



Department of Cultural Affairs-Harwich

The 204 Market

204 Sisson Road, Harwich MA 02645

Summer / July & August / Thursdays / 3:00pm-6:00pm

Beginning on July 11, 2024

Program Overview

About The 204 Market

### **Background**

In effort to provide a rich cultural experience in the Town of Harwich the Department of Cultural Affairs is introducing The 204 Market Days for July and August. The purpose of The 204 Market Days are to provide a diverse group of vendors in varying backgrounds from farm to table, to craft, and bakery to name a few. The goal is simple, to provide a vibrant cultural experience for the community and it's visitors. A program assistant will be onsite to work with the vendors starting one (1) hour before opening and be available through closing time. Restrooms and sinks will be made available inside The 204 located on the same property. There is plenty of parking readily available for both vendors and shoppers. Designated parking spaces for vendors will be in one location and shoppers will park in another location.

We look forward to a great start of the 204 Market and we encourage all that are interested to complete an intent application to start the conversation on how they would work within the Market. Please note that some vendors require additional permitting by the Town. The details to follow will outline that information.

## The Details

The Cultural Affairs Department is striving to deliver a high quality program throughout the summer to offer community members and visitors an opportunity to experience farm grown and locally sourced goods. We look for local vendors and artisans to help advocate for the rich art and culture community here on Cape Cod.

The space that will be provided is average 12' x 12' outdoors space and in the event of inclement weather we will move indoors, space is limited to 8' x 10'. Participants will need to provide their own tent, table, chairs and items needed to produce their needs for the day.

**Schedule-Summer 2024** We will be looking to offer the 204 Market Thursdays every week in the months July & August. If there is a rain/weather incident then event will be moved indoors to our Activity Wing. Otherwise we will be outside on our front lawn. Weather decisions will be made by 12:00pm the day of the Market and an email will be sent to all vendors to inform them if we are moving indoors so they can plan accordingly.

**Staffing** There will be a program assistant available in addition to an emergency contact number in the event of any major issues or concerns.

**Move In/Out** All vendors are responsible to provide their own items from tent, to table, chairs, etc.

**Weather** In the event of inclement weather, we will move the market indoors to the gymnasium. Please note that life safety is extremely important and we do not want to encourage individuals and groups to put them self in an unsafe situation. Weather will be monitored daily. Decisions will be made by 12:00pm the day of and an email will be sent out regarding the change.

**License Term and Fee** World Market Days can be scheduled either by the occurrence, the month, or by the season which is discounted.

1 Week-1 Occurrence \$10 all Vendors

Month of July - \$30

Month of August- \$50

Season \*DISCOUNT\*- \$60 includes all 8 weeks.

**Rental Agreement** The 204 Market Vendor Request will need to be completed. You can do this by visiting [204sisson.com](http://204sisson.com) or by requesting one from our Director of Cultural Affairs, Kara Mewhinney 774-212-3482 or via email [kmewhinney@town.harwich.ma.us](mailto:kmewhinney@town.harwich.ma.us)

All fees may be paid via personal check, cashier's check, or cash. Please make all checks payable to Town of Harwich and deliver to:

Kara Mewhinney, Director of Cultural Affairs  
204 Sisson Road, Harwich MA

**Insurance** is required for all terms. You are required to carry Commercial General Liability insurance in the amount of \$1,000,000. The Town of Harwich must be named as additional insured. If you are a crafter and need help figuring out insurance requirements please let us know and we would be happy to assist you with affordable options.

**Resources** We have seen in our experience a great deal of artists use ACT Insurance. Visit their website at [www.actinsurance.com](http://www.actinsurance.com) you can use any insurance company of your choosing.

### **Marketing**

1. Website 204sisson.com which will have a complete list of all participates
2. Facebook and Instagram weekly updates
3. Flyers will be printed and placed around town
4. A email blast
5. Community Events Calendars

Our Market is meant to give you an avenue to showcase, share, and sell your work. Our marketing methods are not meant to be your soul source of marketing you must also market yourself.

**How to Participate** Is simple if you are an artist, craftsman, art or culture based program, farmer, bakery or seafood vendor and beyond we are open to working with you. No request is guaranteed. We ask that all pieces of work of art are original and made from the artist, handmade, or unique items.

Applications will be reviewed after submission and you will be notified if you have been accepted. Please note that some of the vendors may require additional permitting through the town.

## Standards and Procedures for World Market Days

### **1. Hours of Operation and Attendance**

Thursdays during July & August from 3:00pm-6:00pm

### **2. Items for Sale-Food**

Food related items will need to adhere to the Town of Harwich Board of Health regulations which will require an Event permit Application. Must be submitted within 10 days prior the event. If you already have a valid license you can supply a copy.

### **3. Conduct**

We believe in #InspiresHarwich and encourage those to have a Happy Life moto. We expect that all participants will present themselves, at all times, in a respectful and professional manner. All artists, customers, family members and visitors are expected to conduct themselves in a respectful manner by representing themselves

and their business in a professional manner at all time. Gossip, Criticism and Rudeness to each other or to the public is NOT TOLERATED. As well as activities of a lewd nature. Inappropriate or disruptive conduct will result in an immediate revocation of the License to use the Shack.

- There is no use of foul language between artists or the public
- The use of non-medical marijuana or tobacco products is prohibited on the property
- The public use of Alcohol is prohibited unless it is sanctioned event with proper license from the Town of Harwich
- Demonstrations are encouraged and welcome, they cannot however impede egress through walk way or impose on another shack. Designated areas will be marked and laid out for individuals to run demonstrations for people to enjoy.

#### **4. Parking**

All vendors are allowed to park in spaces that are not signed nor designated for other means.

#### **5. Grounds-Presentation and Maintenance**

Trash that is accumulated during your stay needs to be taken care of and properly disposed of we ask that you do not leave anything out. If there is something out of place or damaged in your area please report so that it can be addressed.

#### **6. Inclement Weather**

In the event of inclement weather the Point of Contact for the market will work directly with the vendors to determine the plan of action. If there is a heat related emergency then we will suggest that Vendors use their discretion on staying open or closed. During times of significant storms we will move the event inside. If you choose to close for weather related situations you must contact Kara Mewhinney, Director of Cultural Affairs by call/text directly at 774-212-3482 to notify of the change. Please note that refunds will not be allowed.

#### **7. Marketing and Advertising Materials**

As a participant of the 204 Market you will be included on our website, social media, and press release programs. The material we share and supply will be based on the media, content, and images that you have sent in for approval. If you want additional items marketed or a particular item then you must specify the material you want the focus to be on.

#### **8. General Notes**

- Each Vendor is responsible for providing and removing any and all equipment and supplies they require to do business at the site, including signs, tables, chairs, and the like. The use of tents, canopies,

and umbrellas is encouraged however each vendor must provide proper anchoring systems.

- All individual signs must remain in the vendors specified area.
- Location Assignment is at the sole discretion of the Cultural Affairs Department
- Vendor set up is allowed to begin at 1pm each Thursday. All vendors must be ready and set up by open business at 3:00pm. Vendors will need to breakdown and remove their items by 6:30pm.
- Vendors must utilize legal scales if in need of weighing items for sale, measure stamp and scales must be provided vendors. Prepackaged items if weighed must have weight/price posted.
- Vendors that sell agricultural, horticultural, or food items that they have grown, produced, or processed along with baked goods and specialty foods can be sold with approval from the Board of Health. An annual application for Event Permit must be completed and submitted before the vendor can be accepted for the World Market. If you do not produce these items your self the business shall be clearly marked and stating where they are grown, produced, or processed.

Questions or Concerns-contact Director of Cultural Affairs, Kara Mewhinney

Email: [kmewhinney@harwich-ma.gov](mailto:kmewhinney@harwich-ma.gov) / Phone: 774-212-3482