

Vendor Instructions for Setup/Breakdown at
Nourish Knoxville's 2022-2023 Winter Farmers' Market
JANUARY-MARCH LAYOUT

Where:

- The January - March months of the 2022 - 2023 Winter Farmers' Market (WFM) will be held on Market Square, between Wall Ave and Union Ave, in downtown Knoxville.

When:

- Setup Hours, 8:00 – 9:30 AM
- Market Hours, 10:00 AM – 2:00 PM
 - From 9:45 AM until 2:00 PM, the Winter Farmers' Market (WFM) footprint is closed to ALL vehicle traffic.
- Breakdown Hours, 2:00 – 3:30 PM

General Notes:

- Please add our (market staff) phone number to your contacts: **(865) 805-8687 (ext. 1)**.
- Public restrooms are available in the ground level of the Market Square Garage beginning at 8:00 AM.
- Always keep an eye on your products & belongings and don't leave your booth unattended. If you need to step away and a neighboring vendor is unable to watch your booth, Market Staff/volunteers may be available to monitor your booth (but not conduct transactions) until you return. **In the event of a theft, please notify market staff in addition to KPD (if you choose to report it).**
- In the event of a medical emergency (whether you, your staff, or a customer/passersby), please call 911 **before** notifying market staff.
- Occasionally, emergency vehicles will need to access the market (from any & all directions). Vendors should move any equipment/displays required to accommodate emergency vehicles & workers. Vendor signage, displays, awnings, and products must not extend into aiseways or fire lanes. Banners/awnings over 7' may be permitted with written approval from Market Staff.
- No banks in the downtown area are open on Saturday mornings, so vendors should plan to secure all required change/bills beforehand. Nourish Knoxville does **not** keep enough change on hand to exchange with our vendors.

- Only vendors who have been approved for electrical access are allowed to connect to the City's power-points with approved equipment.
- **Electric heaters/blankets are not allowed** at the MSFM, unless battery-powered. Vendors are allowed to use propane/butane fuel heaters but must have a class B fire extinguisher on site. Liquid-fuel heaters (white gas, kerosene, etc.) are not allowed.
- **Honking, heckling, or any forms of aggression or rude behavior will not be tolerated.**

Arrival/setup:

General arrival/set-up notes:

- No vendors should be inside the WFM area before 8:00 AM. If you arrive early, please remain outside the footprint until 8:00 AM. Our partners with the City's Public Service & Facilities departments, KPD, and Market Staff need time before vendors arrive to prepare the market area without interference.
- ***NEW RULE*** Upon entry to the market area, all vendors should turn on your hazard lights/flashers, until your vehicle is in its designated parking space, or exits the market area to park offsite.
- Vendors may only have **one** vehicle in the market area at a time.
- **Vendors without onsite parking must wait to setup their booth until they have parked their vehicle offsite** (during inclement weather, vendors may set up their tent(s) before parking; tents must be weighted per Nourish Knoxville rules as soon as they are erected.)
- Vendors without vehicle parking are responsible for finding [offsite parking](#). Free parking is available in **most** area garages and free surface parking is available under [James White Parkway](#) in the Old City (0.5 mile walk or short trolley ride).
- The market area closes to entering vehicles at 9:30 AM, sharp. Vendors arriving after 9:30 AM may not drive into the market area and must load-in by foot/cart from outside the market area.
- **All vendors without assigned onsite parking must have their vehicles out of the market area by 9:45 AM**, at the latest. Vendors without onsite parking who still have their vehicles within the market area after 9:45 AM will be subject to an infraction.
- Vendors should be **onsite and ready to conduct business as soon as the market opens** (10 am EST). Vendors whose booths are not staffed or setup by the time market opens will be subject to an infraction.

Specific setup instructions by booth #:

- [Booths 1 – 23, 37 – 51:](#)
 - **Booths WITH vehicle parking:** Enter Market Square from Wall Avenue (one-way) on the west (near Ruby Sunshine) side of the Market Square Stage. Park your vehicle in your designated vehicle space IMMEDIATELY to keep the fire lane open for vehicle traffic, then unload your booth materials.
 - **Booths WITHOUT vehicle parking:** Enter Market Square from Wall Avenue (one-way) on the west side of the Market Square Stage (near Ruby Sunshine). Continue south on Market Square until you are adjacent to your booth and park as close to your booth space as possible, allowing traffic to pass between your vehicle and the business patios. Keep your vehicle pointed south towards Union Avenue at all times. Unload your market materials, then continue south on Market Square to exit onto Union Avenue (one-way) to park offsite.
 - ***** Booths 37 – 40: NO VEHICLES ARE ALLOWED TO DRIVE ON THE AREA DIRECTLY IN FRONT OF BOOTHS 37 – 40. THE UNDERGROUND CHAMBERS HOUSING THE FOUNTAIN EQUIPMENT CANNOT WITHSTAND VEHICLE TRAFFIC.**
- [Booths 24 – 36:](#) Enter Market Square from Wall Avenue (one-way) on the east side of the Market Square Stage (near Tommy Trent's). Continue south on Market Square until you are adjacent to your booth and park as close to your booth space as possible, allowing traffic to pass between your vehicle and the business patios. Keep your vehicle pointed south towards Union Avenue at all times. Unload your market materials, then continue south on Market Square to exit onto Union Avenue (one-way) to park offsite.
- [Booths 52 – 57:](#) From Union Avenue (one-way), park against the curb with hazard lights on, adjacent to your booth. Take care not to block the vendor exit lanes from the Square onto Union Avenue. Unload your market materials, then continue straight on Union Avenue towards Gay Street to park offsite.

Departure/Breakdown:

General departure/breakdown notes:

- Vendors may begin breaking down and exit the market area at 2:00 PM and no sooner. If you sell out early, please notify the market manager for permission to break down your booth earlier than 2:00 PM. With permission, you may pack out your equipment by hand/cart, but absolutely no vehicles are allowed to move inside the market area until after 2:00 PM.
- **Vendors with offsite parking must breakdown their booths entirely (including their canopy) before going to fetch their vehicle for loading.** If you have two staff working your booth, DO NOT send one to go fetch the vehicle while the other breaks down the booth UNLESS the one breaking down the booth can complete breakdown entirely on their own by the time the other arrives with the vehicle.

- During inclement weather, vendors may leave up their canopies to keep their product protected but the canopies **MUST** remain weighted.
- **Do not start queueing your vehicle on Wall Ave before 2:00 PM. No one should enter the market area with their vehicle until 2:00 PM. Vendors entering before 2:00 PM with their vehicles will be subject to an infraction.**
- ***NEW RULE*** Upon entry to the market area, all vendors should turn on your hazard lights/flashers, until your vehicle exits the market area.
- **DO NOT** linger onsite with your vehicle or materials after the market has ended. The quicker we can clear vendors out of the market area, the easier it is to navigate. Also, a Nourish Knoxville staff member must remain onsite until the last vendor leaves, and our team would like to get home to our friends and family as early as possible on Saturdays.
- If your vehicle size or parking space does not allow you to safely exit the market area, please wait for your neighboring vendors to leave and create space for you.
- Traffic backups will occur and Nourish Knoxville staff will sometimes need to jump in and direct you to keep traffic moving. Patience is key during breakdown!

Specific breakdown instructions by booth #:

- **ALL BOOTHS**: Follow the same instructions as setup for breaking down. All traffic on Market Square is one-way, entering from Wall Ave and exiting onto Union Ave.

***** Vendor vehicles must not exceed 5mph (brisk walking pace) at any time within the market area! Excessive speeds, as determined by Market Staff, will result in an infraction. *****

Contacts:

Nourish Knoxville Markets Staff:

(865) 805-8687 (ext. 1)

markets@nourishknoxville.org

Knoxville Police Department Non-Emergency Number:

(865) 215-7450



WALL AVE.

← RESTROOMS

- 1
- 2
- 3
- 4
- 5

STAGE

- I** INFORMATIONAL BOOTH

- V** ~~VEGGIE VALET~~

- \$** MONEY EXCHANGE

- VENDOR TRUCK PARKING

- 💧** ~~FOUNTAIN~~

- 🎸** ~~BUSKING AREA~~

BOOTHS 1 - 51:

ENTER from WALL AVE

EXIT onto UNION AVE

- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15
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- 33
- 34
- 35
- 36



NO TRAFFIC

NOURISH KNOXVILLE'S

WINTER FARMERS' MARKET

STRONG ALLEY

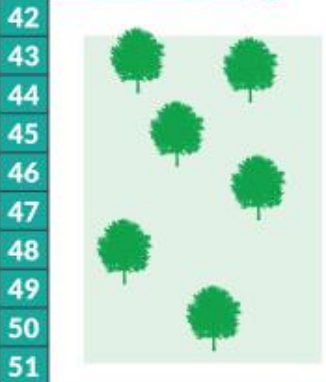
WALKWAY

WALNUT ST.

BOOTHS 52 - 57:

Load/unload from Union Ave

- 41
- 40
- 39
- 38
- 37
- I**



- 52
- 53
- 54
- 55
- 56
- 57

UNION AVE.