



## Old Town Farmers & Makers Market 2020 Market Guidelines

The City of Winchester's Old Town Farmers & Makers Market is located in historic downtown Winchester, VA at the Taylor Pavilion on Saturdays from 9 a.m. – 1 p.m., May 9 – September 26 (except July 4). The market hosts local farmers, vendors, and makers.

**Mission:** To provide fresh, locally grown and produced food, agricultural products, and artisan goods directly from farmers, producers, and makers to 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 March 20, 2020 to the Market Coordinator, 33 E. Boscawen St., Winchester, VA 22601. Notification of acceptance will be sent out by mid-April 2020. After the initial deadline, applications are accepted on a rolling basis and reviewed if space is available.

- **Attendance:** Vendors are expected to attend for the full hours of operation of the market for every week they list on their application. Vendors who would like to attend on a rotating basis should indicate this on their application. Vendors who miss two scheduled weeks may be asked to leave the market. Weekly fees are due for missed weeks. In the event of extenuating circumstances, fees will be determined at the discretion of the Market Coordinator.
- **Fees:** Booth space is \$20 weekly for a 10' x 10' spot (or 10' x 20' if space is available) for approved vendors. Fees should be made payable to the City of Winchester. Fees are due weekly at the market. Vendors may prepay for the full season at a discounted rate of \$350. No fees will be refunded. For alternate payment options, contact the Market Coordinator.
- **Parking:** Dedicated vendor parking is available on a first come, first served basis in the metered Braddock Street lot in front of the Braddock Parking Garage. Vendors not receiving a parking spot and vendors with extra vehicles are responsible for legally parking their vehicles. The Braddock Parking Garage (\$1/hr) is within close proximity to the market. Metered parking is free on Saturdays.
- **Rain or Shine:** The market will be held "rain or shine" - unless conditions merit closure, in which case all vendors will be contacted.
- **Canopy:** Any vendor using a canopy must use appropriate weights secured to all four legs of the canopy at all times. Any vendor without appropriate weights will not be permitted to set up a canopy. Weights must be attached/tied to the canopy legs so as not to dislodge or pose a tripping hazard.
- **Product & Price Signage:** Vendors must post prices for all items for sale. Predatory pricing or pricing products far below the cost to produce them will not be allowed. 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. Proof of certification is required. 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. All products to be sold must be listed on the vendor application. Any additions must be submitted in writing to the Market Coordinator for approval.
- **Value Added & Maker 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 & makers market. Accessory items not made by the vendor cannot be sold individually, unless with prior authorization by the Market Coordinator. Restaurant type vendors or products will be permitted on a case by case basis. 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. All food vendors are expected to contact VDACS to determine inspection requirements. 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. Copies of all applicable permits/licenses should be available at market every week.
- 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 without prior approval by the Market Coordinator.
- Set up/Tear down: Set up will begin one hour prior to the market opening. The market opening and closing will be signaled by the ringing of a bell. No sales before the opening bell. All vendors are to shut down promptly and clear the market area (within 45 minutes) of the market closing bell. Vendors must take with them all trash, produce, debris, etc. Any vendor arriving after the start of the market may not bring a vehicle into the market. Vendors who arrive after 9 a.m. repeatedly may be asked to leave the market. Canopies, 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. Only one spot is available each week and will be determined by lottery. Political or religious campaigning is not permitted. Any activity considered to be damaging to the market's friendly and inclusive atmosphere, including solicitation of any sort, is not permitted.
- 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 at the market information booth.
- 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 and Taylor Master Tenant, LLC (33 E. Boscawen Street, Winchester, VA 22601) as additionally insured while participating in the Old Town Farmers & Markers Market. Vendors must provide a certificate of insurance and additionally insured endorsement page issued by the insurance company upon request.
- Vendor Conduct: Vendors will in no way cause detriment to other vendors and are expected to conduct themselves professionally at all times, behaving courteously toward Market staff, customers, other vendors, and volunteers. Vendors are responsible for the actions of their representatives, employees, agents or family members. 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. No religious, political, or sexually explicit information may be distributed at the market. Violation of vendor guidelines may result in termination of the agreement to utilize the vendor space at the Old Town Farmers & Makers Market.
- Applications: Anyone wishing to participate in the market must submit the Old Town Farmers & Makers Market Application to the Market Coordinator, 33 E. Boscawen St., Winchester, VA 22601 by March 20, 2020.
- **Exceptions**: The Market Coordinator reserves the right to make exceptions or changes to any of the market guidelines.