

Farmers Market Vendor Guidelines & Responsibilities

Welcome to our Farmers Market! We are excited to have you join our community of vendors. Here are some important guidelines to ensure a smooth and successful experience for everyone.

Permit Costs

- **Low Permit Fees:** One of the benefits of our market is the low permit costs, as we do not have a market coordinator onsite. This helps keep your expenses minimal.

Responsibilities

- **Self-Advertising:** As a vendor, it is your responsibility to advertise your business. Utilize social media, local flyers, and word-of-mouth to attract customers to your booth.

- **Booth Setup:** You are responsible for setting up your booth. Ensure it is done in a manner that does not obstruct other vendors and remains within the boundaries of your assigned space.

- **Picnic Tables:** Picnic Tables are located under the pavilion and could be located in any spot as patrons and City Staff move them around. It is your responsibility to clear it out of your space or you are welcome to utilize the table during the market. If no other vendor intends to utilize it, it may be moved into the walkway for patrons to sit.

- **Self-Reliance:** As previously stated, we do not have a market coordinator on site. The markets are designed for individuals to maintain responsibility for their own space and follow all guidelines to ensure a successful market. If a vendor is on your permitted space and refuses to move, please have your permit on hand and call the non-emergency police number, (940) 668-7777 to have the matter resolved.

Booth Setup Guidelines

- **Booth Boundaries:** Make sure your booth stays within the designated area. Do not encroach on neighboring spaces. Each setup may be different, please do your best to have traffic circulating the outside of the pavilion so customers are not weaving through spaces inside of the pavilion, this could cause people to bump into each other or knock products over.

- **Display:** Arrange your products attractively and neatly. Use tables, shelves, and displays to showcase your items effectively. Be prepared to secure any displays in case of wind.

- **Signage:** Clearly display your business name and prices. Consider using banners, chalkboards, or printed signs.

- **Safety:** Ensure that your setup is safe for customers. Secure any structures and keep pathways clear.
- **Cleanliness:** Maintain a clean and tidy booth throughout the market hours. Dispose of any trash properly.
- **Etiquette:** Be respectful and courteous to fellow vendors and customers. Avoid loud music or disruptive activities. If you depend on a generator or any other equipment that could be disruptive to others, please notify us in advance, this may limit your options on vendor space selection.

Advertising Tips

- **Social Media:** Post regularly about your products, market schedule, and special offers.
- **Local Flyers:** Distribute flyers in your community to inform people about your booth.
- **Networking:** Collaborate with other vendors to cross-promote each other's businesses.

Additional Notes

- **Arrival and Setup Time:** Arrive early to set up your booth before the market opens.
- **Pack Up:** At the end of the market, ensure you clean your area and pack up efficiently, leaving the space as you found it.
- **Walkway:** The walkway in the middle of the pavilion is there for convenience and maybe rented or utilized as City Staff sees fit. The pavilion is designed to be accessed around the outsides of the pavilion where there are sidewalks and space to access around the entirety of it.

We appreciate your cooperation and look forward to a successful market season together!