



City of Arts & Innovation

News Release

FOR IMMEDIATE RELEASE:

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City of Riverside and Inland Empire SBDC to Host Holiday Maker's Market in Downtown Riverside

December 5th event will spotlight approximately 60 local entrepreneurs and small businesses

Riverside, CA – The City of Riverside, in partnership with the Inland Empire Small Business Development Center (SBDC), will host a Holiday Maker's Market on Saturday, December 5, 2026, from 5 p.m. to 10 p.m. along Main Street between 10th and 12th Streets in downtown Riverside. The event will feature approximately 60 vendors and offer residents an opportunity to discover unique holiday gifts while supporting local entrepreneurs.

The Holiday Maker's Market will highlight emerging artisan small businesses, including entrepreneurs who have completed SBDC training courses designed to help business owners develop their products, strengthen their operations, and prepare to enter the marketplace. For many participating makers, the event offers an opportunity to connect directly with customers, build brand awareness, and gain valuable retail experience during the holiday shopping season.

"Riverside is a place where ideas can take shape and businesses can grow. By unlocking opportunities for makers, artisans and entrepreneurs, we're creating an exciting environment for small businesses to build their future, expand their reach and make Riverside home," said Miranda Evans, Community & Economic Development Director.

Through its partnership with the Inland Empire SBDC, the City is connecting small business education with real-world opportunities for entrepreneurs to showcase and sell their products. The market also supports the City's broader efforts to strengthen Riverside's small business community and encourage local spending. Attendees can browse a variety of locally made products and meet the entrepreneurs behind them while enjoying the holiday atmosphere in Downtown Riverside. Additional event details, including vendor highlights and programming, will be announced as plans are finalized.

EVENT DETAILS

Date: Saturday, December 5, 2026

Time: 5–10 p.m.

Location: Main Street between 10th and 12th Streets, Downtown Riverside

Partners: City of Riverside and OCIE SBDC

For event questions, email econdev@riversideca.gov.



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Holiday MAKER'S MARKET

DECEMBER 5, 2026 | 5:00 PM - 10:00 PM
MAIN STREET, BETWEEN 10TH & 12TH ST. RIVERSIDE, CA



LOCAL MAKERS | ARTISAN VENDORS | CRAFT FOOD | SPECIALTY GOODS

PRESENTED BY THE CITY OF RIVERSIDE ECONOMIC DEVELOPMENT IN PARTNERSHIP WITH IE SMALL BUSINESS DEVELOPMENT CENTER

FREE & OPEN TO THE PUBLIC



INLAND EMPIRE
Small Business Development Center