

Festhalle Market Platz  
Hand-Made Crafts  
Rules & Guidelines

**Introduction:**

Cullman's Festhalle Market Platz, referred to as the "Market" in this document, was constructed by the City of Cullman for the purpose of providing a venue by which local producers may sell their products directly to the general public. In addition, the Market is also a venue whereby local artisans and crafts people can market their creations and hand-crafted items provided they are first approved by the market management.

**Features:**

The market, which consists of a 7,250 square feet European-style timber frame structure, serves as a multi-purpose pavilion/farmers market featuring 32 individual vendor spaces (16 on each side) measuring 8 feet by 16 feet. The spaces are separated by a six-foot open walkway down the center.

The clear span (no interior columns) facility features a metal roof which simulates European clay tile for low maintenance and long life, and a concrete floor.

Also included on site is a separate restroom/storage/office building.

An additional display/sales area is available around the perimeter of the market structure.

**Location:**

The market is located at the corner of First Avenue and Arnold Street Northeast in a historic area of downtown Cullman, Alabama, known as the Warehouse District.

For the purpose of hand-made crafts, Festhalle Market Platz will be open from 8 a.m. to 3 p.m. daily Tuesdays, Thursdays and Saturdays beginning April 3, 2012.

The 2012 Market Season will run from Tuesday, April 3 through Saturday, Oct. 27. Hand-crafted items may be sold at Festhalle on market days only between the hours of 8 a.m. and 3 p.m. Tuesdays, Thursdays and Saturdays.

Beginning in November, the Festhalle will host a "Thursdays Only" extended season (10 a.m. to 3 p.m.) for farmers and crafts vendors. There is no space rental fee for the extended season but all other applicable market rules and regulations apply and all first time vendors must contact Manager Jimmy Simms in advance.

**Permits and Fees:**

Anyone selling craft items at the Market must have a signed Festhalle Craft Sales Permit available for a one-time annual fee of \$20. Permits are available from the market manager or on-line at [www.cullmancity.org](http://www.cullmancity.org). The purpose of the permit is to ensure that the craft items sold originate with the vendor. This permit Does Not Exempt the vendor from state and local sales taxes, which are the vendor's sole responsibility. This permit

allows sales of craft items as approved by the market management on days designated by the market manager. This permit is limited to sales at the Festhalle location only and is not to be considered a permit or license allowing sales city-wide or at any other location.

Any fees collected by the market are for the express purpose of promoting and operating the Market. This includes, but is not limited to, advertising and promotion of market and special events, as well as upkeep, maintenance and management of the facility.

**Space Assignments and Reservation Policies:**

It is preferred that vendors reserve a space a minimum of a day in advance. Spaces will be reserved on a first come, first serve basis and Cullman County farmers will be given priority. Vendors will be allowed to rent a space on designated market days, provided space is available. To reserve a space, contact Jimmy Simms, Market manager, at 256-775-7207 or 256-590-2003. You can also contact the manager by Email at [jsimms@cullmancity.org](mailto:jsimms@cullmancity.org).

Vendors will be licensed to sell from only one vehicle and must occupy only one space as assigned by the Market manager unless an additional space has been assigned and payment received. Maximum vehicle size is a 1-ton pickup truck or van unless prior arrangements have been made. Displays must be confined to the assigned space. If the vendor is using a trailer to display and sell goods, the towing vehicle must be disconnected and moved out of the area. If a trailer or display is obstructing vehicular or pedestrian traffic, or is judged to be a safety hazard by the Market manager, it must be moved.

Craft vendors may lease a space for the entire season by paying a fee of \$350. Daily rentals (Tuesday, Thursday and Saturday) are \$10. Checks should be made payable to: **Cullman City Parks & Recreation.**

The Market reserves the right to adjust rental rates prior to the beginning of the next market season.

Space rentals include the use of a display table, which will be provided by the Market. Additional tables are available for use by vendors at a daily fee of \$1 (one dollar) based on supply. Only tables provided by the Market may be used by producers and vendors for display unless otherwise approved.

Setup for the Market can begin at 7 a.m. on Tuesdays, Thursdays and Saturdays. All vendors must be setup and in place ready to sell by no later than 8 a.m. unless otherwise approved by the Market Manager. The only exceptions will be market day arrivals on a space available basis or seasonal vendors who call in advance to let the manager know they will be late. Each seller is expected to stop selling at 3 p.m. Sellers are to have all items, boxes, containers, etc. loaded for removal within a half hour of the market closing. Market hours may be extended at the discretion of the Market manager.

The Market manager designates the vending location for all vendors with or without vehicles, and if the Market manager judges it necessary, may require a vendor to relocate.

**Eligibility:**

Only authorized vendors may sell at the Market and all crafts sold at the Market must be created by the exhibiting artist or crafts person as a permitted vendor selling the craft. A craft vendor is defined as the person that creates or makes the product and may also include the producer's immediate family or designated agent upon prior review and approval.

Anyone with hand-made crafts or art is invited to apply by obtaining a Festhalle Craft Sales Permit, properly filling out and submitting a vendor application form (available from the market manager) and paying the applicable fees. All vendors must provide a sample of the craft or a representative photograph of the item or items to be displayed along with their application. All sample crafts and photos will be returned to the applicant. The Market Manager reserves the right to restrict the sale of any item not listed on the application or approved by the manager prior to display.

No imports or store-bought items are allowed. Vendors may display only those items which they have created or handcrafted. Only work representative of that submitted for jurying may be exhibited. **NOTE:** Commercially produced items or items purchased from a yard sale, flea market, other individual or wholesaler are not permitted. Exhibitors may be asked to leave the Market if they are found to display commercially produced items or items created or produced by another individual and will forfeit their rental fee.

Vendors are prohibited from sub-letting their space to another vendor and no crafts vendor may sell for another vendor.

Live animals are not permitted for sale at the market unless otherwise approved by the Market manager.

Vendors are liable for their own products. Market management, Steering Committee members, City or County officials shall not be held accountable for the products offered by vendors. Product and liability insurance are the responsibility of the producer and each producer must sign a hold harmless agreement in regard to liability with the City of Cullman as well as sign a release affirming they have read and fully understand the rules and guidelines of the Market.

There are a limited number of electrical outlets at the market and any and all use of those outlets by the vendor or his or her agent must first be cleared through the manager.

Solicitation for political campaigns, products, services, or charitable contributions not specifically addressed or approved by the Market manager are not permitted.

Vendors must be 16 years of age or older. Younger children are welcome and encouraged to participate, but must be accompanied by an adult responsible for the child's conduct and safety.

Craft vendors who use the market for the sale of hand-crafted items are subject to inspections to verify the source of all items offered for sale.

No one can sell craft items at the market without prior approval of the Market manager.

Fraudulent, dishonest, or deceptive merchandising and disruptive behavior may be grounds for forfeiture of the right to do business of any kind in the market for a length of time to be determined by the Market manager.

All profane, abusive, discourteous, and boisterous language and/or conduct at or about the market area are prohibited.

Use or possession of alcohol or drugs, gambling, or possession of firearms at or about the market area is prohibited.

Vendors will be solely responsible at all times for the cleanliness within their vending area regardless of the origin of the debris in that location. Each vendor is required to leave the space clean at the end of the day. A dumpster will be provided on site. All trash and debris is to be properly bagged and placed in the dumpster at the end of the Market day. Any vendor failing to clean up leased areas may be assessed clean-up fees as deemed appropriate by the market manager.

The market manager shall have full authority to enforce all rules and regulations within the market area as authorized by the Mayor and City Council. Failure by any vendor to comply with these rules and regulations can result in the forfeiture of the right to do business of any kind for a length of time specified by the Market manager for each offense.

**Guidelines:**

- \* It is recommended that vendors use safe, natural and colorful displays with an emphasis on visibility and eye appeal for the expressed purpose of drawing attention to your display.
- \* Tablecloths are required and must be provided by the producer and/or vendor. Studies have shown that the use of tablecloths, rather than the use of a bare, unattractive table, has a greater appeal to customers.
- \* Signage identifying the vendor is recommended. All signs are restricted to the front of the display table. Above table signage is less attractive and could interfere with product visibility. Signs for producers, vendors and other decorations are to be approved by the Market manager.
- \* One display table will be provided at no cost to vendors for each rental space. Additional tables (provided by the Market) are available at a charge of \$1 each per day.
- \* Public restrooms are located on site.

\* Public parking is available just south of and adjacent to the Market on First Avenue Northeast and across the street on First Avenue Northeast. On street parking is also available along First Avenue, as well as Arnold Street Northeast and in the vicinity of Depot Park.