

The Reading Area Chamber of Commerce



Guidelines and Important Information. Please Read Carefully.

Goal

Our goal for Michigan Street Market is to support local food producers, artisans, and small business owners by encouraging local sourcing and a platform to sell their items. Our intent is to offer a diverse range of items, but also to support multiple similarly talented individuals.

Location

Michigan Street Pavilion, Reading, MI
(This is an area with a roof and open sides)

Events

- The weekly Michigan Street Market will take place from 5:00pm - 7:00pm every Wednesday from June through August.
- 517 Festival: Saturday, May 17th from 4:00 to 7:00
- Festival Days Market: Taking place during Friday & Saturday of the Reading Festival Days.
- Halloween Night Market: Saturday, October 25th from 4:00pm - 8:00pm
- Holiday Market: Saturday, December 6th from 5:00pm - 8:00pm

Product Displays and Space

- Spaces will be approximately 10 feet by 10 feet
- All vendors are responsible for their own tables, chairs, and any displays for their products
- All displays must be within the assigned area for that vendor
- Vendors are expected to conduct themselves in a pleasant, courteous manner within the market area at all times. The market committee reserves the right to ask any vendor to leave if inappropriate behavior is witnessed. This includes the vendor and any assistants.
- Vendors are not to bring any animal to the market unless it is a certified service animal with appropriate paperwork or transportation animals.
- Smoking is not permitted in or within 50 feet of the selling area.

Products

- This is not a juried market. Several vendors may have similar products to one another. Products must be approved by the Marketing Committee before placement in the market; photographs are acceptable to turn in with your application. The committee reserves the right to refuse specific items.
- Homemade food items must be labeled with ingredients and FDA inspection information. If you are considered a "Cottage Cook", cooked in your home not inspected by the FDA, the label must include ingredients and also a "Made in a home kitchen that has not been inspected by the Michigan Department of Agriculture and Rural Development" statement.

Fees

Basic Chamber Membership of \$50 covers ALL weekly & special market events.

All of these events will be located OUTDOORS (under the pavilion) and will be held rain or shine. There are no refunds due to inclement weather.

Market Regulations

- The Market Committee will not set pricing, but fair market pricing is expected – Participants are responsible for keeping their area clean, attractive, and in good sanitary condition
- Participants are responsible for the behavior of any person(s) assisting in their area. The committee reserves the right to remove any vendor for any inappropriate behavior. – Any and all participant generated waste (including animal waste from service and transportation animals) must be removed from the market when you leave.
- New participants must complete and return an application with photographs or samples of your items, which may be used in marketing material. Returning participants must complete and return an application. – Participant compliance with all Federal, State, and Local regulations is mandatory and implied. Participants of regulated products are obligated to know, understand, and comply with the regulations which govern their products.
- No alcoholic or THC items are allowed for sale at the Market.
- The Market is not responsible or liable for transactions made between buyers and sellers. – The Market is not responsible for lost, stolen, or damaged items.
- Rules are subject to change at any time with or without notice.
- The Market Committee reserves the right to expel or refuse admittance to any participant or customer who exhibits disruptive behavior at the Market or who violates any of the rules listed above.

Disputes or Concerns

- All disputes shall be settled by the Market Committee
- Any participant in violation of the rules is subject to suspension as determined by the Market Committee and space fees shall be forfeit.
- The direction of the Market Committee must be complied with in all matters pertaining to the operation of the Market.
- Complaints or appeals concerning the actions of the Market Committee or to contact us for information and with questions, please use the following:

Reading Chamber of Commerce
Michigan Street Market
PO Box 413
Reading, MI 49274

readingmichigan.org

info@readingmichigan.org.



Michigan Street Market Application

Applicant Name: _____

Business Name (if applicable): _____

Mailing Address: _____

Phone Number: _____

Email Address: _____

Website: _____

Social Media Handles: Instagram: _____ Facebook: _____

What is your preferred method of communication? (Please select at least one)

☐ Phone call ☐ Text ☐ Email

Please list your items to be sold at the Market events. Items can be added at a later date with the approval of the Marketing Committee appointed by the Reading Chamber of Commerce.

What events would you like to attend?

☐ Michigan Street Weekly Market (June - October)

☐ 517 Day Market

☐ Summer Festival Days Market

☐ Halloween Market

☐ Holiday Market

Fees

\$50 Basic Chamber Membership Fee (Includes all weekly markets and special events and a listing in the online and printed membership directory.)

Payment must be made before your first setup at the event. Payments can be made by check, Venmo, or cash at Reading City Hall during normal business hours. Checks are to be made out to "Reading Chamber of Commerce" or send digital payment via Venmo.

By signing below you agree to the rules and regulations presented by the Reading Area Chamber of Commerce Market Committee. Payment will be due upon approval by the Market Committee.

Signed: _____ Date: _____