



2018

7-DAY OUTLOOK

July

- Sunday 7/15 **World Championship OTL Tournament: Multi-day Event**
 7:00 am - 10:00 pm This rough and tumble Over The Line sport is a form of softball played on sand. Over 1,300 three-person teams play in different age divisions. Crowds of people in beachwear gather to watch the games amid music and beer. The games are played on 50-mini courts over two consecutive weekends. Anticipated Attendance: 35,000. Anticipated Participants: 3,900. Location: Fiesta Island in Mission Bay Park. Host Organization: Old Mission Beach Athletic Club. Internet: www.ombac.org.
- Sunday 7/15 **World Cup Final North Park Block Party**
 7:00 am - 2:00 pm Thousands of soccer fans are invited to attend this free giant viewing party. There will be two massive jumbo screens showing the game, food for hungry fans, and a Beer Garden. Families are welcome to join the celebration, as there will be a Family Zone with fun for those under 21. Anticipated Attendance: 4,000. Anticipated Participants: 80. Location: 30th Street between Lincoln and University Avenues. Host Organization: North Park Main Street. Internet: Not available.
- Sunday 7/15 **2018 Hillcrest Farmers' Market (Sundays)**
 9:00 am - 2:00 pm 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 7/15 **Old Town Artisan's Market**
 9:00 am - 4:30 pm 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.

July

- Sunday 7/15
10:00 am - 3:00 pm **Sunday Artisan Market**
The Sunday Artisan Market provides space for local artisans, crafters, & retailers to display and sell their goods and services The market also provides a venue far local entertainers to perform and space for other community organizations to promote their activities. Anticipated Attendance: 3,000. Anticipated Participants: 20. Location: 5th Avenue between Market Street and Island Avenue. Host Organization: Gaslamp Quarter Association. Internet: www.gaslamp.org.
- Sunday 7/15
11:00 am - 9:30 pm **San Diego LGBT Pride Festival 2018 (3-Day Event)**
In a rainbow of color, visitors can enjoy multiple stages of fantastic entertainment, food & drink. There's a Garden with Pride Zone, Gaming Zone, Youth Zone, Kids Zone, and more. Anticipated Attendance: 35,000. Anticipated Participants: 800. Location: Balboa Park - Marston Point on the west side of the park near 6th Ave. & Laurel St. Host Organization: San Diego LGBT Pride, Inc.. Internet: www.sdpride.org.
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- Sunday 7/15
11:00 am - 4:00 pm **Daily Food Trucks**
You are in for a special treat! Every day this summer, one of San Diego's most popular food trucks is serving up your favorite dishes during daytime hours on Village Place near Spanish Village in Balboa Park. Anticipated Attendance: Not available. Anticipated Participants: Not available. Location: Village Place and Old Globe Way. Host Organization: Parks & Rec & Balboa Park Conservancy. Internet: www.balboaparkconservancy.org/project/daily-food-trucks-park/.
- Sunday 7/15
11:00 am - 4:00 pm **Daily Food Trucks**
You are in for a special treat! Every day this summer, one of San Diego's most popular food trucks is serving up your favorite dishes during daytime hours on Village Place near Spanish Village in Balboa Park. Anticipated Attendance: Not available. Anticipated Participants: Not available. Location: Village Place and Old Globe Way. Host Organization: Parks & Rec & Balboa Park Conservancy. Internet: www.balboaparkconservancy.org/project/daily-food-trucks-park/.

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- Sunday 7/15
12:00 pm - 10:00 pm **TBD Street Fair**
Music Box is hosting an outdoor festival that will be held outside on India Street between Ash and A Streets. The festival will be during the Comic Con week and will feature presentations from Adult Swim and Ready Player One, but will mainly be a food festival centering on vegan items. Anticipated Attendance: 3,000. Anticipated Participants: 100. Location: India Street between Columbia and Ash Streets. Host Organization: Misuc Box. Internet: Not available.
- Monday 7/16
11:00 am - 4:00 pm **Daily Food Trucks**
You are in for a special treat! Every day this summer, one of San Diego's most popular food trucks is serving up your favorite dishes during daytime hours on Village Place near Spanish Village in Balboa Park. Anticipated Attendance: Not available. Anticipated Participants: Not available. Location: Village Place and Old Globe Way. Host Organization: Parks & Rec & Balboa Park Conservancy. Internet: www.balboaparkconservancy.org/project/daily-food-trucks-park/.
- Monday 7/16
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- Tuesday 7/17
11:00 am - 4:00 pm **Daily Food Trucks**
You are in for a special treat! Every day this summer, one of San Diego's most popular food trucks is serving up your favorite dishes during daytime hours on Village Place near Spanish Village in Balboa Park. Anticipated Attendance: Not available. Anticipated Participants: Not available. Location: Village Place and Old Globe Way. Host Organization: Parks & Rec & Balboa Park Conservancy. Internet: www.balboaparkconservancy.org/project/daily-food-trucks-park/.
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You are in for a special treat! Every day this summer, one of San Diego's most popular food trucks is serving up your favorite dishes during daytime hours on Village Place near Spanish Village in Balboa Park. Anticipated Attendance: Not available. Anticipated Participants: Not available. Location: Village Place and Old Globe Way. Host Organization: Parks & Rec & Balboa Park Conservancy. Internet: www.balboaparkconservancy.org/project/daily-food-trucks-park/.

July

- Tuesday 7/17
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 7/18
9:00 am - 1:00 pm **Little Italy's Wednesday Farmers Market**
The Little Italy's Wednesday Farmers Market 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 market also offers artisan foods and specialty items of all shapes and sizes. Anticipated Attendance: 1,200. Anticipated Participants: 80. Location: Date Street between State Street and the cul-de-sac of Kettner Boulevard. Host Organization: Little Italy Association of San Diego. Internet: www.littleitalymercato.com.
- Wednesday 7/18
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.
- Wednesday 7/18
11:00 am - 4:00 pm **Daily Food Trucks**
You are in for a special treat! Every day this summer, one of San Diego's most popular food trucks is serving up your favorite dishes during daytime hours on Village Place near Spanish Village in Balboa Park. Anticipated Attendance: Not available. Anticipated Participants: Not available. Location: Village Place and Old Globe Way. Host Organization: Parks & Rec & Balboa Park Conservancy. Internet: www.balboaparkconservancy.org/project/daily-food-trucks-park/.
- Wednesday 7/18
11:00 am - 4:00 pm **Daily Food Trucks**
You are in for a special treat! Every day this summer, one of San Diego's most popular food trucks is serving up your favorite dishes during daytime hours on Village Place near Spanish Village in Balboa Park. Anticipated Attendance: Not available. Anticipated Participants: Not available. Location: Village Place and Old Globe Way. Host Organization: Parks & Rec & Balboa Park Conservancy. Internet: www.balboaparkconservancy.org/project/daily-food-trucks-park/.

July

- Wednesday 7/18
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 7/19
9:00 am - 6:00 pm
- Amazon Comic Con 2018: Jack Ryan Activation**
Amazon Prime is launching a brand new show featuring Tom Clancy's legendary hero, Jack Ryan. Come and enjoy Amazon's unforgettable activation at the San Diego Comic Con 2018. Anticipated Attendance: 1,500/day. Anticipated Participants: 120. Location: MLK Promenade. Host Organization: Amazon Prime. Internet: Not available.
- Thursday 7/19
11:00 am - 6:00 pm
- Hulu, LLC, Castle Rock Event Activation at SDCC**
Visit and experience a unique look into Castle Rock, an upcoming American psychological horror series based on the stories of Stephen King. Guests who visit Castle Rock will tour the town's Bed & Breakfast and explore it's vast Forest. Anticipated Attendance: 1,475/day. Anticipated Participants: 975. Location: Children's Museum Park and Children's Park and Pond. Host Organization: Hulu, LLC. Internet: Not available.
- Thursday 7/19
11:00 am - 4:00 pm
- Daily Food Trucks**
You are in for a special treat! Every day this summer, one of San Diego's most popular food trucks is serving up your favorite dishes during daytime hours on Village Place near Spanish Village in Balboa Park. Anticipated Attendance: Not available. Anticipated Participants: Not available. Location: Village Place and Old Globe Way. Host Organization: Parks & Rec & Balboa Park Conservancy. Internet: www.balboaparkconservancy.org/project/daily-food-trucks-park/.
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- Thursday 7/19
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 7/20
7:00 am - 10:00 pm **World Championship OTL Tournament: Multi-day Event**
This rough and tumble Over The Line sport is a form of softball played on sand. Over 1,300 three-person teams play in different age divisions. Crowds of people in beachwear gather to watch the games amid music and beer. The games are played on 50-mini courts over two consecutive weekends. Anticipated Attendance: 35,000. Anticipated Participants: 3,900. Location: Fiesta Island in Mission Bay Park. Host Organization: Old Mission Beach Athletic Club. Internet: www.ombac.org.
- Friday 7/20
9:00 am - 6:00 pm **Amazon Comic Con 2018: Jack Ryan Activation**
Amazon Prime is launching a brand new show featuring Tom Clancy's legendary hero, Jack Ryan. Come and enjoy Amazon's unforgettable activation at the San Diego Comic Con 2018. Anticipated Attendance: 1,500/day. Anticipated Participants: 120. Location: MLK Promenade. Host Organization: Amazon Prime. Internet: Not available.
- Friday 7/20
11:00 am - 6:00 pm **Hulu, LLC, Castle Rock Event Activation at SDCC**
Visit and experience a unique look into Castle Rock, an upcoming American psychological horror series based on the stories of Stephen King. Guests who visit Castle Rock will tour the town's Bed & Breakfast and explore it's vast Forest. Anticipated Attendance: 1,475/day. Anticipated Participants: 975. Location: Children's Museum Park and Children's Park and Pond. Host Organization: Hulu, LLC. Internet: Not available.
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- Friday 7/20
4:00 pm - 8:00 pm **Food Truck Fridays**
On Friday evenings from June 1 to September 28, visitors of all ages can enjoy live family friendly entertainment while eating gourmet treats from a rotating selection of more than a dozen food trucks parked on the Plaza de Panama and El Prado walkway from 4:00 to 8:00 p.m. Anticipated Attendance: 2,000. Anticipated Participants: 60. Location: Plaza de Panama and El Prado. Host Organization: Parks & Recreation. Internet: www.balboapark.org.
- Friday 7/20
5:30 pm - 8:30 pm **Point Loma Summer Concerts (Series)**
Residents in Point Loma can have an enjoyable evening at a free outdoor concert. Youth bands will present their music first. Then, the professionals perform a variety of Motown, classic rock, and pop music. Anticipated Attendance: 3,000. Anticipated Participants: 50. Location: Point Loma Park at 1049 Catalina Blvd. near Varona St. Host Organization: Point Loma Summer Concerts. Internet: www.plconcerts.org.
- Saturday 7/21
7:00 am - 10:00 pm **World Championship OTL Tournament: Multi-day Event**
This rough and tumble Over The Line sport is a form of softball played on sand. Over 1,300 three-person teams play in different age divisions. Crowds of people in beachwear gather to watch the games amid music and beer. The games are played on 50-mini courts over two consecutive weekends. Anticipated Attendance: 35,000. Anticipated Participants: 3,900. Location: Fiesta Island in Mission Bay Park. Host Organization: Old Mission Beach Athletic Club. Internet: www.ombac.org.
- Saturday 7/21
8:00 am - 2:00 pm **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. Anticipated Attendance: 1,500. Anticipated Participants: 400. Location: 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 Host Organization: Little Italy Association of San Diego. Internet: www.littleitalymercato.com.

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- Saturday 7/21 **Amazon Comic Con 2018: Jack Ryan Activation**
 9:00 am - 6:00 pm Amazon Prime is launching a brand new show featuring Tom Clancy's legendary hero, Jack Ryan. Come and enjoy Amazon's unforgettable activation at the San Diego Comic Con 2018. Anticipated Attendance: 1,500/day. Anticipated Participants: 120. Location: MLK Promenade. Host Organization: Amazon Prime. Internet: Not available.
- Saturday 7/21 **City Heights Farmer's Market (Every Saturday)**
 9:00 am - 1:00 pm 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! Anticipated Attendance: 500. Anticipated Participants: 100. Location: Wightman Street between 43rd Street and Fairmont Avenue. Host Organization: San Diego County Farm Bureau. Internet: www.sdfarmbureau.org.
- Saturday 7/21 **Old Town Artisan's Market**
 9:00 am - 4:30 pm 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.
- Saturday 7/21 **Hulu, LLC, Castle Rock Event Activation at SDCC**
 11:00 am - 6:00 pm Visit and experience a unique look into Castle Rock, an upcoming American psychological horror series based on the stories of Stephen King. Guests who visit Castle Rock will tour the town's Bed & Breakfast and explore it's vast Forest. Anticipated Attendance: 1,475/day. Anticipated Participants: 975. Location: Children's Museum Park and Children's Park and Pond. Host Organization: Hulu, LLC. Internet: Not available.
- Saturday 7/21 **Daily Food Trucks**
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www.balboaparkconservancy.org/project/daily-food-trucks-park/.

Saturday 7/21
4:30 pm - 8:00 pm **NPCA Bird Park Concert Series**
The concert series occurs in a community park setting where attendees can picnic, relax, get to meet and socialize with their neighbors spontaneously dance and listen to the music. Anticipated Attendance: 950. Anticipated Participants: 25. Location: Bird Park east of Morley Field in Balboa Park. Host Organization: North Park Community Association. Internet:
www.northparksd.org.

Report Date: 07-15-18