

# Pedestrian Mall vendor guide

Welcome to the Essex Street Pedestrian Mall in Salem! Use this guide for loading, the market day and nightly load-out. Share it with everyone helping at your booth.

Creative Collective · October 23-25, 2026 guide · Reviewed October 21, 2026 at 05:13 PM Eastern

**Questions or arrival help?** [Text 978-224-8856](tel:978-224-8856)

## Weekly guide: October 23-25, 2026

Friday, October 23: 10 AM-7 PM

Saturday, October 24: 10 AM-8 PM

Sunday, October 25: 10 AM-6 PM

**Attend only your confirmed dates.**

7 AM

Load-in opens

9:30 AM

All vehicles clear

10 AM

Ready to sell

**Booth assignments are given out each morning at check-in, at every venue.** Check in before unloading; do not choose a space or assume yesterday's assignment applies.

**Enter via Essex Street and pull onto the Pedestrian Mall for morning load-in, starting at 7 AM.** Pull to the right so other vehicles can pass. **All vehicles must be clear by 9:30 AM.**

Check in outside the Peabody Essex Museum entrance near New Liberty Street before unloading. Randyll Collum will be on site every morning. **Late arrivals load in from New Liberty Street.** Text the team for directions.

**Coming from Derby Square?** The shared market rules still apply. Recheck your confirmed venue for each date.

**Morning vehicle access: Essex Street onto the Pedestrian Mall, with staff clearance.** Pull to the right so others can pass, and do not block neighboring vendor spaces, storefront entrances or pedestrian access. Move to legal parking promptly; **all vehicles must be clear by 9:30 AM.**

**Late arrivals and evening load-out use New Liberty Street.** Follow staff directions. For evening load-out, wait for staff to call your vehicle forward; the Pedestrian Mall and Essex Street will be closed to vehicles.

Everything goes home every night.

Remove your tent, tables, displays, merchandise and equipment, even if you are booked here again tomorrow.

BEFORE EVERY MARKET WEEK

## Check for updates every week

**Check Vendor 411 every week you are booked, then again before leaving for Salem.** Reopen your venue guide and read your vendor email for detailed changes and programming. Share updates with your helpers. Returning vendors should do this too.

**A saved PDF is a dated snapshot.** Check the latest online guide before every visit. If the guide, email or your booking details conflict, text the team before acting.

Open Vendor 411

## Before you arrive: download the apps and turn on notifications

**Destination Salem:** parking, restrooms, events and visitor updates. **My Salem MA:** City news and alerts ([iPhone/iPad](#) | [Android](#)).

**Open both apps and allow notifications.** Check your phone settings to make sure their alerts are enabled. Ask everyone helping at your booth to do the same, and check updates before traveling and during the day.

For additional City emergency and road-closure alerts, [sign up for Salem's Regroup alerts](#). Keep checking Vendor 411 and vendor email for your venue's instructions and programming.

Update for October 23-25, 2026

Reviewed October 21, 2026 at 05:13 PM Eastern

## Your confirmed market dates

- Friday, October 23: 10 AM-7 PM
- Saturday, October 24: 10 AM-8 PM
- Sunday, October 25: 10 AM-6 PM

Load-in at 7 AM via Essex Street - pull right and check in outside PEM near New Liberty. Vehicles clear by 9:30 AM, ready at 10 AM. Evening load-out is via New Liberty Street; staff calls vehicles forward. The Mall and Essex are closed to vehicles in the evening - closing time is determined day-of with the City and Salem Police and may run later than posted.

Pedestrian Mall closing time is set day-of with the City of Salem and Salem Police based on crowd volume, so this location may stay open later than posted. Follow staff instructions.

Everything comes home every night - tent, tables, displays, merchandise, equipment. That applies even on consecutive booking days. Nothing stays overnight at the Pedestrian Mall.

## 1. Loading & setup

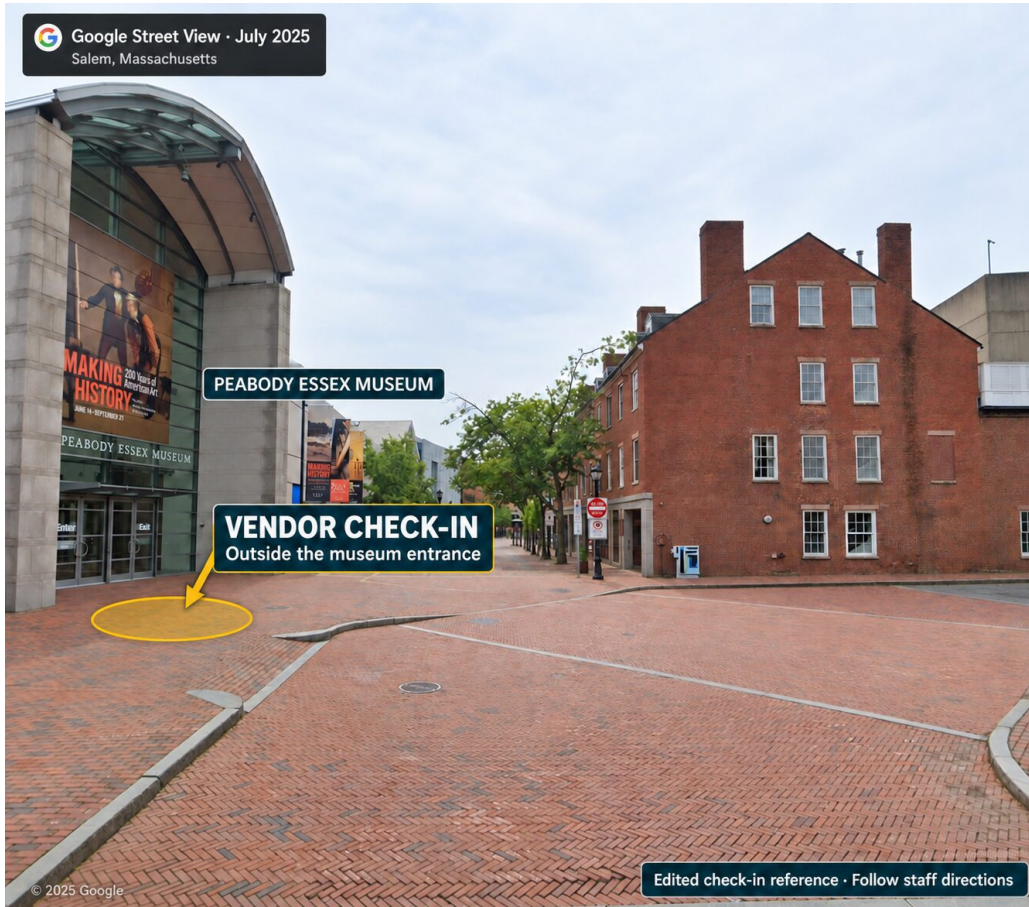
### Check in before unloading

**Check in on the brick plaza in front of the Peabody Essex Museum entrance on Essex Street.** Look for the museum on the left in the reference image below. Randyll Collum will be on site every morning. Keep the museum doors and visitor access clear.

**Booth assignments are given out each morning at check-in.** Check in before unloading and use only the space assigned by staff. A previous day's location is not a reserved booth for the next day.

**For morning load-in, come in via Essex Street and pull onto the Pedestrian Mall with staff clearance.** Pull to the right so other vehicles can pass. Unload where staff direct you; keep other vendors' spaces, storefront entrances, ramps and pedestrian routes clear. If the loading area is full, follow staff directions.

Peabody Essex Museum · Vendor check-in



Check in on the brick plaza in front of the Peabody Essex Museum entrance on Essex Street, marked on the left. Keep the museum doors and visitor access clear. Google Street View, July 2025; edited to remove pedestrians and mark vendor check-in. Location confirmed by John for 2026. This is a check-in reference, not a vehicle access route.

## Where you will set up

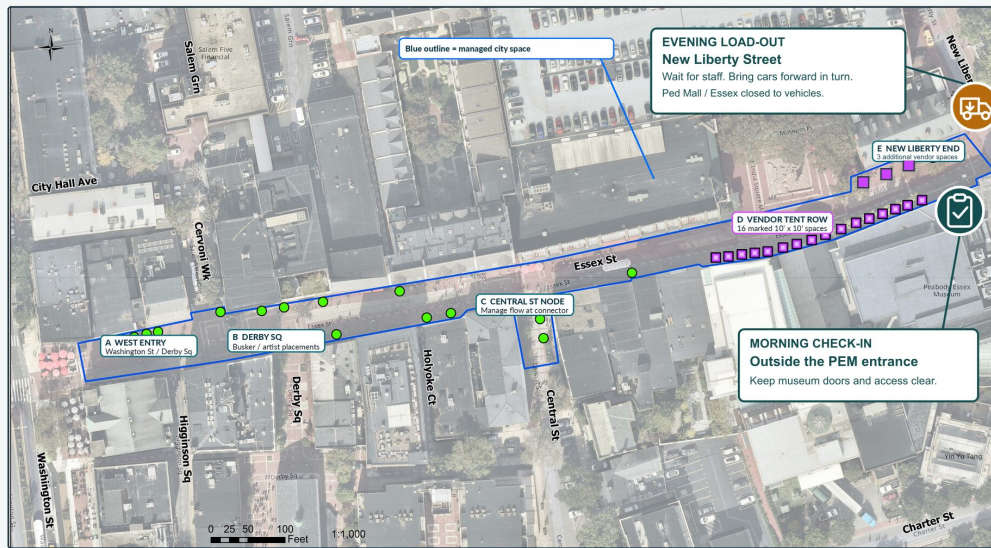
**There are 19 vendor spaces: 16 in the main row along PEM and 3 across the way in front of the PEM offices.** All vendor spaces are marked in purple on the updated map. Check in before unloading; staff assign your booth each morning and direct you to your space.

Vendor setup · 19 purple spaces



## Pedestrian Mall October Vendor + Busker Management Plan

Outdoor vendor and busker/artist layout | Essex Street Pedestrian Mall  
Working operations graphic - placement areas, counts, and management boundary



### At a glance

19

10' x 10' vendor tent spaces

16

busker / artist locations

### Legend

- 10' x 10' vendor tent
- Busker / artist vendor
- Management boundary

Blue outline marks managed city space.

### Management notes

- Use marked locations only.
- Keep the center corridor clear.
- Watch key nodes.
- Adjust for access needs.

### Zone labels on map

- A - West entry / Washington St
- B - Derby Square corridor
- C - Central Street connector
- D - PEM-side vendor tent row
- E - Three vendor spaces opposite main row

### Purpose

19 vendor spaces: 16 in the main row plus 3 opposite, in front of the PEM offices.  
Booths assigned at morning check-in. Vendor placement confirmed by John, September 13, 2026.

Source map: Ped Mall Management v4 Map.pdf | Date saved on source: 6/30/2026

**Purple squares = 19 vendor spaces: 16 in the main row plus 3 opposite. Morning load-in:** enter via Essex Street from 7 AM, pull right to let vehicles pass, and clear all vehicles by 9:30 AM. **Check-in:** outside the PEM entrance near New Liberty; keep doors and access clear. Staff assign individual booths at check-in. **Late arrivals and evening load-out:** use New Liberty Street under staff direction. For evening load-out, wait for staff to call vehicles forward in turn.

### [Open full-size vendor setup map](#)

Additional reference: Linda's base map

Linda Mullen's July 30 base map shows buildings and fixed features for orientation. Use the updated 19-space management map above for vendor locations.

### [Open Linda's full map \(PDF\)](#)

## Check in, unload, park, set up

**Load-in opens at 7 AM. All vehicles must be clear by 9:30 AM.** Be ready to sell at the 10 AM public opening.

- 1. Check in and receive today's booth assignment.** Wait for staff clearance before using the loading area.
- 2. Unload only where staff direct you, and pull your vehicle to the right so others can pass.** Keep neighboring vendor spaces, storefront entrances and pedestrian access clear. Use a sturdy cart or dolly to move inventory and equipment to your space.
- 3. Move your vehicle to legal parking promptly, and no later than 9:30 AM.** Keep the unloading area available for the next vendor.
- 4. Return on foot and finish setting up.** Be ready to sell at the posted public opening time.

## Running late?

**Late arrivals load in from New Liberty Street.** Let us know as soon as you can: text [978-224-8856](tel:978-224-8856) with Pedestrian Mall, your booth/business name and estimated arrival time. Staff will direct you to an unloading spot; use your cart or dolly to wheel items to your assigned space. Do not drive onto the Pedestrian Mall after the 9:30 AM vehicles-clear deadline.

## Pack before you travel

**Bring a sturdy cart or dolly that can handle your inventory and equipment.** Plan for the trip between the staff-directed unloading spot and your booth, multiple trips if needed, and a full pack-out every night.

Bring **at least 50 lb of weight per tent leg**, charged payment equipment, battery lighting, weather protection, layers, water and food. Plan legal parking and allow time to walk back.

**No stakes or generators. No event-provided Wi-Fi.** General artisan booths have no guaranteed power; plan to operate without it unless a supply has been specifically confirmed for your booth.

For access assistance, contact the team before your market day.

## Parking & vendor resources

Move out of the unloading area after unloading. Follow posted parking restrictions and check current [parking options](#) and [City October transportation updates](#). **Plan your walk back:** the City will not provide October weekend shuttle service in 2026.

Use [Vendor 411](#) for parking/app links and promotional graphics. Share only your confirmed dates and venue, and retain the artwork credit shown there.

## 2. During the day

### Public hours, closing and programming

**Regular Saturdays: 10 AM-8 PM. Sundays: 10 AM-6 PM. Makeup Fridays (October 2, 9, 16 and 23): 10 AM-7 PM.** Attend only your confirmed dates. See the special-date notes below before planning your day.

**Pedestrian Mall closing time is set day-of with the City of Salem and Salem Police based on crowd volume, so this location may stay open later than posted.** Staff will tell you the plan for that evening.

Programming details will appear in the weekly update when ready, including times, locations and any effect on access. Share changes with your helpers.

**Keep app notifications enabled.** Check vendor email before traveling and follow on-site staff directions during the day.

### Stay through closing; wait for vehicle clearance

We understand that things come up, and we really appreciate everyone staying until the market closes. Leaving early affects neighboring vendors and the experience for everyone visiting. If you need to leave early, contact the team before packing.

**Staff will explain the load-out process each night and tell you when breakdown, load-out and vehicle access can begin.** Load-out uses the New Liberty Street area because the Pedestrian Mall and Essex Street will be closed to vehicles. These decisions follow City and police direction. Work together and wait for staff to call vehicles forward in turn.

### Keep storefronts, walkways and your neighbors clear

**Stay within your assigned footprint.** Keep storefront doors, ramps, accessible paths and emergency access open. Do not spread displays, stock, carts or customer lines into neighboring vendor or performer spaces. Ask staff for help if a crowd or delivery affects your booth.

Keep walkways and neighboring booths clear, keep valuables secure, and contact staff if a problem develops. **Booths must remain attended. No smoking or incense at booths. Take your vendor waste with you.**

**Weather and schedule changes:** Delays and closures are very rare. If a change is needed before arrival, we will notify you by email. Once you are on site, staff will inform you directly. Check your vendor email before traveling and follow staff instructions at the market.

## Restrooms, breaks & accessibility

**Pedestrian Mall vendors should use the Salem Armory Regional Visitor Center restrooms at 2 New Liberty Street or the nearby portable toilets.** Accessible restrooms are available at the Visitor Center, and the portable-toilet area includes an accessible unit. For current hours and locations, use the [Destination Salem restroom locator](#) or [app](#). Ask staff for directions or help finding an accessible option.

**Need a short restroom break?** Text [978-224-8856](tel:978-224-8856) with your **venue, booth name and request**. Staff can provide brief booth sitting where and when needed. Wait until coverage is arranged before leaving.

Booth sitting is for short breaks, not extended coverage. Contact the team before market day if you need access assistance.

## Contact the Marketplace team

**Randyll Collum will be on site every morning.** For help throughout the day, text the Marketplace team or speak with staff on duty. Text is the best way to reach us while staff move around the venue. John has the final say on market decisions.

**Text the team: [978-224-8856](tel:978-224-8856).** Include Pedestrian Mall, your booth/business name and request. Add your booth number if assigned and market date when relevant.

**For an emergency, call [911](tel:911).** For non-emergency police assistance, call **Salem Police: [978-744-1212](tel:978-744-1212)**. Do not wait for a reply from the vendor chat in an emergency.

Before market day or for booking questions: [john@creativecollectivema.com](mailto:john@creativecollectivema.com).

## 3. Load-out & daily breakdown

### New this year: load out at New Liberty Street

**Evening load-out uses the New Liberty Street area.** The Pedestrian Mall and Essex Street will be closed to vehicles. Use your cart or dolly to wheel your equipment and merchandise from your booth to the staff-directed loading spot at New Liberty Street.

**This is a new process, and we need everyone to work together.** Please be patient, take turns and do not bring all the cars up at once. Staff will coordinate access so vendors can load and leave without blocking one another.

**Staff will explain that evening's plan.** Following City and police direction, they will tell you when to begin breakdown, when to move your items out and when to retrieve your vehicle. Closing time alone is not permission to start any of those steps.

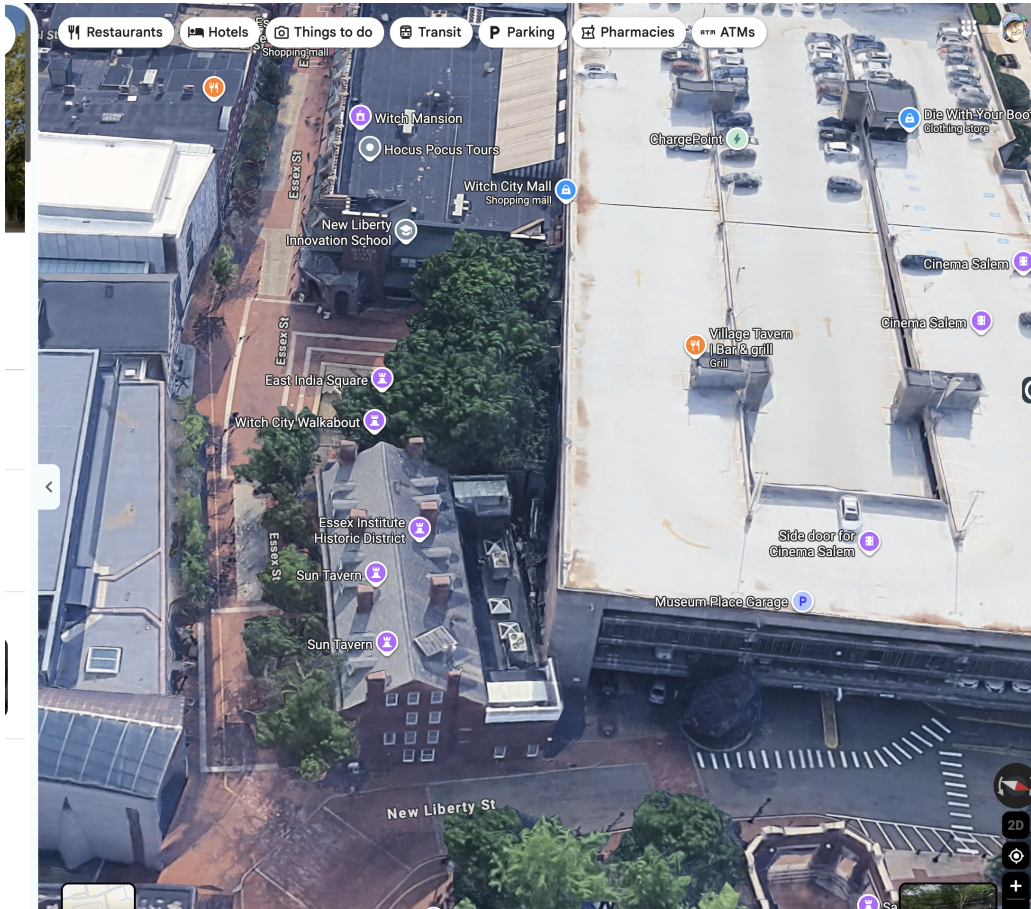
**1. Wait for staff to release breakdown, then pack your booth.** Have your merchandise and equipment ready before retrieving your vehicle.

**2. Wheel items to the New Liberty Street loading spot when staff direct you.** Keep pedestrian routes, storefront doors and other vendors' spaces clear.

**3. Retrieve and bring your vehicle forward only when staff tell you to.** Take turns; do not rush the loading area or bring all vehicles up together.

**4. Pull to the right in the staff-directed loading spot so others can pass.** Keep neighboring spaces and access clear, load promptly and leave room for the next vendor.

New Liberty Street · Evening load-out reference



New Liberty Street is shown across the bottom of this reference, beside Museum Place Garage. Staff will direct vendors to the loading spot and coordinate vehicles in turn. The Pedestrian Mall and Essex Street will be closed to vehicles during load-out. Google Maps screenshot supplied by John; this overview does not mark an exact loading bay or authorize garage access.

## Keep the route clear and follow the evening plan

**Use New Liberty Street for load-out; do not try to drive back through the closed Pedestrian Mall or Essex Street.** Follow that evening's staff directions for the exact loading spot and vehicle sequence.

Check the latest weekly instructions before your market day. If you missed the evening briefing or are unsure what to do next, ask staff before moving your equipment or vehicle.

Keep ramps, storefront entrances, pedestrian routes and neighboring vendor spaces clear. Do not claim a loading spot simply because there is a gap. Check your booth area and take all vendor waste with you.

## Everything goes home every night

**Full breakdown every night.** Take your tent, tables, displays, merchandise and equipment home, even if you are booked here again tomorrow.

This includes consecutive days. There is no overnight tent or equipment storage at the Pedestrian Mall.

Allow time and vehicle space for the full setup and breakdown each day. Check in again tomorrow for that day's booth assignment.

## Before your next market day

**Return to Vendor 411 and read the next dated update.** Recheck your venue, hours, loading instructions and programming, keep app notifications enabled, and check in again for that morning's booth assignment.

Thanks for helping us take care of the Pedestrian Mall and one another. We look forward to seeing you at check-in!  
**John and the Creative Collective team**

## Hours & special dates

Hours reference for your confirmed booking, not a list of additional dates you may attend. All times are local to Salem.

| Day                          | Public hours | Note                                               |
|------------------------------|--------------|----------------------------------------------------|
| Regular Saturdays            | 10 AM-8 PM   | Closing may change day-of                          |
| Sundays                      | 10 AM-6 PM   | Closing may change day-of                          |
| Fri, October 2, 9, 16 and 23 | 10 AM-7 PM   | Makeup dates; only if confirmed in your booking    |
| Sun, October 11              | 10 AM-6 PM   | Holiday hours may apply                            |
| Mon, October 12              | 10 AM-6 PM   | Only if confirmed in your booking                  |
| Fri, October 30              | 10 AM-8 PM   | Last vendor day; only if confirmed in your booking |

**October 11: Holiday hours may apply.** Keep the scheduled 6 PM close unless staff communicate a change.

**Makeup Fridays, October 2, 9, 16 and 23: 10 AM-7 PM.** These dates are for vendors rebooked from the September 26-27 markets the City canceled. Pedestrian Mall closing time is set day-of with the City of Salem and Salem Police based on crowd volume, so this location may stay open later than posted. Attend only if a Friday is confirmed in your booking.

**Friday, October 30: 10 AM-8 PM. This is the last vendor day at the Pedestrian Mall.** Pedestrian Mall closing time is set day-of with the City of Salem and Salem Police based on crowd volume, so this location may stay open later than posted. Attend only if this date is confirmed in your booking.

**Other weekdays:** do not infer a vendor opening from the broader Pedestrian Mall programming or performer calendar. Follow the dates and venue in your confirmation.

**Every evening:** staff will explain when to break down, load out and retrieve vehicles. Allow extra time on crowded nights.

## Other venue guides

Check your confirmed venue for each date. [Salem Common](#) · [Derby Square](#) · [Old Town Hall](#) · [Vendor 411 weekly updates](#)