

Wilkesboro Open Air Market Opens Friday

Written by Steve Frank
Monday, 16 May 2011 13:54

Historic Downtown Wilkesboro is proud to announce a new weekly Open Air Market in the heart of historic downtown, which will offer "fresh from the farm" fruits, vegetables, plants, and handmade crafts. The focus is on supporting and sustaining the local farm and artisan community.

The market will take place every Friday from 4-8 pm, from May 20th - October 21. Admission is free.

Once a month, an expanded version of the Open Air Market will be offered, known as the Third Friday event series. The Third Friday events will feature juried art, children's activities, informational booths, food, beverages, wine & beer, and the Open Air Market that will offer "fresh from the farm" fruits, vegetables, plants, and crafts.

Admission to the Third Friday event series is also free.

The planned themes for the 2011 Third Friday events are as follows:

- May 20: Ghost Tours & Paranormal Theme
 - o Candlelight Ghost Tours of historic downtown will be offered by costumed guides for a small fee. Music by RG Absher & Extra Measure, and the Gray Birds. Buck Shoals will be the featured winery.

- June 17: Jazz in June
 - o Jazz and Art Theme. Music by the Todd Wright Trio. Large selection of juried art. Rendezvous Ridge will be the featured vineyard.

- July 15: A Berry Independence Festival

- August 19: Art, Antiques, and Airplanes

- September 16: Overmountain Victory Trail Celebration

- October 22: Heritage Day & Troutacular at Cub Creek Park
 - o This event will be held on Saturday, during the day, instead of Friday night, to accommodate the trout stocking of Cub Creek

All Open Air and Third Friday events will take place in the town-owned parking lot near Havana Dreams (except for the Oct. 22 event, which will be held in Cub Creek Park.)

The area to be used for the Market is highly visible from Wilkesboro's Main Street, a street with an average daily traffic count of 13,000 average daily trips.

The goals of the series are to bring more people into the downtown area, to increase foot traffic

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for downtown businesses and historic sites, to encourage new tourist-friendly businesses to open in the downtown, and to restore Historic Downtown Wilkesboro as an inviting gathering place for locals and visitors alike.

The Open Air Market and Third Friday events are being planned and promoted by the Small Town Main Street Promotions Committee. Promotion efforts include billboards on 16/18 and 421 near the 77 interchange, banners and signs that will be displayed throughout town, and use of Facebook, Twitter, and other social media sites.

A limited number of sponsorships and vendor spots are still available. If you are interested, please contact Andrew Carlton at planning@wilkesboronorthcarolina.com or (336) 838-3951.

For more information on the market, please visit www.wilkesboronorthcarolina.com