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S. 4th NIGHT MARKET SERIES TO LAUNCH IN OCTOBER

New night market to activate Downtown space and promote local businesses

LOUISVILLE, Ky. (October 3, 2022) – Louisville Downtown Partnership is partnering with Louisville Independent Business Alliance (LIBA) for the activation of a monthly night market series, called S. 4th Night Market. Night markets are street markets which operate at night, featuring local vendors, food, and musicians, and the ability to leisurely stroll, shop, and eat.

The market will be held every second Thursday of the month, 4PM – 8PM, on S. 4th St. between Guthrie St. and W. Chestnut St. The first event in the series will take place on Thursday, October 13.

“We are excited to bring a new event to Downtown and to bring people together in a unique setting,” said Rebecca Fleischaker, executive director of Louisville Downtown Partnership. “The S. 4th Night Market will provide a new setting to help boost end-of-the-week activity in a festive way, enjoy Downtown, and support local businesses.”

S. 4th Night Market will include retailers, food trucks, and live music. The monthly event will shut down the street to vehicles so that retailers and vendors can utilize the street space and allow Downtown employees, residents, and visitors to participate. The night market series will run through December, ending with a holiday-themed market on December 8.

LIBA will coordinate the registration of retail booths for each month’s market.

“A thriving Downtown is important to all neighborhoods in our city,” said Jennifer Rubenstein, executive director of the Louisville Independent Business Alliance. “A great way to celebrate it is with food, fun and shopping that keeps more money re-circulating in our community.”

There are 30 booths available to be reserved. For retailers interested in participating, please visit www.keeplouisvilleweird.com/event-4988531.

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About LDP

LDP’s mission is to improve the economy of downtown Louisville by promoting the redevelopment, vitality and economic growth of the Central Business District and surrounding areas and to improve Downtown’s quality of life by creating a safe, clean and enjoyable environment.

About the Louisville Independent Business Alliance

LIBA is a non-profit organization whose mission is to preserve the unique community character of the Metro Louisville area by promoting locally-owned businesses and to educate citizens on the value of buying locally. For more information about LIBA, visit www.keeplouisvilleweird.com.