

OTSEGO ARTISAN MARKET GUIDELINES 2025



Thank you for your interest in the Otsego Artisan Market sponsored by the Otsego Arts Council! This year's market will take place June 21, from 9am-3pm and will feature 40 artists and makers from our local creative community at the beautiful TOP Riverside Park Pavilion in Otsego, MI. The market is free to the public, highly promoted, and well attended. We look forward to partnering with you to make this event the very best it can be!

Artisan Works

The Otsego Artisan Market is a celebration of quality craftsmanship, original fine arts, and unique artisan handmade goods. All work must be the creation of the exhibiting artist. The original concept, design, and execution must be attributable to the displaying artist and any items you plan to sell must be mostly handmade as represented on your application.

Jury Process

As size and following of our market continues to grow, we are currently limited to 40 artisans. Artists for the market will be chosen by a jury of the Otsego Arts Council with the goal of exhibiting a variety of high-quality goods of differing materials and aesthetics. All previous vendors and new applicants will be considered and juried for each market. Participation in a previous market does not insure acceptance into the market. We will continue to reach out to all artists on our previous vendor mailing list each year as well as allowing opportunities for new artists to participate to keep each market unique with new artists as well as familiar faces.

Fees

Upon notification of acceptance into the market, instructions will given by email for booth payment. Booth spaces under the pavilion, or a limited amount of outside space with your own tent covering will be \$70. There will be no shared booths.

All fees are due by May 1 to reserve your spot.

Cancellations & Refunds

Booth fees are non-refundable 30 days prior to the event. No-shows forfeit their booth fees. If you are unable to attend once accepted for any reason, please let us know as soon as possible so we may be able to fill your spot with someone from our waitlist. The market will be held rain or shine, as we are protected under the pavilion from inclement weather.

Building, Space, Booth Requirements

Booth sizes will be limited to 10'x10'. The market will be held under the giant TOP Riverfront

Pavilion (218 N. Farmer St., Otsego, MI). The pavilion is covered so there's no need for vendor tents unless you choose an outside tent space (request this on application). Spaces will be marked to accommodate 40 vendors (32 under pavilion, 8 outside) with wide walking paths between for customers.

The pavilion is located in a beautiful city park near the river, behind the historical museum, with close parking and nearby restrooms, family outdoor games and a river walking path. We've been fortunate to have beautiful weather for our previous markets with a cool breeze from the river, adding food and music, making it a very pleasant venue for an outdoor market, yet still shaded and not requiring a tent covering!

- Please bring your own tables, chairs, and booth displays for your space.
NO TABLES ARE AVAILABLE OR PROVIDED.
- Electricity is not available at booth spaces.
- All vendors should display their name and/or business name at their booth.

Artist Sales

All artists are responsible for processing their own sales. Wifi is not available at the pavilion so please be prepared with your own Square, Venmo, or other means of accepting payments using your mobile hotspot if necessary. Artist tables should be manned at all times. Volunteers will be available to watch your booth should you need to step away for a moment.

Set up and Tear Down

Please check in at front information booth upon arrival for booth assignment location.

Volunteers will be on hand to help with unloading if necessary. There is parking behind and very close to the pavilion for unloading, then please move your vehicle once unloaded to nearby designated spots, city parking across the road or up the hill, to leave closest spaces for our guests. Set up may begin at 7am- 8:30am, **please be ready for our customers before 9am.**

Booths may not be disassembled until 3pm at conclusion of event.

Facilities

There are portable restrooms nearby in the park as well as facilities in the Historical Museum that will be open for our use. We are planning to have a few artisan food vendors and are within walking distance to several local restaurants (Mezzo Coffee House, Our Table Family Restaurant, Mo's BBQ, Judy's Restaurant). Please plan to bring your lunch or support these local options and fellow vendors.

Event Promotions

Please help us promote this event through your mailing lists and social media! If you tag us in your social media we will try to share it as well. We will be distributing postcards, flyers, posters, and ads in local newspapers also for publicity of our event.

Privacy Policy

The Otsego Arts Council collects names, email addresses, and mailing addresses through our application process for the sole purpose of informing interested participants of upcoming events. If payments are made using a credit card, no account numbers are kept. Information is only obtained for payment of vendor booth fees. ***We will not ask for payments via Facebook or Instagram and you will never be asked to pay electronically for your booth fee. We will always communicate directly with you via email or phone call. Please beware of the many scams currently happening on social media event pages!***

Liability Statement

The Otsego Arts Council, Together Otsego Prospers, and the City of Otsego will not be held responsible for damage, theft or injuries associated with the Otsego Artisan Market. Please obtain your own insurance as an independent contractor for yourself and your merchandise and understand that participation in such an event is taken at your own risk.

Contacts

Please contact us if you should have any further questions regarding the market.

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