



# CHRISTMAS OPEN HOUSE NOVEMBER 19<sup>TH</sup> – 21<sup>ST</sup>



Dear Prospective Merry Market Vendor,

We are getting ready for the 2021 Christmas Open House and we have some exciting things to offer, including 'Merry Market on Marion'.

Arts and Crafts Vendors will be set up around the Ice-Skating Rink on Marion Street for outdoor shopping Friday evening, Saturday, and Sunday, and we want YOU to participate! We are looking forward to a festive and fun holiday weekend.

As you consider becoming a Merry Market Vendor, here are a few things you should note:

**Tent Assignments:** You will be required to bring your own 10 ft by 10 ft tent. You are also responsible for displays for your merchandise. Please do not leave merchandise overnight. The Chamber and Athens Main Street will not be responsible for any items left overnight.

**Facilities:** Merry Market will be located **outside** on Marion Street. Please keep this in mind when planning your space. Limited electricity will be provided. We will do our best to accommodate all of our Merry Market merchants. The Chamber has secured Athens State University's Center for Lifelong Learning as a backup location in case of inclement weather. The Chamber will be in contact with you if there is a location change.

**Parking:** As you setup and breakdown we understand you will want to park as close to Marion Street as possible. Marion Street will be closed for the skating rink. We recommend you park and unload on Washington Street near the Marion Street intersection. During Christmas Open House hours, please relocate your vehicle to a parking lot located off the downtown square. Parking is limited downtown, and we want our shopping customers to have the most convenient parking available! There is a parking lot just east of the square, right over the railroad tracks at the Limestone County Courthouse Annex. All Merry Market vendors are encouraged to park in that lot.

**Promotional Material:** The Chamber will print posters and rack cards to promote all Christmas activities in Athens-Limestone County, including Christmas Open House weekend. They will be distributed downtown and across Athens-Limestone County. Upon payment, you may receive an e-version of the poster. You will be able to share this e-poster on your social media, websites, etc.

**Advertising:** Once you have submitted your payment, Merry Market participants can be seen on the Chamber website, Athens Main Street website and social media outlets.

***\*\* Set up dates and times will be determined at a later date\*\****

If you have any questions, please contact Brooke Pettus at the Chamber at (256) 232-2600 or [brookepettus@tourathens.com](mailto:brookepettus@tourathens.com).



# MERRY MARKET APPLICATION



Business Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Please check if applies: \_\_\_\_ I need electricity

Merry Market Registration Fee:

\$75.00 Chamber Member and/or Athens Main Street

**OR**

\$125.00 Non-Members

Please make check payable to Greater Limestone County Chamber of Commerce.

Return completed application to the Chamber located at 101 South Beatty Street Athens, AL 35611. **Deadline to submit application is November 11, 2021 at 4:00 p.m.**