



## MAIN STREET MALL VENDOR GUIDELINES

Outdoor vendors and activities are a desirable element in the animation of Main Street Mall, and the Downtown Memphis Commission encourages such sidewalk merchants. In order to ensure a uniform standard of quality in appearance and operation, certain guidelines have been established. These guidelines must be followed for a vendor permit (Main Street Mall encroachment permit) to be issued and maintained.

The Downtown Memphis Commission is authorized to approve or disapprove vendors on Main Street Mall according to Volume I, Chapter 7, Article II, Section 7-17 of the Code of Ordinances of the City of Memphis. The Commission is further empowered to establish written rules and regulations governing operation of all common mall activities through Volume I, Chapter 7, Article IV, and Section 7-77 of the Code. The mall area as defined by Article IV extends from Peabody Place on the south to Exchange Avenue on the north including Court Square and Civic Center Plaza.

### OPERATIONAL GUIDELINES:

1. All merchandise vendors must use Canopies approved by the Downtown Memphis Commission. Food vendors must supply their own carts, which meet the approval of the Memphis and Shelby County Health Department, 814 Jefferson Avenue.
2. All vendors must have a valid Memphis and Shelby County business license prior to opening for business. Event planners must have a valid event permit from the City of Memphis.
3. All food vendors must have a valid permit from the Memphis-Shelby County Health Department and submit their cart design to the DMC prior to a vendor permit being issued. The vendor must also purchase a permit from code enforcement before the Health Department will issue a permit.
4. All vendors/events are responsible for carrying 1,000,000 CSL liability insurance before operating. A certificate of insurance naming the Downtown Memphis Commission and the City of Memphis as additional insureds may be required by the DMC, in addition to a signed hold harmless agreement prior to the first day of operation.
5. Displays or activities that may be detrimental to the public health and welfare will not be allowed.
6. All vendors will be located on Main Street Mall in the Court Square area and Civic Center Plaza. The DMC will assign designated locations to any and all operating vendors. Vendors are not allowed to set up in front of an operating business without the permission of the business owner.
7. Merchandise must be displayed inside canopies. All merchandise must be displayed in a professional manner. Vendors are required to keep their products, chairs, tables and equipment inside their canopy area. Any vendor with merchandise not inside their assigned area will be given a verbal warning before being revoked.
8. Merchandise vendors are allowed to sell novelty/souvenir tee shirts and caps and accessories (i.e. ties, scarves, and sunglasses, etc.). At no time shall a Mall vendor sell other clothing, e.g. pants, dresses, shirts, skirts, shoes, etc., unless it is handcrafted.
9. All vendors are responsible for maintaining their spaces in a clean & sanitary condition. They are responsible for keeping their immediate areas clean and safe. They also have to make arrangements for trash disposal. Vendors are not to deposit their refuse in the Mall trash containers.

10. Recorded music or noise is not allowed with any vendor stand or cart except by special permit.
11. No “hawking” (i.e., calling out to passersby) is allowed.
12. Vendors are not permitted to eat food or drink alcoholic beverages while selling merchandise or allowed to have small children present during operating hours.
13. Displays that include literature such as pamphlets or flyers must have the literature secured in such a way that it will not become a trash problem on the Mall. Should such a problem occur, clean up is the responsibility of the vendor.
14. Organizations applying for a permit to solicit money must submit proof of non-profit status, I.e. State of Tennessee tax-exempt number.
15. A valid Downtown Memphis Commission Mall Encroachment permit specifying approved merchandise; period of time authorized and specific location must be produced on demand if requested by an officer of the Memphis Police Department or employee of the Downtown Memphis Commission (Blue Suede Brigade & Public Safety Officers). A DMC vendor permit should be visible at all times.
16. No vendor vehicles will be allowed on the mall but must be legally parked in other locations.
17. Street musicians are permitted unless a valid complaint is made regarding the musician/ performance to the DMC office. No sound amplification is allowed.
18. Sample distribution or product promotion is permitted at a special weekly fee providing no hawking occurs. All consumable samples must be pre-packaged or have a Shelby County health permit.
19. Vendors must notify the DMC if said vendor will not be able to operate for five or more consecutive days.
20. On days of inclement weather each vendor may decide whether or not to operate. No refunds will be made for days on which a vendor does not operate.
21. The Downtown Memphis Commission reserves the right to:
  - a. limit the number of vendors/exhibitors on the mall
  - b. specify the vendor’s location to ensure that high pedestrian traffic routes. Fire lanes and pedestrian walkways are not blocked in any way.
  - c. refuse to issue a permit to any vendor or organization based on these guidelines
22. Mall encroachment permits may be revoked at any time with no fees refunded if complaints are received or problems occur, or violations are not corrected within five (5) working days after vendor is notified.
23. Revocation of permits will be automatic following any violations of design or operational guidelines.
24. Final revocations are permanent and future applications will be denied once a vendor’s permit has been revoked.
25. No subleasing is allowed. All vendors must be permitted by Downtown Memphis Commission.

**FEE SCHEDULE:**

All fees must be paid to the Downtown Memphis Commission before a permit will be issued. All fees are payable in advance on a minimum weekly basis.

**DMC Main Street Retail Vendor**

\$50/week

**DMC Main Street Food Vendor**

\$25/week

**Court Square / Gazebo**

\$75/daily (\$100. Trash Deposit)

*All Fees are Due 2 weeks in advance*

Food vendors & Strolling Vendors providing their own approved carts will pay half the above fees. Food carts must be approved by the Health Department.

Sample distribution or product promotion fee is \$250/week.

**Other agencies to be contacted for necessary permits are:**

**Shelby County Clerks Office (Business License)**

150 Washington Avenue  
Memphis, TN 38103  
(901) 545-4249

**Health Department**

814 Jefferson Avenue  
Memphis, TN 38105  
(901) 544-7757  
(901) 544-7521 *fax*

**Memphis & Shelby County Code Enforcement**

6465 Mullins Station Road  
Memphis, TN 38134  
(901) 379-4200  
(901) 379-4205 *fax*

**City Permits Office**

2714 Union Ave Ext.  
Suite 200-A  
Memphis, TN 38112  
(901) 636-6711