



THE NORTH HILL PRESERVATION ASSOCIATION

presents

The Christmas Market

Every Home Has a Story.

Sunday, November 29, 2026 · Noon to 5:00 p.m.
Alabama Square · Pensacola's Historic North Hill

MERCHANT HANDBOOK

Please read before submitting your free application

Welcome

The Christmas Market at Alabama Square is the festive heart of the North Hill Tour of Homes, the neighborhood's first public tour in more than a decade. Tour guests finish their visit to six historic homes at the square, and the market itself is free and open to everyone, so neighbors and visitors may come for the market alone. Your booth is part of the celebration. This handbook explains how the market works and what we ask of every merchant. Please read it before applying.

Market day schedule

- **9:30 a.m.:** Setup begins. Please do not arrive before 9:30.
- **11:00 a.m.:** All booths fully set up. Vehicles out of the square area so the day begins calm and welcoming.
- **Noon:** Market opens as tour guests begin arriving.
- **5:00 p.m.:** Market closes with the tour. Booths stay open and staffed until close.
- **6:00 p.m.:** Teardown complete and the square clear.

Plan for an early sunset. The sun sets at 4:46 p.m. on market day. Battery-powered booth lighting is strongly encouraged for the final hour, and a lit booth in the evening glow is a beautiful thing.

Booths and setup

- **The NHPA does not provide tents, tables, or equipment.** Merchants bring their entire setup.
- Choose either a **white 10×10 tent** or a **table display without a tent**. If you bring a canopy, it must be a white 10×10; no other colors or sizes.
- Booth locations are assigned by the market committee and shared before market day.
- Tents must be weighted; stakes are not permitted in the park.
- **No electricity is available to merchants.** The square's single outlet is reserved for NHPA music and the welcome booth.
- **Generators are not permitted for booth vendors.** Battery power banks are welcome for lights and card readers. Food trucks with onboard power are exempt, and will be positioned so the vehicle shields the sound from the square.

The holiday standard

This is a Christmas market. Whatever you sell or share, your booth should celebrate the season: holiday products, festive decor, seasonal activity, or all three. The application asks how your booth will connect to the holidays, and the committee gives preference to merchants who bring the spirit of the season to the square.

Fees and applications

- Applying is **free**. The booth fee is **\$25** at the early bird rate.
- If your application is accepted, you will receive an **invoice**. Booths reserved during the early bird period owe **nothing until October 1**.
- The committee reviews every application and curates a balanced market with a wide variety for guests. Admission is based on offering products that fit the market, and not every item listed may be approved for sale.
- Categories may close as the market fills. Applying early is the best way to secure a spot.
- Acceptance and your invoice arrive by email.
- Every booth includes a listing in the tour guide book's **vendor directory**.

Save with a guide book ad bundle. Purchase any ad in the official tour guide book (quarter page, half page, or full page) and add your booth for just **\$15** at the early bird rate, less than the booth alone, with the directory listing included. Ad options and rates are in the Tour of Homes Sponsor Guidebook, or just ask us.

Food and beverage merchants

- Home-prepared items must comply with Florida Cottage Food rules.
- All other food and beverage vendors must hold the proper permit and provide a copy before market day.
- Licenses, permits, food safety, and the collection and filing of any applicable taxes are the sole responsibility of the merchant.

Market conduct

- The market is **rain or shine**. Approved merchants who do not attend remain responsible for the booth fee.
- Merchants sell only what the committee approved on their application.
- Please keep your area tidy through the day and pack out everything you bring, including trash.
- Be kind to your neighbors, our volunteers, and our guests. This is a neighborhood celebration first.

Liability

Submission of an application and payment of the booth fee constitute acceptance of the market terms, including a release of liability for the North Hill Preservation Association, the City of Pensacola, and the market's volunteers. Merchants are responsible for their own equipment, products, and staff. The NHPA is not responsible for damage or injury caused by a merchant's equipment or products.

Questions

We are glad to help: **Myles Bristowe**, Co-Chair, 2026 Tour of Homes · myles@mylesbristowe.com · 617-872-3764 · historicnorthhill.com/tour-of-homes

The North Hill Preservation Association is a volunteer-led 501(c)(3) nonprofit. Every booth fee supports the preservation of the North Hill Historic District. © 2026 NHPA.