



# Christmas Open House November 21<sup>st</sup> – 22<sup>nd</sup>



Dear Merry Market Participant:

Thank you for your interest in participating as a 'Merry Market on Marion' vendor in the 34<sup>th</sup> annual Athens-Limestone County Christmas Open House. This year, Merry Market will be located outside on Marion Street around the skating rink. We are looking forward to a festive and fun holiday shopping weekend.

As you prepare for the upcoming event, here are a few things you should note:

**Setup:** Setup will be from 8:00 a.m. to 11 a.m. on Saturday, November 21, 2020. Merry Market will open promptly at 11:00 a.m. Saturday morning. Tent time will be from 11:00 a.m. to 5:00 p.m. on Saturday and 12:00 p.m. to 4:00 p.m. on Sunday.

**Tent Assignments:** You will receive your tent assignment when you arrive to setup. Tent dimensions are 10 feet by 10 feet. A tent will be provided as part of your registration fee, unless you choose to bring your own tent. Tents must be 10 feet by 10 feet. You are 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 has printed 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.

If you have any questions, please contact the Chamber at (256) 232-2600.

**Below is a list of other activities taking place during Christmas Open House weekend:**

**Skating on the Square** - The skating rink will be open (Marion Street) during the following times:

Saturday, November 21	11:00 a.m. - 7:00 p.m.
Sunday, November 22	12:00 p.m. - 4:00 p.m.

**Santa and Friends** - There will be fun activities for kids taking place throughout the weekend around downtown. Activities include: Photos with Santa on Saturday from 1:00 p.m. – 3:00 p.m. and on Sunday from 1:00 p.m. – 3:00 p.m. Christmas Character Meet and Greet, Carriage Rides and music provided by Malone and Friends. More details coming soon!



# Merry Market Application



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

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

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

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

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

Please check if applies:  I need electricity

Please check one of the following:  I need a tent  I will provide my own tent

Merry Market Registration Fee: \$75 (Member of Chamber and/or Athens Main Street) OR \$125 for 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 applications is November 12, 2020 at 4:00 p.m.**