

**October 14, 2020**

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**DOWNTOWN**  
**SANTA BARBARA**

**For immediate release:**

**Downtown Santa Barbara Announces  
State Street Promenade “Shop Local” Market  
Every Thursday 3-7:30 PM**

The Downtown Santa Barbara Organization is excited to announce a new collaboration with the City of Santa Barbara, a State Street Promenade Market between Carrillo and Figueroa streets, that will begin November 5 and continue throughout the year, every Thursday from 3-7:30 pm.

This market will highlight downtown businesses and local artisans while utilizing the newly created State Street Promenade as well as the holiday lights being installed on November 1.

“Our ultimate goal is to have a lively Thursday afternoon/evening gathering that locals can enjoy with their families as well as enjoy temporary art and light installations and enjoy downtown restaurants. When permissible we will look to add live music to the market as well. We want to create an enjoyable space where locals can and meet and mingle with downtown business owners and catch up with friends,” said Downtown Santa Barbara Executive Director Robin Elander.

“To start, the market will strictly focus on retail and not offer any live entertainment in order to comply with public health guidance. Everyone will be required to wear a mask and keep social distance, but as the public health restrictions change, we will continue to ramp up the flavor and energy,” said Elander.

“The City applauds the Downtown SB Organization for creating a market where everyone in the community feels safe and welcome, and it’s a fun way to enjoy downtown and support our local businesses,” said Jason Harris, the City of Santa Barbara’s Economic Development Manager.

The Promenade Market will be located on the 1000 block of State Street between Carrillo and Figueroa Streets and may expand to additional blocks over time. November and December market dates are as follows Nov. 5, 12, 19 and Dec. 3, 10 and 17. The market will not be held on Thanksgiving, Christmas Eve or New Years Eve.

Considering we are unable to host the Annual Holiday Parade and the 1st Thursday Art Walk this year due to COVID-19, we are thrilled to initiate the State Street Promenade Market where we aim to celebrate the contributions of our local businesses and arts community. We hope you join us at the marketplace and we urge everyone to #ShopLocal this holiday season!

**GET INVOLVED:**

**Learn more and register at:** <https://www.downtownsb.org/events/state-street-promenade-market>  
**Deadline for participation in the November 5 market is Friday, October 23<sup>rd</sup>.**

**Market Sponsors:** It takes a village; become a market sponsor and promote your business! Contact [robin@downtownsb.org](mailto:robin@downtownsb.org) to learn more. **Questions about the market or Interested in volunteering?** Contact Market Coordinator Amy Gudino at [amy@downtownsb.org](mailto:amy@downtownsb.org)