



October 9, 2019

Dear Business Owner,

The 2020 Litchfield Pickers Market planning is under way. The City of Litchfield has been incredibly fortunate that the Litchfield Pickers Market has been successful in showcasing our Historic Downtown to the public. Prairie Pickers and the Litchfield Tourism Office invites businesses who sell items made prior to 1980 to join in the market. It is a wonderful way to formulate positive relationships with the public, fellow vendors, and to promote downtown businesses and encourage individuals to visit Litchfield in the future.

If you are interested in participating, please read the guidelines listed below. These guidelines have been adjusted for the 2020 market, so please read carefully.

Listed below are the guidelines for participating businesses.

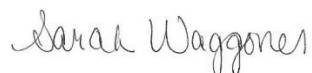
1. Participating businesses must adhere to the same guidelines as other participating vendors. All items displayed in the open air market must be prior to 1980. The items placed on the roadway will be juried along with all other vendor merchandise. A vendor contract has been included with this letter.
2. Participating businesses must be open for all markets and for the duration of the market (9AM-3PM). The booth cannot close early.
3. Each registered business will be provided two (unless other arrangements have been made) complementary merchant spaces in the vicinity of the business's location. These spaces can be used to encourage visitors to enter the business, however, spaces cannot be left empty or without merchandise. If business owners feel they only want one smaller space, rather than two, please contact the Litchfield Tourism Office.
 - a. Reserved spaces must be filled with items fitting the market guidelines. (Vendor guidelines are enclosed.).
 - b. Businesses must be open for all markets. The 2020 Market dates are: May 10, June 14, July 12, August 9, September 13, and October 11. There will be no market in April, due to the date falling on Easter Sunday.
 - c. Businesses are required to be open for the duration of the market (9:00 AM to 3:00 PM).
 - d. Although every attempt is made for the spaces to be in front of the business, this cannot always be the case due to parking vendors and the market set up.

- e. Vendor spaces are indicated by small white vertical lines painted on the roadside near the curb. From the curb, the designated space proceeds straight out, towards the median. Numbered spaces will be allocated to each registered business or vendor. The Tourism Office will notify all registered participants after February 21 of their assigned location.
 - f. Businesses not following the guidelines set forth in this contract will be subject to the loss of their space at the discretion of the Litchfield Tourism Office and Prairie Pickers. Interpretation of the rules and regulations is at the discretion of the Litchfield Tourism Office and Prairie Pickers.
4. Additional information:
- a. Food will be located at the intersections of State Street and Kirkham Street, Ryder Street, and Edwards Street. A complete listing of food vendors can be found at the website listed below.
 - b. For markets that will be hot, cooling stations/misters will be located in the following areas:
 - i. Monroe Street & Kirkham Street
 - ii. State Street & Edwards Street
 - iii. Ryder Street & Monroe Street
 - iv. Brown Shoe Apartments
 - c. Porta Pots are located in the following areas; others may be added as the market grows:
 - i. Monroe Street & Kirkham Street (in Library Park)
 - ii. Monroe Street & Ryder Street (in the City parking lot)
 - iii. State Street & Edwards Street (in the City parking lot)
 - iv. Madison Street & Edwards Street (in the City parking lot)
 - d. Visitor questions can be directed to volunteers located in the Tourism Information Tent, which is in front of the flag pole in Library Park along the first block of State Street.
 - i. Litchfield Pickers Market merchandise may also be purchased here.
 - ii. In an emergency CALL 911! Please notify the Tourism Office only after 911 is called.
 - e. Have fun with the public and vendors. Positive working relationships will bring people back to Downtown businesses in the future.
 - f. Litchfield Pickers Market announcements will be posted on www.VisitLitchfield.com/events under "Litchfield Pickers Market" as well as on the "Litchfield Pickers Market" Facebook page. If you have questions after reading the registration form, feel free to contact me at tourism@cityoflitchfieldil.com or 217-324-8147.

Thank you for your support during this event! I have heard many positive things from vendors and patrons visiting the downtown businesses. I hope that your business has benefited from the Litchfield Pickers Market and continues to grow. I appreciate your partnership for this community event.

If you would still like to participate after reading the guidelines please fill out the attached contract and submit it to the Litchfield Tourism Office no later than February 14, 2020. All contracts must be received by this date. After this date all remaining spaces will be allocated to other vendors for the duration of the year. Applications cannot be taken after this date. If you have questions or concerns, feel free to call 217-324-8147 or e-mail tourism@cityoflitchfieldil.com .

Sincerely,



Sarah Waggoner-Tourism Coordinator



Litchfield Pickers Market—2020 Business Contract:

Every Second Sunday of the Month: May through October -- Downtown Litchfield, IL—9 AM to 3 PM

BUSINESS NAME _____
CONTACT PERSON (Please print) _____
(Confirmation paperwork will be mailed to the address supplied below.)
MAILING ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE _____ CELL _____
E-MAIL (Used for notifications and future sales leads.) _____

Please initial next to the following statements:

1. _____ It is understood that the registered business identified on this form must adhere to the same guidelines as other participating vendors. It is understood that all items displayed in the open air market must be prior to 1980 and the items will be juried along with all other vendor merchandise. If items don't meet the qualifications, the items will have to be placed inside the store.
2. _____ It is understood that the registered business identified on this form must be open for all markets (the second Sunday of every month, May through October) and for the duration of the market (9:00 AM-3:00 PM). The 2020 Market dates are: May 10, June 14, July 12, August 9, September 13, and October 11. There will be no market in April due to the date falling on Easter Sunday.
3. _____ It is understood that the registered business will be provided one or two complementary merchant spaces in the vicinity of the business's location. These spaces can be used to encourage visitors to enter the business. Spaces cannot be left empty or without applicable merchandise. If business owners feel they only want one vertical parking space (a 10x10), rather than two because they do not have enough merchandise, please check here _____.
4. _____ It is understood by the registered business that, although every attempt is made for the spaces to be in front of the business, this cannot always be the case due to the market set up.
5. _____ It is understood that if the registered business does not follow the guidelines set forth in this contract, they will be subject to the loss of their space at the discretion of the Litchfield Tourism Office and Prairie Pickers for this year and future years.
6. _____ It is understood that animals are not permitted at the Litchfield Pickers Market.
7. _____ It is understood that all rules and regulations are under the discretion of the City of Litchfield Tourism Office and Prairie Pickers.

DEADLINE: This contract must be completed in its entirety and received by the Litchfield Tourism Office no later than February 14, 2020. No exceptions. After this date all remaining spaces will be allocated to other vendors for the duration of the year.

The completed contract can be e-mailed to tourism@cityoflitchfieldil.com or mailed to Litchfield Tourism, 120 East Ryder Street, Litchfield, IL 62056.

By signing this contract, I acknowledge that I have read the market guidelines and will abide by the aforementioned rules and regulations. I understand that if I do not adhere to the attached rules and regulations I may be asked to leave the market. I also understand that if I do not complete this registration form in full and adhere to all deadlines, I will NOT be guaranteed vendor space.

SIGNATURE _____ DATE _____