



## **2024 Downtown Georgetown Association Market Days Market Guidelines, Policies, & Procedures - Updated May 2024**

The following information outlines the guidelines for applying and participating in the Downtown Georgetown Association's 2<sup>nd</sup> Saturday Market Days. As a participant, your acceptance of these terms shall constitute a binding agreement.

Downtown Georgetown Association. Hereinafter "DGA" shall mean Downtown Georgetown Association, their officers, agents, staff, and any volunteers acting for it, in the management of this event.

### **INTRODUCTION:**

The purpose of Market Day is to help fulfill the Downtown Georgetown Association's mission "to promote and protect the quality of life and integrity of Downtown Georgetown through activities that create commerce, guide growth and development, and provide a clean, safe environment for residents and visitors."

Market Day is comprised of local artisan/craft, cottage food, food trucks, business and professional services, and retail vendors. The goal is to create a unique shopping experience for guests by offering a rotation of vendors that complement the surrounding brick-and-mortar businesses and aid in the economic commerce of Downtown Georgetown.

### **MARKET OPERATIONS:**

Market Day is held on 7<sup>th</sup>, 8<sup>th</sup>, and Main Streets, adjacent to the Williamson County courthouse. Market Day operates the second Saturday of each month, March-November. The operation hours are 9am-4pm for March, April, May, June, July, August, September, October, and November.

No refunds or credits are provided for inclement weather.

### **TIMELINE FOR 2024 APPLICATIONS, INVOICING AND COMMUNICATION:**

Application deadline 3 weeks before Market Day

Invoices are due upon receipt

Unpaid invoices after 72 hours of the sent time will be cancelled along with the booth and the booth will be assigned to another vendor

Final Booth Assignments and Load-In/Out communication sent week of Market Days.

## **VENDOR CATEGORIES, FEES AND ELIGIBILITY:**

- Eligible Participants. DGA reserves the right to determine whether a business is eligible for inclusion in any event. Vendor participation in past events does not guarantee continued acceptance.
- Eligible Products. All products and services to be sold, offered or referred to during an event must be included in the Application and approved by DGA. DGA reserves the right to exclude the sale of any product DGA reserves the right to reject certain products and displays. Items and displays that are unacceptable may include, but are not limited, to the following:

Any item that includes offensive language, the sale or display of laser lights, products containing and or relating to alcohol or tobacco, tattoos, body piercing, the sale of any live animals, displays used for political messaging and / or campaigning, raffles. Sale of weapons (including but not limited to guns and ammunition, knives, swords, spears, arrows, etc. whether real, toy, or replica) or products related to such.

DGA reserves the right to deem products unacceptable at any time during the application process or while vendor is on facility grounds. Unacceptable items must be removed from the booth space on demand and vendor may be expelled from the property for non-compliance with vendor rules or request to remove unacceptable item.

“Boutique” vendors are subject to Board approval and must submit a list of brands along with their application. Boutique vendors are limited to a single 10x10 booth, unless special permission is granted by the Board. “Boutique” is defined as a retail operation that primarily consists of clothing and/or accessories purchased wholesale from another person or entity and sold at retail.

Full season applications (those wishing to participate in every Market Day at a specific booth location) are subject to Board approval. A non-refundable 10% premium is due upfront, upon approval. Booth fees will be charged monthly.

Participants who apply for at least three consecutive events may request a specific booth location, upon acceptance. A 10% premium will be charged to guarantee booth assignment.

New vendors are accepted on a probationary basis of two (2) Market Day events before approval for multiple consecutive months will be considered.

All vendors are asked to include sample photos of their products and/or display along with their application

## **FEE SCHEDULE:**

All fees must be paid by check, or credit card by the due date indicated on the invoice received.

No refunds or credits are provided for inclement weather. The Market operates rain or shine.

FEES are subject to change without prior notification.

**ALL FEES ARE FINAL AND NON-REFUNDABLE.**

VENDOR CATEGORY	BOOTH FEE	BOOTH FEE W/ ELECTRICITY	
All Vendor Categories	\$125	\$135	

### ADDITIONAL FEES:

- If requesting a specific booth number, vendor must apply and be approved for 3 or more consecutive months. A 10% booth premium will be charged to guarantee booth assignment.

### VENDOR CATEGORIES:

The Downtown Georgetown Association groups vendors into six categories, as outlined below. The DGA Board reserves the right to limit certain types of vendors and/or duplication of products for sale. There is no guarantee of exclusivity for any vendor.

#### ARTISAN/CRAFTER:

- employs original designs (exceptions: can provide proof of trademark / copyright permission usage)
- produces distinctive, high-quality products either by hand or by skilled use of machinery
- created in limited / small quantities or often described as "one of a kind"
- Examples: art, ceramics, jewelry, candles, personal care products, and other wood, fabric, craft items, etc.

#### ART'PRENEUR:

Someone who, like an Artisan or Crafter:

- employs your own original designs and / or products (exceptions: can provide proof of trademark / copyright permission usage)
- But unlike Artisan or Crafter, your original designs are produced / manufactured en masse ("bulk quantities")

#### COTTAGE FOOD:

- Foods that, as determined by Williamson County, are allowed to be prepared at home and provided for sale at this type of event
- Vendors must obtain the proper permits prior to the event and be in possession of the permit during the event. Vendors must comply with all requirements of the Williamson County Health Department. Inspectors are often onsite prior to and during events.

#### RETAIL/BOUTIQUE:

- Retail: applies to any person or entity who sells product (including handcrafted items) purchased from another person or entity
- "Boutique" is defined as a retail operation that primarily consists of clothing and/or accessories.
- Direct Sales aka "party sales": Direct Selling refers to selling products directly to the consumer in a non-retail environment. Sales instead occur in non-retail locations, such as a home, work, online, etc.

### **FOOD VENDOR/CONCESSION:**

- Sale of any food or beverage with the exception of a Cottage Food Vendor.
- A copy of your permit from the Williamson County Health Dept. must accompany your completed application.

### **FARM/AGRICULTURE:**

- Those who grow or raise fresh Eggs, Fresh Produce, Honey, Meat, Etc. Must have Texas Agriculture Sales and Use Tax Exemption Certificate.

### **PROFESSIONAL SERVICES/SERVICE PROVIDERS:**

- Professional Services / Service Providers: Examples include chiropractic, nutritionists, holistic practitioners, homeopathy, travel services, insurance agents, etc.

## **MARKET GUIDELINES**

### **ELECTRICITY:**

Electricity is available at booths located along the courtside curbs along 7<sup>th</sup>, 8<sup>th</sup>, and Main Streets, labeled as C1-C42 on the market map.

Electricity is included with these booths fee whether used or not

Vendors who require electricity to comply with Health Department requirements have priority over other vendors without this need.

Vendors must provide their own extension cords and mats or tape to cover any portions of the cord that may cross walking paths.

### **MARKET DAY TIMELINE:**

7AM: ARRIVAL/SETUP BEGINS

9AM: MARKET OPENS

3:45PM: Encourage customers to make final selections and complete purchases.

4PM: MARKET CLOSES. No more sales allowed. Teardown begins. There is NO EARLY TEARDOWN. Should you elect to tear down early, this will affect your participation in future Market Day events.

5:30 PM: STREETS RE-OPEN (or when we are given approval by Georgetown Police Department). All vendors should be vacated. The City will remove barricades and re-open streets.

### **PARKING:**

Vendors are required to park in lots located at:

- Vendor parking within the barricades is strictly prohibited
- 8th & Martin Luther King Jr Street
- 9th & Main Street
- Parking in front of merchants or in streets located within one (1) block of "The Square" is not allowed. Vendors parked in a prohibited area will be required to move, will receive a warning and may be towed at their expense. Repeated offense will result in exclusion from future DGA events.
- Handicap Parking is available in the lot located at 9th and Main

## RESTROOMS:

- 7th & Main Street: Portable toilet
- 8th & Main Street: Portable toilet
- 9th & Main Street: behind Grace Heritage Church

Very few merchants have public restrooms. Those that do reserve use for their customers.

## ENTRY INSTRUCTIONS:

- THERE IS NO ENTRY FROM AUSTIN AVENUE. Upon arrival, please note traffic flow is ONE WAY ONLY on all 3 streets. This will be enforced by Event Staff.
- BEFORE YOU ARRIVE: know your booth number and location so you are able to quickly and safely enter the Event Area.

The traffic flow is as follows; Vendors located on:

- 7<sup>TH</sup> STREET: From Church Street, enter onto 7<sup>th</sup> and exit Austin Ave
- MAIN STREET: From Church Street, enter onto 8th, turn right on Main, exit proceed to 6th. Do not turn onto 7<sup>th</sup>
- 8<sup>TH</sup> STREET: From Church St. enter from 8th, exit Austin Ave

## UNLOADING:

1. Drive to your booth location. Booth numbers are written on or near the curb and on the road in the center of Main, 7th and 8th Streets.
2. Unload everything from your vehicle
3. Go Park your vehicle
4. Return to complete setup

Note: Vehicles must be removed from the event area as quickly as possible. Event area will be monitored to ensure vendors are following the above Unloading Procedure. This ensures all vendors can enter the event area quickly and safely.

## BOOTH SET-UP:

- Vendors are responsible for their own booth set-up and tear-down.
- Vendors are responsible for bringing their own tables, chairs, tents, signs, and/or other equipment.
- Tents must be no larger than 10' by 10', and 40 lb. weights must be securely affixed to each canopy leg. Weights should be set up in a way to avoid injury to any person. **40lbs is the minimum on each leg of the tent. Failure to comply can compromise your ability to participate in future markets.**
- FIRST: Set up tent and put on the weights.
- SECOND: Once tent is up and properly secured with weights, secure (ties / weights ) all shelving/tables/racks/ displays, etc.
- LAST: unpack and display your product
- All tents need to be properly secured by 8:45am. Failure to do so will result in being escorted out of the Event Area. This is a SAFETY issue.
- Tents may not be connected or attached in any way to any structure. Spikes and/or stakes are not allowed.

- VENDORS LOCATED ALONG A CURB: DO NOT place any items on the curb / grass areas.

### **DURING THE EVENT:**

- Please be considerate of your neighboring vendors.
- Booth Space and Product must be positioned within and remain in the 10 x 10 booth space allocated to you during the event. Product and displays may not pose a safety issue by hindering walking paths and may not encroach upon another vendor's space. This includes, but is not limited to: displays, racks, and storage containers.
- Products should be displayed in a sanitary, presentable, and attractive manner.
- Rain during an event: Should water accumulate on top of your tent DO NOT attempt to force the water off by pushing up on the tent roof. Doing so will result in water damage to product of nearby vendors. Per the Participation Agreement: Any vendor who, through deliberate action or negligence, causes damage will be held financially liable for the retail and / or fair market value of that damage.
- Questions / Concerns during events should be directed ONLY to the Coordinator and Staff and not other vendors or merchants.
- Coordinator's phone - 512-639-8719. For the fastest response, please text.

### **BOOTH TEAR-DOWN:**

- Final sales must be made no later than 4:00pm. Failure to comply may result in dismissal of future Market Day participation.
- FIRST: pack all product, displays, etc. DO NOT REMOVE WEIGHTS from tent unless you are immediately taking the tent down.
- SECOND: Disassemble tent
- LAST: Once everything is disassembled and packed, return with your vehicle to load and depart.
- All vendors must be able to depart no later than 5:30pm. DGA is required to remove barricades and reopen streets by 5:30pm.
- No Early Tear Down. In the event of a personal matter requiring you to depart prior to the end of the event: contact an Event Staff person immediately. Event Staff will assist you in quickly and safely departing the Event Area.
- Vendors are expected to dispose of their trash, including zip ties. Nothing should remain in your location upon your departure.

### **EXIT INSTRUCTIONS:**

- Exit route depends on booth location. Please abide by the route provided to you. If you are unsure of your exit route, contact the Event Coordinator or Staff during the event.

Questions or concerns may be directed Event Coordinator, by email to [vendorrelations@downtowngeorgetownassociationtx.org](mailto:vendorrelations@downtowngeorgetownassociationtx.org) or via text to 512-639-8719