

**Old Town Farmers Market
Holiday Market
2019 Market Guidelines**



Through an agreement with the City's designated events contractor, Full Circle Marketing, the Old Town Farmers Market is organizing the Holiday Market during the annual Holly Jolly Celebration in historic downtown Winchester, VA. The market is held 11 a.m. – 5 p.m. on Saturday, December 14, 2019. Vendors offering locally grown/produced food, agricultural products, and/or artisan goods may participate in the Holly Jolly Celebration through the OTW Farmers Market at a flat rate of \$25. Designation as a Farmers Market vendor is subject to the approval of the Market Coordinator.

Mission: To provide fresh, local food, agricultural, and artisan products directly from farmers and producers to residents and visitors during the annual Holly Jolly Celebration event, 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 November 1, 2019 to the Market Coordinator, 33 E. Boscawen St., Winchester, VA 22601. Notifications will be sent out by mid-November 2019.

Attendance: Vendors are expected to attend for the full hours of operation of the market.

Fees: Vendor fee is a flat \$25 for a 10' x 10' spot for approved vendors. Fees should be made payable to the City of Winchester. Fees are due at the market. No fees will be refunded.

Parking: There is no reserved parking for market vendors.

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.

Heat Sources: No heat sources will be provided by the City and individual heat sources may not be used without prior authorization.

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. The Market Coordinator reserves the right to restrict the number of vendors selling similar products. 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.

Liability: Through an agreement with the City's designated events contractor, Full Circle Marketing, vendors participating in the Holiday Market are not required to provide proof of insurance, unless requested.

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.

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 or space heaters will be permitted in the market without prior approval by the Fire Marshal.

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.

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.

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 – Holiday Market.

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

=OLD TOWN WINCHESTER=
Holly Jolly
HOLIDAY MARKET

**Old Town Farmers Market – Holiday Market
2019 Application Form**

Thank you for your interest in the Old Town Farmers Market – Holiday Market. Through an agreement with the City's designated events contractor, Full Circle Marketing, the Old Town Farmers Market is organizing the Holiday Market during the annual Holly Jolly Celebration in historic downtown Winchester, VA. This is a ONE DAY market that will be held on Saturday, December 14 from 11 a.m. – 5 p.m. **Applications must be received by November 1, 2019.**

Vendors offering locally grown/produced food, agricultural products, and/or artisan goods are welcome to apply for participation in the Holly Jolly Celebration through the OTW Farmers Market at a flat rate of \$25. Designation as a Farmers Market vendor is subject to the approval of the Market Coordinator.

Name: _____ Business Name: _____

Business Phone #: _____ Cell Phone #: _____

Mailing Address: _____ Email Address: _____

I would like to sell the following products (check all that apply and list specifics on the lines below):

In-Season Produce (*fresh uncut fruits and/or vegetables*) Artisan Goods (*describe below*)

Other – LIST ALL

If a product is not included in this list, you will not be allowed to sell it at the market without first receiving approval from the Market Coordinator. For non-farm products only, vendor must add at least 75% of the total value to the products. Please describe value added and attach photos of items to be sold.

Do you need a power source during the market? If so, please explain why _____

Old Town Farmers Market General Conditions

1. I understand and agree to all of the Market Guidelines.
2. If selected, I understand that I must obtain all necessary permits and licenses and pay the vendor fees to City of Winchester.
3. I agree to attend as scheduled from 11 a.m. – 5 p.m., unless the event is cancelled for weather.
4. I agree to indemnify and hold harmless the City of Winchester and its agents, its servants, volunteers and employees from any and all liability, claim or cause of action for any property damage, personal injury, wrongful death or damage to property or persons arising out of or in connection with any error, omission or negligence by me or my employee or agent while participating in the Old Town Farmers Market – Holiday Market.
5. I agree to maintain the property, including, but not limited to, sweeping up debris and taking all trash with me after the event.
6. I authorize the City of Winchester to promote the Old Town Farmers Market – Holiday Market and my participation in the market, including but not limited to, using photographs and descriptions in materials, links to websites and press releases.
7. I understand that the Market Coordinator reserves the right to make changes to any of the vendor policies as needed.

I _____ the owner of Farm/Business _____ have read the Market Guidelines and the above General Conditions and agree to abide by them and the spirit of this Farmers Market.

Signature _____ Date _____

Mail Application to: Old Town Winchester, City of Winchester, 33 E. Boscawen Street, Suite 100, Winchester, VA 22601

Questions Contact: Sarah Acuff Chapman, Market Coordinator, (540) 535-3660 or email OTW@winchesterva.gov