Availability of products from home country

Mixture of culture, food, history and fun

Children's events and classes: karate, gymnastics, acting, dancing and music

Art classes that enable kids to discover painting, drawing, and crafts

Open spaces for family and community gathering

The incredible food!!

Fresh produce and farmer's market items on weekends

Experience authentic cultural performances

Timeline for development: (under construction by planning team)

2010 – 2014

2008 - 2010

2006 - 2008

Grow marketplace, expand event venues, develop Vance park for events,

2003 – 2006:

Project research, vendor and location selection, definition of structure, creation of governance policy, open weekend marketplace with 30+ vendors.

Secure support for large site development: owner, city, developers,

Begin housing development