

# Frankenmuth's Downtown Christkindlmarkt

November 27<sup>th</sup> thru November 29<sup>th</sup>

Friday and Saturday 11am to 7pm

Sunday 11am to 4pm

Join the Frankenmuth Farmers Market in a festival celebration of the wonders of Christmas! This beautiful pop up street market will be packed with troves of treasure and treats for kicking off your holiday season. Winding in and around Frankenmuth's beautiful downtown you will find musicians, hot foods, entertainment, carriage rides and so much more!

This year will be especially unique with changes to accommodate safer shopping with the ChristKindlMarkt during our global pandemic. We are still looking into what the changes for Market will fully entail but can tell you that must move toward a more authentic Market Place mimicking the open-air German Christmas

Markets. We have the active and enthusiastic support of our downtown business owners and the Frankenmuth Chamber and Convention and Visitors Bureau. We are also under consideration for a business reorganization grant that will further allow us to further fund the revamp of our festival for the 2020 season.

What we can promise for the 2020 year:

- Greater and more targeted Marketing - increased social media advertising to attract additional shoppers to the new Market format. Currently Frankenmuth hosts an average of 80,000 shoppers to its downtown in a holiday weekend.
- Fully Outdoor Market Place – All locations will come with direct street access. Every booth will be wired for electricity. This year the Market will not be able to provide heat, though it is possible that you will be allowed to supply your own portable space heaters that are not electrical and self-operating - such as a propane unit. We are envisioning a divided tent, outdoor walkup booth that is styled in a similar manner to what is diagramed. All spaces will be 10x10 with walls that separate you from your neighboring space and is open to the front for vending.
- Option to BYOB – With all of the changes to the format - the possibility of bringing your own booth, mobile structure, or tent to Market exists. We cannot promise you that we can accommodate every setup imaginable, but we are able to allow for some special arrangements and are willing to discuss with you about how you can BYOB (Bring your own Booth!) just as the vendors for the authentic Bavarian Markets do. Some code and zoning restrictions will apply.
- Safer Shopping – We intend to provide hand sanitizer at the entrances to the Market Places and provide you with a booth setup that allows you to maintain social distancing from your customers. If masks are required by the local, state, or federal regulation applicable to our outdoor format, we will enforce that requirement for patrons for your safety.
- Increased Attractions – Frankenmuth is moving toward the possibility of hosting additional Christmas time activities such as strolling carolers, outdoor amusement and the ChristKindlMarkt will be hosting an outdoor beer garden with live music, traditional German beers and of course Glühwein. There will be many safe ways to have fun in Frankenmuth during our festival.
- Money Back Guarantee – We will also guarantee that all deposits and fees will be returned for cancellation on the Market's part up to 7 days prior to festival. This means you will get your money back if for any reason we are left with no choice but to cancel within 7 days of our Market. Should there be a cancellation within 7 days of the festival that would be from an event or cause out of our control and we will have to assess what can be done with regards to the refunds of deposits under whatever circumstances happen to exist.

As with everything in 2020 so far, we don't know what will happen in our future but we can tell you we are in this to have a great Market, fundraise for the Frankenmuth Farmers Market, entertain our guests and support our local and region producers of a "Handmade Christmas." We will treat you right and honor our commitments to you in every way that we can.

Rates this year are reflective of the increased costs of changing our Market format. If you are a returning seller that chose to make a deposit for this year's festival at the conclusion of our 2019 Market, your rates are being honored at 2019 levels as promised. We thank you for returning. For those seeking to join us new – we have a limited number of spaces and encourage you to book early. We will fill our spaces quickly. All funds for spaces are due at the time of the registration this year. We apologize for that inconvenience, but payment is required (and fully refundable in the event of cancelation, as noted) this year without exception. You may mail your check to PO BOX 63, Frankenmuth, MI 48734. Attn: ChristKindlMarket Vendors. You may pay your fees by Credit Card over the phone by calling 989-607-9214. Payment must be turned in with application no later than November 1<sup>st</sup>, 2020.

\_\_\_\_\_ \$250 for the Weekend 10x10 non-heated booth  
\_\_\_\_\_ \$350 for the Weekend Extra-Large Space or Corner Booth (Large Mobile Units, Power Draw, Double Sided Selling space (such as tent corner), Etc.)

Contact Name \_\_\_\_\_  
Contact Email \_\_\_\_\_  
Contact Phone \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Business Name (DBA) \_\_\_\_\_

Items being vended:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Email all correspondence to [FrankenmuthFarmersMarket@gmail.com](mailto:FrankenmuthFarmersMarket@gmail.com) or call 989-607-9214 for information:

**PLEASE KEEP THIS DOCUMENT FOR REFERENCE**

Mail to all paper correspondence to:  
Attn: Christkindlmarkt Vendors  
Frankenmuth Farmers Market  
P.O. Box 63  
Frankenmuth, Michigan 48734

**Important Information**

- **Fees are due with the application.** No refunds of fees for cancelations/no shows by the vendor will be granted after 11/15/20. If the event is canceled outside of 7 days prior to the event by FFM any deposits/payments made will be refunded. No Shows will be subject to expulsion from the Market at the discretion of the Market Manager.

- **The Christkindlmarkt is an all-weather event.** Please plan accordingly and dress for the weather. Have persons ready to work shifts at your location if you feel that working the entire shift in the elements will be difficult. This year heat is not being provided and the tent setup has changed to allow for outdoor-covered vending.
- **The sale of items must be in full accordance with the laws and regulations of all jurisdictions for the location.** If you are to be licensed, permitted, insured, etc. – please have your paperwork available upon request of the Market, inspectors and their agents, or customers, or any person requesting your documents.
- **Location: Downtown Frankenmuth – your downtown location will be communicated to you no later than November 22<sup>nd</sup>, 2019. \*\*\*\*\*2020 is ONE WEEKEND ONLY \*\*\*\*\***  
 November 27 - 29  
 11am to 7pm – Saturday and Sunday  
 11am to 4pm Sunday
- Setup must be completed one hour before start times. Trailer parking will not be available in downtown. All trailers should be parked at the Frankenmuth Farmers Market after unloading. **Setup can begin at 8am on Market days. Vending is to continue to the end of posted market times each day – without exception. Setup on Wednesday can be accommodated – but you MUST call to arrange for that situation.**
- **Vendors must provide all display, tables, chairs, equipment necessary for outfitting their space.** Tables can be rented by contacting Christy Kuczynski AHEAD of the application deadline. Electrical hookup will consist of one plug for your space, bring splitters or surge bars if needed. Appliances that draw significant power such as freezers, fryers, ovens, heaters, halogen lights, etc. – require prior approval of organizer before use.
- ChristKindlMarkt Vendors are encouraged to provide **independently operating, non-electric, non-kerosene heat sources for their booths.** The tents are not heated this year and temperatures may fluctuate greatly at times throughout the market. Vendors welcome to bring a carpet or floor pad to stand on. The booths will be lit. The arrangement and spacing of booths is shown in the attached hand rendering of the envisioned spaces for your consideration.
- FFM or Frankenmuth Downtown Businesses leasing space to FFM are not responsible for lost or stolen items. The vending area is patrolled by Frankenmuth Police through the evenings on a regular route.
- Entry to the event is juried, please complete a full description of your items for sale. Include clear photos of your signature and featured items. You will be notified within 14 days of your application submission of your acceptance to the Christkindlmarkt.

**Thank you for joining us – if you have questions please call:**

Christie Kilbourn  
 frankenmuthfarmersmarket@gmail.com  
 989-607-9214