



2nd Saturday Market Days 2025 Guidelines, Policies, & Procedures

The following information outlines the guidelines for applying for and participating in the Downtown Georgetown Association’s 2nd 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 safe, vibrant 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 7th, 8th, and Main Streets, adjacent to the Williamson County courthouse. Market Day operates on the 2nd Saturday of each month, March-November. The operation hours are 9am-4pm for March, April, May, June, July, August, September, October, and November.

TIMELINE FOR 2025 APPLICATIONS, INVOICING AND COMMUNICATION:

- Monthly Application deadline is 3 weeks prior to 2nd Saturday
- Invoices will be sent out upon approval
- Payment is due by date by invoice due date
- If invoice is not paid by the due date your booth will be released
- Load-In/Out communication will be sent week of Market Days
- All communication will be sent via Eventeny email. Ensure your email is correct.
- Day of event communications will be sent via Text Message. Ensure your profile includes a contact number that can receive Text Messages
- No refunds or credits are provided for any reason including inclement weather.

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:
 - Non-Eligible: 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 the vendor may be expelled from the property for non-compliance with vendor rules or request to remove unacceptable items.
- No vendor is guaranteed product exclusivity

FEES:

BOOTH FEE:

- 10 x 10 Tent Booth Fee: \$125.00
- 10 x 10 Tent Booth with Electricity: \$140.00

ELECTRICITY:

- Electricity is available at booths located along the courtside curbs along 7th, 8th, and Main, labeled as C1-C42 on the market map.
- Electricity is included with these booths fee whether used or not
- Vendors must provide their own extension cords and mats or tape to cover any portions of the cord that may cross walking paths.

FEE SCHEDULE:

- Fees will be invoiced once approved.
- All fees must be paid by credit card on the due date indicated on the invoice received.
- Fees are subject to change without prior notification.

ADDITIONAL FEES:

Upon approval vendors applying for three consecutive event dates may request to retain the same booth location for all three months. A \$20/month per booth fee applies to secure a specific spot. To guarantee this option, full payment for the booth fees plus the additional

location fee for all three months is due when invoiced, upon approved. Example: 3 months x \$125 = \$375 + \$60 = \$435.

NO REFUNDS/CREDITS:

- The Market operates **RAIN or SHINE**
- No refunds or credits are provided for any reason including inclement weather.
- ALL FEES ARE FINAL AND NON-REFUNDABLE

WEATHER:

The Downtown Georgetown Association Team will adhere to the 30/30 Thunderstorm and Lightning Safety Guidelines Rule. The 30/30 Rule for thunderstorm and lightning safety is a guideline used to minimize the risk of lightning strikes. It consists of two key parts:

- **First 30 Seconds:** If you see lightning and hear thunder within 30 seconds, the storm is close enough to be dangerous, and you should seek shelter immediately.
- **Second 30 Minutes:** After the last thunderclap or lightning strike, wait 30 minutes before resuming outdoor activities.

This rule advises seeking shelter and when it is safe to go back outside. When thunder and lightning are present, we will suspend sales and activities for 30 minutes after the last clap of thunder or lightning before resuming the market and other activities.

MARKET GUIDELINES

MARKET DAY TIMELINE:

7AM: ARRIVAL/SETUP BEGINS

8:30AM All vehicles must be cleared from booth areas

8:45AM: City will lock down the road closures to the booth areas

9AM: MARKET OPENS

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

4PM: MARKET CLOSES. No more sales are 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. If you sell out before 4 pm, do not close or vacate your booth, you will need to still man your booth, and engage with the community

Streets Re-open: The DGA will reopen when given approval by the Georgetown Police Department. All vendors should be vacated. Only the City/DGA will remove barricades and re-open streets.

PARKING:

Vendors are required to park in lots located at:

- 8th & Forest Street (Library Lot)
- 9th & Main Street (Grace Heritage)
- 7th and Rock Street (cross from Blue Corn)
- Handicap Parking is available in the lot located at 9th and Main and 8th and Forest Street

Vendors cannot park:

- Within the barricades, it is strictly prohibited
- Parking in front of merchants or 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 offenses will result in exclusion from future DGA events.

RESTROOMS:

- 7th & Main Street: Portable toilet - ADA Accessible
- 8th & Main Street: Portable toilet – ADA Accessible
- 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 that traffic flow is ONE WAY ONLY on all 3 streets. Event Staff will enforce this.
- BEFORE YOU ARRIVE: know your booth number and location so you can quickly and safely enter the event area.

The traffic flow is as follows; Vendors located on:

- 7th Street: Enter from Church Street, on 7th and exit Austin Ave
- Main Street: Enter from Church Street, on 8th, turn right on Main, proceed to 7th take left to exit right on Austin Ave.
- 8th Street: Enter from Church St. on 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 – DO NOT SET UP YOUR TENT OR BOOTH**
3. Go Park your vehicle
4. Return to complete booth 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, all vehicles are removed before the City locks down the streets and the event can open on time.**

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, tent weights, signs, and/or other equipment.
- Tents (any color) must be no larger than 10' by 10' (**slanted tent legs are not allowed**) 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 comprise your ability to participate in future markets.**

- FIRST: Set up the tent and put on the weights.
- SECOND: Once tent is up and properly secured with weights, secure 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.
- Only designated booths with electricity can plug into designated power outlets. **DO NOT PLUG INTO ANY OUTLETS OUTSIDE THE DESIGNATED AREA. TREES INCLUDED**
- 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 products 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.
- Questions/Concerns during events should be directed ONLY to the Coordinator and Staff and no other vendors or merchants.
- Coordinator's phone - [512-868-8675](tel:512-868-8675). For the fastest response, please text.
- Can visit Info Booth for on-site concerns and is located on the Eastside pad in front of the courthouse stairs

BOOTH TEAR-DOWN:

- Final sales must be made no later than 4:00 pm. Failure to comply may result in the dismissal of future Market Day participation.
- FIRST: pack all products, displays, etc. DO NOT REMOVE WEIGHTS from tent unless you are immediately taking the tent down.
- SECOND: Disassemble the tent, and ensure you are not blocking vehicle traffic lanes.
- LAST: Once everything is disassembled and packed, return with your vehicle to load and depart.
- All vendors must depart as soon as possible and as directed by DGA staff.
- No Early Tear Down. In the event of a personal matter requiring you to depart prior to the end of the event: proceed to the DGA Info Tent on Main Street courthouse stairs to contact an Event Staff person immediately. The DGA Event Staff will assist you from there.
- Vendors are expected to take your trash, including zip ties with you. Nothing should remain in your location upon your departure.

EXIT INSTRUCTIONS:

- The exit route depends on booth location. Please abide by the route provided to you and

follow the staff directions as they guide you to your designated exit.

VENDOR CATEGORIES & REQUIREMENTS:

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:

- Creates original designs, handmade, high-quality artwork or goods
- Examples: art, ceramics, jewelry, candles, personal care products, and other wood, fabric, craft items, etc.

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
- Boutiques are required to submit a list of apparel brands in your application

PROFESSIONAL SERVICES/SERVICE PROVIDERS:

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

FOOD VENDORS:

THE REQUIRED UPLOADS MAY BE UPLOADED DURING CREATION OF YOUR APPLICATION OR YOU CAN RETURN TO YOUR APPLICATION AND UPLOAD AT A LATER DATE BUT 2 WEEKS PRIOR TO EVENT. ALL FOOD CATEGORIES BELOW MUST UPLOAD FOOD HANDLERS CERTIFICATE.

- **Non-concession food booths: UPLOAD to your Application Temporary Food Event Permit for each Market Day event** if you are selling TCS (foods requiring temperature control for safety) and/or providing open sampling where foods are sold/distributed outside of the sealed packaging from an approved facility.
- Food Vendors with open foods must have a hand wash facility within their booth constructed of food safe materials. If reusable utensils are used in preparation, a means must be provided to properly clean and sanitize equipment used. Additional guidelines can be found at [TEMPORARY EVENT FOOD BOOTH SET UP REQUIREMENTS](#).
- **Concession Food Booths:** Must provide Temporary Food Event Permit for each Market Day Event to do more extensive onsite preparation and service.
- Food Vendors would be subject to all of the [TEMPORARY EVENT FOOD BOOTH SET UP REQUIREMENTS](#).

FOOD/BEVERAGE TRUCK VENDOR:

- **UPLOAD to your Application: UPLOAD to your application an Annual Mobile Food Permit**

or a Temporary Food Event Permit.

- Vendors under a Mobile Food Permit must be operating from only their permitted mobile and may not set up any storage, preparation or service outside of that mobile unit without obtaining a Temporary Food Event Permit.
- Vendors that qualify are encouraged to obtain a Mobile Permit, as this one permit would allow for participation in events for one year from the date of issuance.
- **UPLOAD to your application** permit from the **Williamson County and Cities Health Department** to complete your application www.wcchd.org
- **UPLOAD to your application: Certificate of Insurance showing proof of liability coverage by March 1, 2025. (Coverage must include a minimum of \$1,000,000 general liability and products completed. Downtown Georgetown Association, 116 w. 8th #109 Georgetown, TX 78626 must be listed as 'additional insured' through the event date.)**
- **UPLOAD to your Application: Vendors must submit the City of Georgetown Fire permit 2 weeks prior to 2nd Saturday event.**
- **Vendors must pass the onsite day of fire inspection by City of Georgetown Fire Department**

COTTAGE FOOD:

- Vendors must obtain the proper permits before the event and have the permit during the event. Vendors must comply with all requirements of the Williamson County Health Department. Inspectors are often onsite before and during events.
- Cottage Producer's, as defined by DSHS, would be producers preparing approved foods in their residence in strict compliance with Cottage Law. These products must be shelf stable, packaged and properly labeled.
- The label must include:
 - Legible writing.
 - The name and address of the cottage food production operation.
 - The common or usual name of the product.
 - If a food is made with a major food allergen, such as eggs, nuts, soy, peanuts, milk or wheat, that ingredient must be listed on the label.
 - The following statement: "This food is made in a home kitchen and is not inspected by the Department of State Health Services or a local health department."
 - A unique number for each batch of pickled fruit or vegetables, fermented vegetable products, or plant-based acidified canned goods.
- Should a Cottage Producer, as defined by DSHS choose to provide samples, the samples would need to be portioned and packaged in their home, according to Cottage Law. Vendors who are in complete compliance with Cottage Laws would not need any additional permits. Additional information regarding Cottage Producers can be found at [Texas Cottage Food Production | Texas DSHS](#)

Questions or concerns may be directed Event Coordinator, by email to vendorrelations@dgagtx.org via text to 512-868-8675