

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

Where:

- The 2023 MSFM (Wednesdays) will be held on Market Square, in downtown Knoxville, TN.

When:

- Setup Hours, 8:00 – 9:30 AM
- Market Hours, 10:00 AM – 1:00 PM
 - From 9:30 AM until 1:00 PM, the 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.
- 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.
- **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 on Market Square before 8:00 AM on Wednesdays. If you arrive early, please wait to enter Market Square until 8:00 AM.
- 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 an assigned parking space are responsible for finding [offsite parking](#). The nearest paid parking is available in the Market Square Garage (\$1/hr, \$7 max.) and free parking is available under James White Parkway in the Old City (0.5 mile walk).
- Vendors who arrive after 9:30 AM may not drive onto Market Square and must load-in by hand/cart (from the Market Square Garage, or from Wall Ave loading zone).
- All vendors without onsite vehicle parking must have their vehicles off of Market Square by 9:30 AM. Vendors who move their vehicle after 9:30 AM on Market Square will be subject to an infraction.
- Vendors who arrive after 10:00 AM will receive an infraction.

Booths with Onsite/Assigned Parking (Ag vendors ONLY):

- From Gay St, turn onto Wall Ave and enter Market Square on either the WEST (booths 1-23) or EAST (booths 24-36) side of the Market Square Stage.
- **Always yield to exiting vehicles.**
- Drive to your assigned booth and park in the adjacent parking space (usually behind your booth).
- You may orient your vehicle however you like, so long as it does not extend beyond your designated parking space. (approx. 10x20')
- Vendors with oversized vehicles may require special accommodations or a different booth assignment.

Booths with Offsite Parking:

- From Gay St, turn onto Wall Ave and enter Market Square on either the WEST ([booths 1-23](#)) or EAST ([booths 24-36](#)) side of the Market Square Stage.
- **Always yield to exiting vehicles.**
- Drive to your assigned booth and (if possible) back into your booth space to unload your vehicle. Do not block neighboring vendors or the entire center aisleway (the no-pet zone bordered with a dotted red line on [our map](#)) while unloading, if possible.
- After unloading, exit the Square towards Wall Ave, taking a left onto Wall Ave (one-way).
- **Wait to setup your booth until you have parked your vehicle offsite** (during inclement weather, vendors may set up their tent(s) with weights before parking). Tents must be weighted (per Nourish Knoxville rules) as soon as they are erected.

Departure/Breakdown:

- At 1:00 PM vendors may begin breaking down their booths.
- 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 foot, 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.**
- During inclement weather, vendors may leave up their canopies to keep their product protected but the canopies **MUST** remain weighted.

Booths with Onsite/Assigned Parking:

- Once you've loaded all your equipment/products, exit Market Square with a left turn onto Wall Ave.
- If your vehicle size or parking orientation do not allow you to safely exit the market area, please wait for other vendors to leave and create space for you.

Booths with Offsite Parking:

- Once you've broken down your booth completely, retrieve your vehicle from offsite and enter Market Square via Wall Ave (watch for and yield to pedestrians and exiting traffic).
- Park near your booth, leaving room for neighboring vendor vehicles to pass, then exit the Square the same way you entered, with a left turn onto Wall Ave.
- If your vehicle size or parking orientation do not allow you to safely exit the market area, please wait for other vendors to leave and create space for you.

***** 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:

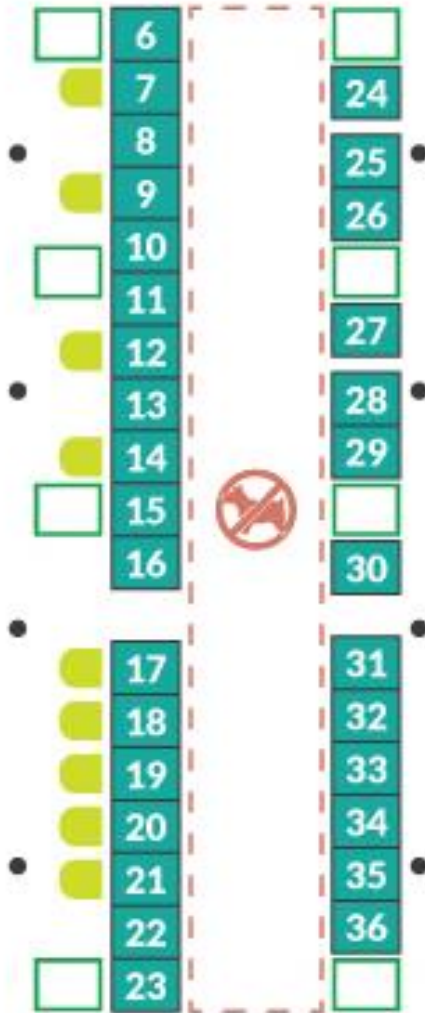
(865) 215-7450

RESTROOMS



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STAGE



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