



3. South Main Mercado: Year 4 of the event expanding from the inaugural event to highlight the beauty and importance of South Rockford's community and small businesses celebrating Latino heritage while welcoming the broader Rockford Community

Location: S. Main St. between Loomis St. and Kent St.

Date: Sunday June 7th, 2026 from 12:00P.M.-7:00P.M.

Alderman: Gabrielle Torina

Event Organizer: Cat Valdez-Doyle (815) 275-9677

Attendance: 6,500

Council Action: Permission for Banner Permit; Permission for Tent Permit; Permission for Road Closures; Permission for Electrical Permit; Permission for Not-for Profit Liquor Permit -liquor consumption on public property including open carry of alcoholic beverages purchased from event vendors throughout footprint

City Support: Event organizers request City support for Police, Fire and Traffic Control assistance (barricades)

Cost of event: 2025 Costs as follows:
Police: \$3,734.33
Barricades: \$4,297.70
Total: \$8,032.03

2026 Projected Costs:
Police: \$7,000 - \$8,000
Traffic Control: \$8,000
EMS: \$1,350
Total Projected Costs: \$17,350

Cost increases based on added police security, expanded footprint, use of Meridian Barriers, and addition of EMS services on-site