

Old Town Farmers Market Summer Midday Market 2018 Market Guidelines



The City of Winchester's Old Town Farmers Market – Summer Midday Market is located in historic downtown Winchester, VA, in front of the 1840's Courthouse on Thursdays from 11 a.m. – 2 p.m., June 7 – August 30.

Mission: To provide fresh, local food and agricultural products directly from farmers and producers to employees, residents and visitors, while creating an enjoyable atmosphere that contributes to a prosperous downtown and promotes a sense of community in Old Town Winchester.

Deadline for Submission: All applications must be received by April 24, 2018 to the Downtown Manager, 33 E. Boscowen St., Winchester, VA 22601. Notifications will be sent out by the end of April 2018.

Attendance: Vendors are expected to attend for the full hours of operation of the market. Weekly fees are due for missed weeks.

Fees: Vendor fee is 10% of sales up to \$20 weekly for a 10' x 10' spot for approved vendors. Fees should be made payable to the City of Winchester. Fees are due weekly at the market. No fees will be refunded. For alternate payment options, contact the Market Coordinator.

Parking: Free parking is available at bagged meters in a designated parking lot from 10 a.m. – 3 p.m. on market Thursdays.

Rain or Shine: The market will be held "rain or shine" - unless conditions merit closure, in which case all vendors will be contacted.

Tents: Any vendor using a tent must use appropriate weights to secure the tent at all times.

Product & Price Signage: Vendors must post prices for all items for sale. If a farmer or vendor is selling any items he/she did not grow/produce, the farm of origin must be listed. Vendors may label items organic only if they are certified. All products must be grown or produced within a 100 mile radius of the market. We may restrict the number of vendors selling similar products. Prepared food must use at least one locally sourced ingredient. All products to be sold must be listed on the vendor application.

Non-Farm Products: Must be high quality, locally made items which the vendor must add at least 75% of the total value to the product. The product(s) must be complementary to a farmers market. Promotional materials which bear the name or logo of a vendor's farm or business may be sold at the market provided that the items are of high quality, are not the primary products being sold, and are listed on the vendor application. The Market Coordinator reserves the right to restrict promotional items displayed for sale.

Permits/Licenses: Vendors selling any food product other than whole fruits and vegetables must comply with all Virginia Department of Agricultural and Consumer Services (VDACS) resource requirements and all state food laws and regulations. Vendors must also comply with all business license requirements and sales tax collection as dictated by law. Vendors offering food samples at the market must follow approved food safety guidelines.

No Hawking: Business must be conducted from inside the booth. Vendors may not approach attendees outside their booths and must refrain from distributing promotional materials that are not directly related to the market or the products being sold.

CSA: Offering CSA pick-up will be considered upon request.

Utilities: Utilities are generally not available. If you have special concerns or would like to request the use of utilities please highlight this on your application. No generators are permitted in the market.

Set up/Tear down: Set up will begin one hour prior to the market opening. Vendors may drive to the market from Piccadilly Street down North Loudoun Street until 10:30 a.m. Vendors are expected to drop off items, move their vehicle and then complete their booth set up to allow room for other vendors to unload. The market opening and closing will be signaled by the ringing of a bell. No sales before or after the bell. All vendors are to shut down promptly and clear the market area (within 60 minutes) of the market closing bell. Vendors must take with them all trash, produce, debris, etc. Vehicles are not permitted on the Loudoun Street walking mall after 10:30 a.m. Tents, tables and signs brought into the market must be in good condition.

Non-Profit/Community Groups: Non-profit and Community organizations may apply to participate in the market. This is a promotional opportunity to highlight the organization and cannot involve fundraising other than the sale of water. Only one spot is available each week and will be determined by lottery.

Other: Each vendor is assigned a vending spot by the Market Coordinator. This spot is not transferrable and vendors must not exceed their allotted spot or relocate without prior written permission. A hand washing station will be available.

Liability: Vendors are required to maintain a general liability insurance policy in the amount of at least one million dollars for property damage and personal injury liability listing the City of Winchester as additionally insured while participating in the Old Town Farmers Market. Vendors must provide a certificate of insurance and additionally insured endorsement page issued by the insurance company upon request.

Vendor conduct: No animals (pets, livestock, etc.) other than service animals shall be permitted in vendor stalls without the express prior permission of the Market Coordinator. Vendors shall not smoke or vape within the market area. Violation of vendor guidelines may result in termination of the agreement to utilize the vendor space at the Old Town Farmers Market.

Exceptions: The Downtown Manager reserves the right to make exceptions or changes to any of the market guidelines.