

Mount Vernon Farmers Market: Vendor Guidelines



MISSION STATEMENT

To provide an outlet for the community to meet and support their local farmers and producers in a seasonal, open-air market that allows them to shop for fresh, regionally-grown and produced items. To provide a monthly event series, which features an expanded market, local artisans, specialty retailers, live entertainment and family-friendly activities.

MARKET GOALS

1. Introduce high-quality, seasonal produce and food products to the local community.
2. Bring additional artisans, entertainment and activities to create an expanded market experience monthly.
3. Partner with local farms, producers, and artisans to assist with promotion and access to the local market.
4. Educate the community about the health and economic benefits of buying local and seasonal products.
5. To promote the Historic Main Street Districts and business within.

MARKET GUIDELINES

Vendor Application Process

1. All vendors must complete the **FREE** application process to be eligible to sell their products, which includes:
 - a. Submission of a completed application form to the Market Manager
 - b. Obtaining application approval from the Market Manager **prior** to attending a Market
2. Vendors under the age of 18 must have a parent/guardian approval on the registration form and be accompanied by an adult while at the Market.
3. New applications will not be accepted the day of the Market – please plan accordingly to obtain approval, prior to your first planned Market attendance day.
4. Applying does not guarantee approval.
5. Market Manager reserves the right to reject any vendor application, or specific item listed on the application, which is deemed unsafe, inappropriate for family viewing, or not in character with the spirit of the Market.

Vendor Spaces

1. Booth spaces, including premium plaza spaces, are assigned on a first-come basis, with exception of:
 - a. Winery and Brew Pub vendors, which must follow TABC regulations with an assigned space
 - b. Select booth spaces reserved by the Market Manager for Second Saturdays on the Square events (for things such as featured activities, entertainment, animal adoptions, event sponsors, etc.)
2. Booth spaces are 10' x 10', located on the upper portion, on the Plaza Square in downtown Mount Vernon (113 Main St.):
 - a. Requests for larger spaces must be approved in writing by the Market Manager in advance.
 - b. The gazebo on the plaza is not considered a booth space.
 - c. Parking spaces are not considered booth spaces
 - d. Booths may not have any blankets/tarps/sheets obstructing booth or canopy.
3. Plaza stairways and walkways must not be obstructed.
4. Electrical power is available at each corner of the plaza. Vendors must bring their own 50 ft. heavy duty extension cord. There is no additional fee to use electricity.
5. Vendors must supply their own tent, sufficient tent weights, tables, chairs, signage, refrigeration, displays, and any other supplies they require for their booth areas or for customer sales.
6. All vendor products and signage must be contained within their booth space.
7. The vendor business name and location (city or county), and product pricing, should be prominently displayed.

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Market Times

1. The Farmers Market will be open every Saturday, rain or shine, from May through September
2. The Second Saturdays on the Square events will occur on the Second Saturday of May through September
3. Vendors may begin setting up no earlier than 7:00 am, and must be complete, with service vehicles removed, no later than 7:50 am to be ready for Market Opening at 8:00 am.
4. On regular Farmers Market days, vendors with produce may setup earlier if desired,
5. The official time of the Market is 8:00 AM – 12 Noon CST; Second Saturdays Event time is 8 am – 1 pm CST.
6. Once the Market closes, vendors must have all items removed, and their booth spaces cleaned, within 45 minutes. Public trash receptacles are not to be used for disposal of produce boxes or unsold produce/products.
7. If another event is booked for the downtown Plaza area, where event times will conflict with our market times, all vendors will be notified in advance of any changes required.
8. Should a Second Saturday event be cancelled due to inclement weather, the Market Manager will notify vendors via email and Facebook announcements no later than 5:00pm the day before the event.

Permitted Products

1. The Market prefers vendors who offer products grown or produced locally (within a 50-mile radius) or regionally (within a 150-mile radius) whenever possible.
2. The following Vendor Types are allowed:

Vendor Type	Description	Examples (include, not limited to)
Farmers Market	Sell items that are locally grown or produced by the vendor (no reselling)	EXAMPLES: vegetables, fruits, herbs, poultry, meat, eggs, nuts, plants, and flowers, cheese, yogurt, jams, jellies, pickles, relishes, honey, salsas, sauces, vinegars, breads, pastries, pies, cookies, candy, nut and fruit butters, granola, dry mixes, roasted coffee beans, dry tea, or other prepared, canned or baked goods
Specialty Retail	Sell items made or repurposed by the vendor, evidencing skilled workmanship and high quality; other carefully selected retail items may be allowed	EXAMPLES: crafts, jewelry, clothing, accessories, bath and body items, candles, soaps, home décor, furniture, sculpture, woodcarving, blown glass, original photography, drawings, and paintings, original art forms; other boutique or unique retail items at Market Manager discretion
Wine / Beer	Wineries and Brew Pubs selling their wine and beer	
Concessions	Sell for items for consumption on-site or packaged to go	Cooking on-site, food trucks, non-profit fund raisers should all be directed to City Hall for further direction and permitting
Non-Profit Org	Tax-exempt organizations who attend for promotion, donation and/or education purposes	EXAMPLES: Mount Vernon Animal Shelter, United Way of Franklin County, Mt. Vernon Cares, Community Food Bank of Franklin County, Friends of the Franklin County Library, etc.

3. Special exceptions to sell small farm animals (chicks, ducklings, rabbits) may be allowed only with prior approval from the Market Manager (sanitary considerations will apply).

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Vendor Conduct

1. Vendors shall conduct themselves in a professional and courteous manner.
2. Vendors shall ensure their booth spaces are kept clean and free from safety hazards.
3. Vendors shall respect the Plaza property and local businesses.
4. Vendors shall not use loud or aggressive promotion techniques. All sales activity must occur within their own booth space.
5. Vendors are liable for their own products, including compliance with applicable federal, state, and health regulations which may govern their products and applicable sales tax requirements.
6. Vendors are responsible to hold all required permits, exemptions, licenses, and insurance policies for their business, which must be visibly presented, should the Texas State Comptroller visit and request this evidence.
7. Vendors selling food items must follow Texas Cottage Food Law in regards to product labeling, and types of products. <https://texascottagefoodlaw.com>.
8. Vendors who receive customer complaints regarding conduct or quality, or fail to adhere to these guidelines, may have their registration and selling privileges revoked for a limited time, the whole season or indefinitely.

General Guidelines

1. The Market is dog friendly to friendly dogs, but they must be on a leash.
2. Mount Vernon Main Street is not responsible for lost, stolen, or damaged property.
3. Market Manager reserves the right to refuse participation to any applicant or to revoke selling privileges for failure to adhere to these guidelines.
4. Market Manager reserves the right to visit a vendor's farm or place of production with reasonable notice.
5. Vendors are encouraged to participate in any surveys or questionnaires related to market data collection.
6. Market guidelines may be amended at the discretion of the Market Manager, Main Street Manager, or the City of Mount Vernon without prior notice.

MARKET CONTACTS

Please contact one of the following with any ideas, questions, concerns, grievances, or for volunteer opportunities:

Email: mountvernonmainstreet@comvtx.com

Website: www.MountVernonTXFarmersMarket.com

Facebook: www.facebook.com/mountvernontxfarmersmarket