

# Call for Proposals

City of St. John's Downtown Pedestrian Mall

## Vendor Markets 2026

### **The Opportunity:**

The City of St. John's is inviting local event and market organizers to submit a proposal for a Vendor Market series on the Downtown Pedestrian Mall for the 2026 season

- The space will be provided free of charge to successful organizers.
- A market shall consist of minimum of 20 vendors to a maximum of 60 vendors.
- Markets must be comprised of predominantly local crafters & artisans (at least 75%).
- Non artisan exhibitors (commercial entities with promotional information booths) are allowed but the total number must not exceed a maximum of 2 per market.
- Licensed Food Vendors/ mobile vendors/food trucks are allowed but only with all appropriate permits, equipment and insurance.
- Market organizers may not charge admission to the public.
- The City of St. John's reserves the right to engage multiple event organizers to operate markets on the Downtown Pedestrian Mall throughout the duration of the 2026 Downtown Pedestrian Mall.
- The City of St. John's reserves the right to cancel markets at any time with or without prior notice.

### **Market Area/Space:**

- Markets take place on Water Street, within the footprint of the Downtown Pedestrian Mall. The location of focus for market vendors will be between Beck's Cove and Prescott Street.
- The City of St. John's will provide a map of the available space – the location of vendor spaces is dependent on the number and location of decks.
- Based on previous markets, it is estimated that the space can accommodate approximately 60 vendors.
- Tables/booths must be set up in parking stalls (parking spaces) and must not obstruct access to roads, sidewalks, fire hydrants, driveways, parking lots, or entrances or exits of retail, restaurants or other businesses.
- Emergency vehicle access must be maintained
- Vendors must not set up in front of businesses that are operating.

## **Day, Dates & Times:**

- Available dates: Saturday, July 4 through Monday, September 7, 2026
  - Selected dates may be unavailable due to other events occurring in the area.
  - Weekend availability is limited due to other events taking place in the area.
- Market operating hours must be within the hours of the Downtown Pedestrian Mall, (noon -10:00pm). No minimum or maximum time limits.

## **Logistical Considerations:**

- Organizers are responsible for providing tables, chairs and market assets if required; the City of St. John's is providing space only.
- Market organizers must outline in their proposal to the City of any fees or costs of participation that will be paid to Market organizer by vendor participants.
- Vehicles are not permitted on the Downtown Pedestrian Mall between 12pm – 10pm. No exceptions!
- The Market Organizer and Vendors can drop off and pick up equipment from any cove along Water Street. Reserved parking is not available.
- Vendors may bring 10 x 10 pop up (Canopy) tents, however tents must be adequately weighted for the conditions and may not be staked into the ground or the asphalt.
- Vendors are not permitted to use any City of St. John's equipment (such as picnic tables) for set-up.

## **Food Trucks**

- Food trucks must enter and exit the Pedestrian Mall at the Prescott Street entrance.
- Food trucks can arrive and set up after 12pm and they can leave before 10pm, however, if they are arriving or leaving during the Pedestrian Mall operating hours (12-10pm), a representative from the Market organizer will be required as a safety spotter
- Market organizer is responsible for completing safety spotter training, and any costs associated with the training
- Proof of completion and certification of safety spotter training must be provided to the City's Manager of Enterprise Risk and Insurance at least 7 days prior to first market date.

## **Power Source:**

- Organizations are welcome to bring battery-powered devices or power banks.
- Generators are not permitted. (\*Exception: generators are permitted for food trucks, if required and approved)
- Cables and cords must be secured, clearly marked and must not pose a tripping hazard.

## **Street & Sidewalk Access:**

- Water Street must always remain clear and accessible to emergency vehicles.
- Both Market Organizer and Vendor booths must be set up in designated parking stalls (sharing spaces). Sidewalks must not be used for setup or display.
- Sidewalks must always remain accessible to pedestrians.

## **Insurance:**

- The event organizer must provide the certificate of insurance for themselves and any market vendors/third-party groups to the City of St. John's prior to the event.
- The Event Organizer will be required to obtain/provide a certificate of insurance, issued to "City of St. John's" that includes the required coverages noted below.
  - Policy in the legal name of the business/entity
  - Minimum limit of \$2M Commercial General Liability (CGL) inclusive per occurrence for bodily injury, damage to property
  - 30 Days written notice of cancellation
  - "City of St. John's" named as an additional insured
  - Coverage for Cross Liability included
- All Vendors will be required to obtain/provide a certificate of insurance, issued to "City of St. John's" that includes the required coverages noted below.
  - Policy in the legal name of the business/entity
  - Minimum limit of \$2M Commercial General Liability (CGL) inclusive per occurrence for bodily injury, damage to property
  - 30 Days written notice of cancellation
  - "City of St. John's" named as an additional insured
  - Coverage for Cross Liability included
  - For Food Vendors: insurance must contain coverage for Products and Completed Operations.
- All vendors must be pre-approved before participating in Markets on Water.  
Note: Vendor insurance review & revisions can take up to a week.
- The market organizer will be provided with a template for submitting weekly vendor lists.  
The finalized list of approved vendors must be submitted 24 hours prior to each market.

## **Branding:**

- Markets will be branded as: Markets on Water hosted by \*\*Name of the Organizer\*\*
- The City will advertise the approved Markets on its social media and website to the extent possible as determined by the City in its discretion.

## **Deadline for Proposals:**

Friday, February 13, 2026

## **How to submit your application:**

Email your proposal to [ccook@stjohns.ca](mailto:ccook@stjohns.ca)

Be sure to include the following in your proposal:

- A brief overview of your previous experience organizing events or markets.
- A description of your market concept and the type of vendors you plan to include
- The average number of vendors you plan to include and ability to reach/ engage vendors
- Proposed market hours
- Days and dates of your proposed markets
  - Please indicate the frequency and pattern (schedule) of markets
- The number of markets you plan on delivering
- I acknowledge and understand the insurance requirements outlined above and that all insurance is subject to approval by the City's Manager of Enterprise Risk and Insurance.

## **Preference given to proposals that demonstrate:**

- Previous market or event experience
- An ability to reach and engage vendors
- Consideration for look & feel
  - Aesthetics/ cohesive look
  - Strategic placement of vendors
- More markets throughout the summer of 2026.
- Markets of longer duration throughout the day
- Markets that follow a regular pattern throughout the summer