

Vendor Instructions for Setup/Breakdown at
Nourish Knoxville's 2023 Market Square Farmers' Market
SATURDAYS

Where:

- The 2023 MSFM (Saturdays) will be held on Market Square, Union Ave (between Walnut St and Gay St), and Market St (between Union Ave and Clinch Ave).

When:

- Setup Hours, 7:00 – 8:30 AM
- Market Hours, 9:00 AM – 1:00 PM
 - From 8:30 AM until 1:00 PM, the Saturday MSFM footprint is closed to ANY vehicle traffic.
- Breakdown Hours, 1:00 – 2:30 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, as well as two port-a-johns at the corner of Market St & Clinch Ave.
- 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, and products must not extend into aiseways or fire lanes.

- 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.
- **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 Saturday MSFM area before 7:00 AM. If you arrive early, please remain outside the footprint until 7:00 AM.
- Vendors will use a MSFM postcard as their entry pass at our KPD-staffed road closure at the intersection of Union Ave and Walnut St, if you do not have a postcard already, please stop by the information booth to collect one for each vehicle that will need access to the market area.
- Occasionally vehicles that have been parked in the market area will need to be towed out during set-up, please be patient and yield to any KPD/service vehicles. In rare instances, vendors may need to be relocated to another booth for the day.
- Vendors may only have one vehicle in the market area at a time.
- ***NEW*** Please turn on your hazard lights/flashers while driving on Market Square.
- **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 (except on UT home footballs games) and free surface parking is available under [James White Parkway](#) in the Old City (0.5 mile walk or short trolley ride).
- All vendors without vehicle parking in the Saturday MSFM footprint must have their vehicles out of the Saturday MSFM footprint by 8:30 AM. Vendors who move their vehicle after 8:30 AM within the Saturday MSFM footprint will receive an infraction.
- Vendors arriving after 8:30 AM may not drive into the market area and must load-in by foot/cart from outside the market area.
- Vendors who arrive after 9:00 AM will be subject to an infraction.

Specific setup instructions by booth #:

- **Booths 1 – 5:** Enter the Saturday MSFM footprint via Union Ave at Walnut St. There will be a KPD officer operating our street closure. Be sure to flash your MSFM postcard at them so they know you're an approved vendor. Continue down Union Ave and turn left onto Market Square just beyond Tupelo Honey. Continue north on Market Square until you are in front of your booth. Park as near to your booth as possible, pointing north and leaving room on your driver side for other vendor traffic to pass, if possible. Unload your market materials, then exit onto Wall Ave to park offsite.
- **Booths 6 – 23:**
 - **Booths WITH vehicle parking:** Enter Market Square from Wall Ave on the WEST side of the Market Square Stage (near Ruby Sunshine). Park your vehicle in your designated vehicle space IMMEDIATELY (exiting traffic should yield to you as you park your vehicle) to keep the fire lane open for vehicle traffic, then unload your booth materials.
 - **Booths WITHOUT vehicle parking:** Enter the Saturday MSFM footprint via Union Ave at Walnut St. There will be a KPD officer operating our street closure. Be sure to flash your MSFM postcard at them so they know you're an approved vendor. Continue down Union Ave and turn left onto Market Square just beyond Tupelo Honey. Continue north on Market Square until you are behind your booth and yield to any vendors with parking vehicles on the booths 6 – 23 range. Park as near to your booth as possible, pointing north and leaving room on your driver side for other vendor traffic to pass. Unload your market materials, then continue north on Market Square to exit onto Wall Ave to park offsite.
- **Booths 24 – 36:** Enter Market Square from Wall Ave on the EAST side of the Market Square Stage (Wall Ave is a one-way street and must be enter on from Gay St). Park as near to your booth as possible, pointing south and leaving room on your passenger side for other vendor traffic to pass. Unload your market materials, then continue south on Market Square to exit onto Union Ave (towards Gay Street) to park offsite. NOTE: Some vendors in this range have custom parking spaces. Markets staff will contact these vendors directly with special instructions.
- **Booths 37 – 40:** Enter Market Square from Wall Ave on the EAST side of the Market Square Stage (Wall Ave is a one-way street and must be enter on from Gay St). Continue south, past booths 37 – 40 until your vehicles are near the fountain/grassy area. Park in that area, pointing south and leaving room on your passenger side for other vendor traffic to pass. Unload your market materials, then continue south on Market Square to exit onto Union Ave (towards Gay St) to park offsite. **NOTE: NO VEHICLES ARE ALLOWED TO DRIVE ON THE FOUNTAIN AREA DIRECTLY IN FRONT OF BOOTHS 37 – 40.**

- [Booths 41 – 51](#): Enter the Saturday MSFM footprint via Union Ave at Walnut St. There will be a KPD officer operating our street closure. Be sure to flash your MSFM postcard at them so they know you're an approved vendor. Continue down Union Ave and turn left onto Market Square just beyond Tupelo Honey. Continue north on Market Square until you are in front of your booth. Park as near to your booth as possible, pointing north and leaving room on your driver side for other vendor traffic to pass, if possible. Unload your market materials, then continue north on Market Square to exit onto Wall Ave to park offsite, yielding to vendors in booths 6 – 23 parking onsite.

- [Booths 52 – 57](#):
 - **Booths WITHOUT vehicle parking**: Enter the Saturday MSFM footprint via Union Ave at Walnut St. There will be a KPD officer operating our street closure. Be sure to flash your MSFM postcard at them so they know you're an approved vendor. Continue down Union Ave until you are in front of your booth, parking on Union Ave as close to the left curb as possible, making sure not to block the Market Square access lanes (fire lanes) on either side of the Square. Unload your market materials, then continue straight on Union Ave towards Gay Street to park offsite.
 - **Booth WITH vehicle parking**: Enter the Saturday MSFM footprint via Union Ave at Walnut St. There will be a KPD officer operating our street closure. Be sure to flash your MSFM postcard at them so they know you're an approved vendor. Continue down Union Ave until you reach the Market House Bell. Pull onto the sidewalk and navigate your vehicle into the parking space behind booths 55 – 57. Park, then unload your market materials to set up.

- [Booths 58 – 70](#):
 - **Booths WITHOUT vehicle parking**: Enter the Saturday MSFM footprint via Union Ave at Walnut St. There will be a KPD officer operating our street closure. Be sure to flash your MSFM postcard at them so they know you're an approved vendor. Continue down Union Ave until you are in front of your booth, parking on Union Ave as close to the right curb as possible, making sure not to block the Union Ave/Market St intersection. Unload your market materials onto the sidewalk behind your booth (not into the road), then continue straight on Union Ave towards Gay Street to park offsite.
 - **Booth WITH vehicle parking (67)**: Enter as above. Continue down Union Ave and pull through booth 67 into your parking space, toward the gated parking lot, then unload your booth materials.

- [Booths 71 – 85](#): The load-in procedure for our food truck zone varies based on vendor composition and which side of the food truck/trailer you vend from. In general, you should enter market on Union Ave via Walnut St OR via Gay St (yes, this will be the wrong way down a one-way street, but we will have the road closed between 7:00 AM – 2:30 PM, so you're fine!) depending on what side you serve from. While you have specific booth assignments on MMM, those may not actually be your assigned spaces day-of, as we will fill the booths based on arrival time (unless emailed otherwise) starting with booth 85 (the end closest to

Gay St. It is HIGHLY recommended that food trucks and trailers arrive as early as possible (between 7:00 – 7:45 AM) so that you are placed and not trying to park a large truck or trailer while many other vendors are attempting to exit onto Gay St. Traffic will get messy quickly.

- **Booth 86 – 130:**

- **Booths WITH vehicle parking:** Enter the Saturday MSFM footprint via Union Ave at Walnut St. There will be a KPD officer operating our street closure. Be sure to flash your MSFM postcard at them so they know you're an approved vendor. Continue down Union Ave and turn right onto Market St (yes, this will be the wrong way down a one-way street, but we will have the road closed between 7:00 AM – 2:30 PM, so you're fine!). Continue down Market St and pull your vehicle through your booth area and into your parking space to keep Market St open for vehicle traffic, climbing the curb with your front axle and moving only as far forward on the sidewalk as needed. Once parked, you may begin to unload your booth materials. It is HIGHLY recommended that all vendors with vehicle spaces arrive earlier during our set-up period, as it may become difficult to navigate your vehicle into your parking space if your neighboring vendors have already set up their canopies. If you arrive later during the set-up hours and are unable to park your vehicle in your assigned space, you must unload and park offsite and Nourish Knoxville will **not** be able to reimburse you for the fee.
- **Booths WITHOUT vehicle parking:**
 - **Booths 86 – 103:** Enter the Saturday MSFM footprint via Union Ave at Walnut St. There will be a KPD officer operating our street closure. Be sure to flash your MSFM postcard at them so they know you're an approved vendor. Continue down Union Ave and turn right down Market St (yes, this will be the wrong way down a one-way street, but we will have the road closed between 7:00 AM – 2:30 PM, so you're fine!). Continue down Market St until you find your booth space. Park against the curb on your driver side, allowing other vehicle traffic to pass, unload your market materials onto the sidewalk where your booth will be set up, then continue straight towards Clinch Ave to exit and find offsite parking.
 - **Booths 104 - 130:** Enter the Saturday MSFM footprint via Union Ave at Walnut St. There will be a KPD officer operating our street closure. Be sure to flash your MSFM postcard at them so they know you're an approved vendor. Continue down Union Ave and turn right down Market St (yes, this will be the wrong way down a one-way street, but we will have the road closed between 7:00 AM – 2:30 PM, so you're fine!). Continue down Market St until you find your booth space. Park as close to the curb as possible on your passenger side to allow other vendor traffic to pass, unload your market materials onto the sidewalk behind where your booth will be set up (not in the road), then continue straight towards Clinch Ave to exit and find offsite parking.

- [Booths 131 – 137](#): Enter the Saturday MSFM footprint via Union Ave at Walnut St. There will be a KPD officer operating our street closure. Be sure to flash your MSFM postcard at them so they know you're an approved vendor. Continue down Union Ave until you pass the alley on your right, then drive up onto the bricked sidewalk on your right, keeping your nose pointed east towards Gay St, allowing other vendor traffic to pass on Union Ave. Unload your market materials onto the sidewalk behind your booth (right next to Tupelo Honey), not in the road. Once you're finished unloading, descend from the sidewalk back onto Union Ave and exit towards Gay St to find offsite parking.

Departure/Breakdown:

General departure/breakdown notes:

- Vendors may begin breakdown and exiting the Saturday MSFM footprint at 1:00 PM and not a minute earlier. If you sell out early, please notify the market manager for permission to break down your booth earlier than 1:00 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 1:00 PM. **Vendors are strongly encouraged to leave their booth setup with a "Sold Out" sign until the market has ended.**
- **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 Union Ave or and Wall Ave before 1:00 PM. No one should enter the market area with their vehicle until 1:00 PM. Vehicles entering before 1:00 PM with their vehicles will receive an infraction.**
- 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 #:

- **Booths 1 – 5:** Enter Market Square from Wall Ave on the WEST side of the Market Square Stage (Wall Ave is a one-way street and must be enter on from Gay St). Park close to the stage to load, allowing other vendor traffic to pass on your passenger side, if possible. Once loaded, make a U-turn on Market Square and exit back onto Wall Ave.
- **Booths 6 – 23:**
 - **Booths WITH vehicle parking:** pack up your booth materials promptly, then exit Market Square immediately towards Wall Ave. The sooner our vendors with vehicle spaces clear off the Square, the more wiggle room we have for those without vehicle spaces to load out and get home!
 - **Booths WITHOUT vehicle parking:** Enter the Saturday MSFM footprint via Union Ave at Walnut St. There will be a KPD officer operating our street closure. Be sure to flash your MSFM postcard at them so they know you're an approved vendor. Continue down Union Ave and turn left onto Market Square just beyond Tupelo Honey. Continue north on Market Square until you are behind your booth and yield to any vendors with parking vehicles on the booths 6 – 23 range. Park as near to your booth as possible, pointing north and leaving room on your driver side for other vendor traffic to pass. Load your market materials, then continue north on Market Square to exit onto Wall Ave.
- **Booths 24 – 36:** Enter Market Square from Wall Ave on the EAST side of the Market Square Stage (Wall Ave is a one-way street and must be enter on from Gay St). Park as near to your booth as possible, pointing south and leaving room on your passenger side for other vendor traffic to pass. Load your market materials, then continue south on Market Square to exit onto Union Ave (towards Gay St).
- **Booths 37 – 40:** Enter Market Square from Wall Ave on the EAST side of the Market Square Stage (Wall Ave is a one-way street and must be enter on from Gay St). Continue south, past booths 37 – 40 until your vehicles are near the fountain/grassy area. Park in that area, pointing south and leaving room on your passenger side for other vendor traffic to pass. Load your market materials, then continue south on Market Square to exit onto Union Ave (towards Gay St). **NOTE: NO VEHICLES ARE ALLOWED TO DRIVE ON THE FOUNTAIN AREA DIRECTLY IN FRONT OF BOOTHS 37 – 40.**
- **Booths 41 – 51:** When breaking down your booth, be sure to stage your materials as close to the grassy area as possible, then go fetch your vehicle. Enter the Saturday MSFM footprint via Union Ave at Walnut St. There will be a KPD officer operating our street closure. Be sure to flash your MSFM postcard at them so they know you're an approved vendor. Continue down Union Ave and turn left onto Market Square just beyond Tupelo Honey. Continue north

on Market Square until you are in front of your booth. Park as near to your booth as possible, pointing north and leaving room on your driver side for other vendor traffic to pass, if possible. Load your market materials, then continue north on Market Square to exit onto Wall Ave.

- **Booths 52 – 57:**
 - **Booths WITHOUT vehicle parking:** Enter the Saturday MSFM footprint via Union Ave at Walnut St. There will be a KPD officer operating our street closure. Be sure to flash your MSFM postcard at them so they know you're an approved vendor. Continue down Union Ave until you are in front of your booth, parking on Union Ave as close to the left curb as possible, making sure not to block the Market Square access lanes on either side of the Square. Load your market materials, then continue straight on Union Ave towards Gay St to exit.
 - **Booth WITH vehicle parking:** Pack up your market materials promptly then exit to Gay St via Union Ave.

- **Booths 58 – 70:**
 - **Booths WITHOUT vehicle parking:** When breaking down your booth, be sure to stage your materials on the sidewalk behind your booth (not in the street), before fetching your vehicle. Enter the Saturday MSFM footprint via Union Ave at Walnut St. There will be a KPD officer operating our street closure. Be sure to flash your MSFM postcard at them so they know you're an approved vendor. Continue down Union Ave until you are in front of your booth, parking on Union Ave as close to the right curb as possible, making sure not to block the Union Ave/Market St intersection. Load your market materials then continue straight on Union Ave towards Gay St to exit.
 - **Booth WITH vehicle parking (67):** Load your booth materials into your vehicle, then prepare to exit. You may need to wait a bit until you're able to back out onto Union and exit onto Gay St, depending on traffic and your neighbor's set up. Plan accordingly.

- **Booths 71 – 85:** Exit the Saturday MSFM footprint via Gay St. If your set up requires you exit in the opposite direction (toward Walnut), please notify a market staff member and be patient, as we will have to stop traffic. **DO NOT EXIT ON UNION TOWARDS WALNUT WITHOUT FIRST NOTIFYING NOURISH KNOXVILLE STAFF.**

- **Booth 86 – 130:**
 - **Booths WITH vehicle parking:** pack up your booth materials promptly, then exit on Market St towards Clinch Ave. The sooner our vendors with vehicle spaces exit Market St, the more wiggle room we have for those without vehicle spaces to load out and get home!
 - **Booths WITHOUT vehicle parking:**
 - **Booths 86 – 103:** When breaking down your booth, be sure to stage your materials on the sidewalk (not in the street) before fetching your vehicle. Enter the Saturday MSFM footprint via Union Ave at Walnut St. There will be a

KPD officer operating our street closure. Be sure to flash your MSFM postcard at them so they know you're an approved vendor. Continue down Union Ave and turn right down Market St (yes, this will be the wrong way down a one-way street). Continue down Market St until you find your booth space. Park against the curb on your driver side, allowing other vehicle traffic to pass, load your market materials, then continue straight towards Clinch Ave to exit.

- **Booths 104 - 130:** When breaking down your booth, be sure to stage your materials on the sidewalk behind your booth (not in the street), before fetching your vehicle. Enter the Saturday MSFM footprint via Union Ave at Walnut St. There will be a KPD officer operating our street closure. Be sure to flash your MSFM postcard at them so they know you're an approved vendor. Continue down Union Ave and turn right down Market St (yes, this will be the wrong way down a one-way street). Continue down Market St until you find your booth space. Park as close to the curb as possible on your passenger side to allow other vendor traffic to pass, load your market materials, then continue straight towards Clinch Ave to exit.
- **Booths 131 – 137:** Enter the Saturday MSFM footprint via Union Ave at Walnut St. There will be a KPD officer operating our street closure. Be sure to flash your MSFM postcard at them so they know you're an approved vendor. Continue down Union Ave until you pass the alley on your right, then drive up onto the bricked sidewalk on your right, keeping your nose pointed east towards Gay St, allowing other vendor traffic to pass on Union Ave. Once you're finished loading, descend from the sidewalk back onto Union Ave and exit towards Gay St.

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

Contacts:

Nourish Knoxville Markets Staff:

(865) 805-8687 (ext. 1)

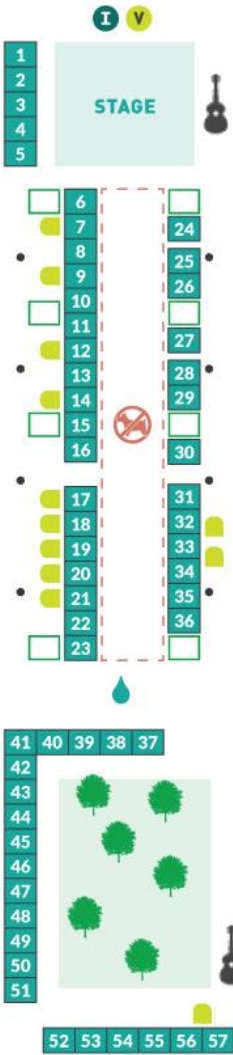
markets@nourishknoxville.org

Knoxville Police Department Non-Emergency Number:

(865) 215-7450

WALL AVE.

RESTROOMS



- I** INFORMATIONAL BOOTH
- V** VEGGIE VALET
- \$** MONEY EXCHANGE
- Y** VENDOR TRUCK PARKING
- F** FOUNTAIN
- B** BUSKING AREA



nourish
KNOXVILLE

MARKET SQUARE
FARMERS'
MARKET
KNOXVILLE, TN

STRONG ALLEY

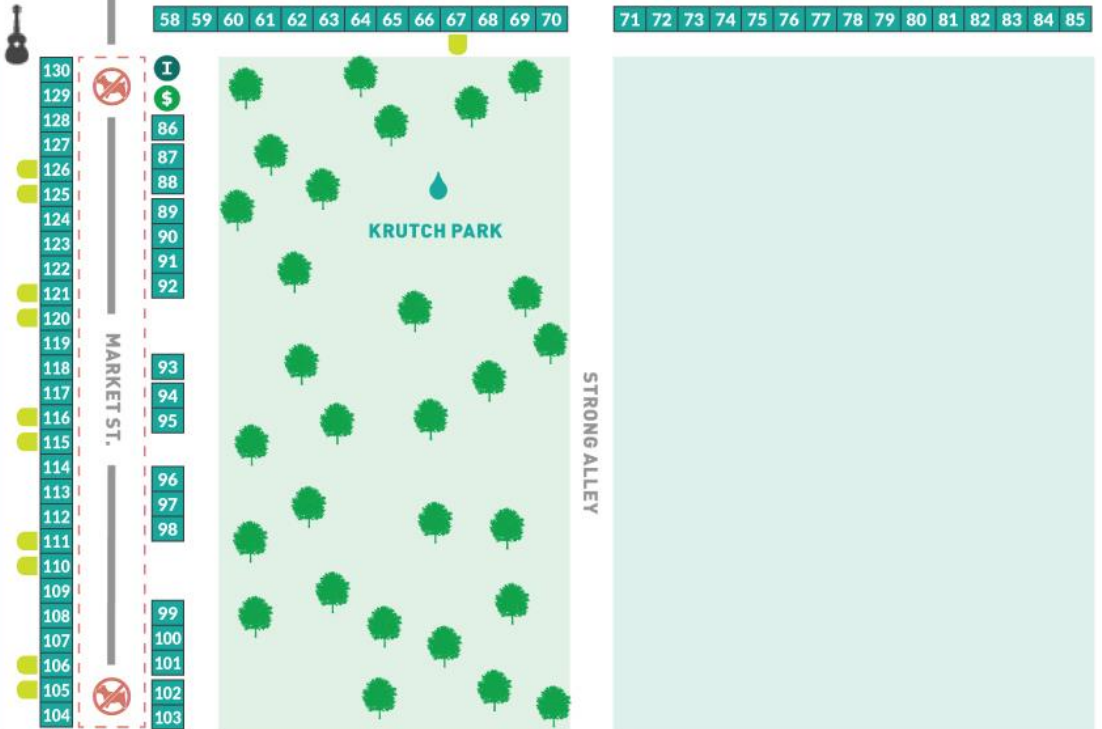
WALKWAY

WALNUT ST.

GAY ST.

137 136 135 134 133 132 131

UNION AVE.



CLINCH AVE.