



Litchfield Tourism Office
217-324-8147
120 East Ryder, Litchfield, IL 62056
tourism@cityoflitchfieldil.com

February 1, 2021

Dear Business Owner,

Happy 2021 from the City of Litchfield Tourism Office! We hope everyone has had a wonderful beginning of 2021. The Litchfield Tourism Office is busy preparing for the 2021 Litchfield Pickers Market. The City of Litchfield has been incredibly fortunate that the Litchfield Pickers Market has been successful in showcasing our Historic Downtown to the public. We missed hosting this event in 2020. This year, the Litchfield Pickers Market will be from 9 AM to 3 PM every second Sunday of the month from May to October in downtown Litchfield; the exact market dates for 2021 are as follows: May 9, June 13, July 11, August 8, September 12, and October 10.

The Litchfield Tourism Office invites businesses who sell items made prior to 1980 to join in the market. These items can be from your business, a personal collection, or a business may partner with a friend to fill the business's space. If a business participates, the space must be occupied every month of the market. Businesses will be required to adhere to the same market guidelines as other market vendors (an application is enclosed for you to review). The Tourism Office hopes by offering downtown businesses the opportunity to participate in the Litchfield Pickers Market business owners can foster positive working relationships with current and potential customers, promote their downtown businesses, and encourage individuals to visit Litchfield in the future.

As you know, the COVID 19 situation has become very fluid. If 2020 has taught us anything, it has been how to try and adapt to various situations. Market organizers are trying to modify market guidelines to ensure a safe atmosphere for vendors, volunteers, visitors, and employees. Due to the extensive work that is required in the planning of the Litchfield Pickers Market, the Tourism Office is going to be proceeding with vendor registration for the 2021 season. By registering, businesses understand that rules and regulations are subject to change as State of Illinois and the local health department rules and regulations are modified. We will do our best to communicate these updates with you. The Tourism Office will utilize the same communication methods for announcements as in the past: e-mail, USPS, and automated calls. Please make sure you provide current contact information on the registration form.

If your business is interested in participating in the market, please read the guidelines listed below and in the attached market application. These guidelines have been adjusted for the 2021 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. These can be from your business, a personal collection, or a business may partner with a



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- friend to fill the business's space. If you partner with a friend, make sure they receive a complete copy of the market guidelines. All guidelines will be enforced. (Vendor guidelines are enclosed.)
2. Participating businesses must be open for all markets, which are every second Sunday from May to October: May 9, June 13, July 11, August 8, September 12, and October 10, and for the entire duration of the event (9 AM-3 PM). The booth cannot close early.
 3. Each registered business will be provided two complementary merchant spaces in the vicinity of the business's location. A business can request only one space if they determine that would be easier to fill and be closer to their business. Two spaces are approximately 20 feet wide by 18 feet deep. One space would be 10 feet wide by 18 feet deep. These spaces can be used to encourage visitors to enter the business, however, spaces cannot be left empty or without merchandise.
 - a. 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.
 - b. 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.
 4. 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 City of Litchfield and Prairie Pickers.
 5. **The deadline for registering your business is March 11, 2021.** This deadline cannot be extended.
 6. ***NEW COVID GUIDELINES:*** *Based on current standings, the following COVID policies will be implemented in 2021. All registering businesses will be expected to follow them. The COVID situation will be monitored and changes will be made accordingly.*
 - a. There will be one empty space between each vendor booth. This applies to all vendors. These spare spaces are to remain unoccupied at all times. Vendors are not to put any vehicles, trailers, merchandise, or any other products in these spaces. Vendors must remain in their assigned space at all times.
 - b. Masks will be required.
 - c. Businesses are encouraged to utilize hand sanitizer and disinfectant for frequently touched surfaces. Remember, the more confident a customer feels about cleanliness and safety the better they will feel about visiting.
 - d. If you are feeling ill, **DO NOT ATTEND.** We cannot stress this point enough. We trust that vendors are responsible for their own health and wellness and understand the severity of their actions if they arrive at the market with symptoms of any illness. If you have any indication of being ill, you must stay home.
 - e. If you have been exposed to COVID 19 within two weeks of the market date, please stay home. We understand this is difficult, as it is always hard to miss out on something you enjoy, but everyone must make responsible choices for this event to be successful.
 - f. Businesses are welcome to adapt their booth space to protect themselves based on what they feel necessary (for instance, the use of plexiglass shields or gloves). You are always welcome to call the Tourism Office if you have questions.
 - g. Businesses are responsible for all garbage at their booth. Businesses may use the dumpster located in the Edwards Street parking lot on the corner of Monroe and Edwards Street for trash disposal at the end of the market.
 - h. Music will still be held in the park. Visitors will be required to bring their own seating to avoid frequently touched surfaces of communal picnic tables.
 - i. Please follow safe social distancing practices of six feet or more for **ALL INDIVIDUALS THAT YOU ENCOUNTER.** This includes customers, other vendors, volunteers, and employees.



Please note volunteers and employees will be given specific instructions for limited outside interactions so they can stay safe and healthy all season. If vendors have questions or concerns on the day of the market they will be able to approach the Tourism booth in front of the flagpole in the park.

- j. All rules and regulations will be adapted as deemed necessary. We appreciate the understanding and cooperation. We are excited to bring this event back to the public.

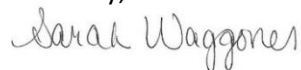
7. Additional information:

- 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 held during high temperature months, 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 Carnegie Park along the first block of State Street.
 - i. Litchfield Pickers Market merchandise may also be purchased there.
 - 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 <https://visitlitchfield.com/events/litchfieldpickersmarket/> 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.

The City of Litchfield is eager to welcome all Pickers back to Litchfield! 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 March 11, 2021. 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



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Litchfield Pickers Market—2021 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) _____
MAILING ADDRESS FOR CONFIRMATION PAPERWORK _____
CITY _____ STATE _____ ZIP _____
BUSINESS ADDRESS (Used for assigning vendor space) _____
CITY _____ STATE _____ ZIP _____
PRIMARY PHONE _____ CELL _____
E-MAIL (Used for notifications) _____

1. It is understood that the registered business 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 requirements, the items will have to be placed inside the business. If someone other than the business owner is hosting the booth it is the responsibility of the business owner to pass on all market requirements. _____ (Initial)
 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 2021 Market dates are: May 9, June 13, July 11, August 8, September 12, and October 10. _____ (Initial)
 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. _____ (Initial)
 - a. *Mark one:* Our business would like _____ one (10' x 18') or _____ two (20' x 18') spaces.
 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. _____ (Initial)
 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 City of Litchfield and Prairie Pickers for this year and future years. _____ (Initial)
 6. It is understood that animals are not permitted at the Litchfield Pickers Market. _____ (Initial)
 7. It is understood that all rules and regulations are at the discretion of the City of Litchfield and Prairie Pickers and may be adapted at any time. _____ (Initial)
 8. All COVID guidelines as identified in this application packet are understood and adhered to. _____ (Initial)
- BOOTH LOCATION IF PAST PARTICIPANT _____

DEADLINE: This contract must be completed in its entirety and received by the Litchfield Tourism Office no later than March 11, 2021. 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 _____
PRINT NAME _____



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