



2022 VENDOR HANDBOOK

Mission Statement & Goals

Our mission is to provide local Colorado producers with an audience that supports and depends on them. By partnering with townships and property owners, our goal is to facilitate open-air marketplaces that mutually benefit the local community, economy, and environment. We especially aim to provide an atmosphere where communities can comfortably gather outside, socialize, and enjoy direct access to dozens of small businesses.

Market Managers

Parker:

Jason Williams

Southlands/Castle Rock:

Max Williams

Direct contact info will be provided upon acceptance. Please refrain from contacting managers directly for anything other than market day communication/emergencies. All other non-urgent communication will be seen quickest at info@thelocalcolorado.com.

Market Fees

An application fee of \$15 applies for all new and returning online applications. This is a processing fee that covers the cost of our management software, and will not be refunded to any applicant.

Season fees:

Season fees are a one-time fee paid upon acceptance/approval. Season fees are invoiced to the email provided in vendors' online profile, and must be paid prior to attending your first scheduled market day.

Southlands	\$150
Castle Rock	\$175
Parker	\$200
Southlands + Castle Rock	\$300 (save \$25)

Vendor Categories and Daily Fees:

Categories are requested upon application, but ultimately are up to manager discretion. Daily fees are collected in the form of cash or check at the end of every market day.

Local Producers

Farmers, ranchers, growers. Vendors that are actively raising/growing their product. 10% of sales, no minimum

Local Processor

Consumable value-added goods. Salsas, jams, baked goods, etc. 10% of sales /\$40 min.

Local Home Delivery

Any subscription based delivery or routine service provider with no market sales. \$50

Prepared food

Any vendor with a mobile food license selling product to be consumed at the market. Food trucks of all sizes will be charged the same rate, but please consider that smaller operations stand higher odds of acceptance. 10%/ \$40 min.

Local Artisan

Home/health products that are created locally. Applications of vendors who incorporate Colorado supply chains extensively and work directly with local Colorado producers will certainly be prioritized, but exceptions may be made in an effort to draw more customers that all vendors may benefit from. 10%/ \$40 min.

Resale

Vendors who generally wholesale most of their products with no modification prior to selling. 12%/ \$45 min.

Marketing

Businesses using market traffic to facilitate unincorporated sales. \$200

Market Standards and Vendor/Product Selectivity

Abiding by our mission, it is the LOCAL Colorado's goal to create markets full of true, local producers selling products that there is demand for in the community. 'As local as possible' is certainly what we are looking for in applications. We don't draw hard lines or try and define the term; however, we aim to support our local community, environment, and economy best we can.

We pride ourselves in our ability to offer leniency and understanding in product requirements, especially to our farmers during shoulder seasons. With this, we expect all vendors to be completely transparent with customers and market managers about where products come from and why. We hope our vendors understand the importance of transparency and its role in the integrity of the market. Any vendor knowingly miscommunicating the source of any product will be removed from the market permanently.

The LOCAL Colorado reserves the right to prohibit anyone from selling at the market or to prohibit any product from being sold there. These determinations will be made based on market demand, applicable laws, health codes, and the market standards/regulations at market managers' discretion. Rules and regulations are subject to change for special event days and/or at the discretion and judgment of market managers. Vendors are strictly permitted to sell only those products that are described on their product lists. If vendors would like to add products to sell after the season has begun, they must login to their market profile and request to add those items. Vendors are not permitted to sell new items until they are approved in their profile.

Equipment required on market day (busses/food trucks/trailers exempt):

- A canopy no larger than 10'X10'
- 4 30lb weights (120lbs total)
- Large and visible signage

Signage and clothing of all vendors and their employees should be free of vulgar/offensive language or imagery. This is at the market manager's discretion and vendors may be asked to make adjustments if deemed necessary.

Any sampling must be done in accordance with local health department guidelines.

State/Local Laws + Insurance

Vendors shall determine whether sales at the market are subject to sales tax, as The LOCAL Colorado cannot give tax advice. Vendors are encouraged to contact the Colorado department of revenue concerning their business in relation to local requirements.

Parker vendors are not required to have a sales tax license for the town of Parker, but are required to have one from the state of Colorado.

Prepared/processed food vendors are similarly required to ensure their operation is in accordance with local health department guidelines and that the vendor possesses all required licenses/certifications.

All vendors are required to provide proof of insurance in their application/online profile with “Williams Family Markets LLC” listed as additional insured.

Vendors must upload all applicable licenses/forms as well as proof of insurance to their online market profile.

Load In/Load Out Schedule + Equipment

Parker	Sundays	8am – 1pm	May 8-Oct 30
Southlands	Saturdays	8am – 1pm	May 7-Sep 25
Castle Rock	Sundays	9am-2pm	May 8-Sep 26

Every vendor will require a different amount of time to set up. Regardless of what your setup is like and how much time you may need, one thing is consistent across the board. Being a little early never hurt anybody! We highly recommend vendors arrive as early as possible, and at the bare minimum have your belongings unloaded and vehicle parked outside the market BEFORE 7:30 (8:30 in Castle Rock). For most vendors this will mean arriving at least an hour and a half before market start.

Vendors are required to keep their tent/signage up and must be attentive to their booth until the market’s scheduled end time. Vendors must wait 15 minutes after the market is finished to bring any vehicle in the market area.

Equipment required on market day (busses/food trucks/trailers exempt):

- A canopy no larger than 10’X10’
- 4 30lb weights (120lbs total)
- Large and visible signage

Attendance/Late Policy:

Attendance is perhaps the most critical piece of the farmers markets. We put a great deal of effort into creating markets that 1) look good and 2) incorporate a diverse selection of local products that there is demand for in the community. When someone doesn't show up for whatever reason, we all lose on both fronts.

Every vendor is allowed **2** absences per market this season. Each occurrence will cost the vendor their minimum daily fee. After the third, vendor will be asked not to return for the remainder of the season. Vendors can use these days for any reasoning, but **must** communicate their absence in advance. No call-no show vendors who do not reach out to managers regarding their absence at all must pay **double** their daily fee, and will risk losing their place for the season with multiple occurrences.

Vendors arriving later than 30 min prior to the market start time are **LATE**. Late vendors are only allowed to setup with permission of the market manager and will typically not be able to drive to their booth location. Late arrivals will be required to pay an extra **\$20** fee on their daily. Vendors may receive special permission from managers to arrive later if they take up endcap locations.

Weather Policy:

Markets will go on through wind, rain, snow, etc. It is very unlikely that a market will be cancelled entirely. Products/setups that cannot handle moisture or wind may be deemed unfit for the market. Vendors with sensitive products are encouraged to utilize plastic containers, tent sidewalls, and limited displays in variable conditions.

In the event that managers decide to cancel a market, email communication will be sent to all vendors as soon as possible. Please note that due to the unpredictability of local weather, these decisions will typically not be made until morning of.

If a market goes on during suspected variable weather conditions and a vendor decides not to attend due to weather, their absence will count as one of their 2 for the season.

Stall Usage and Assignment

Vendor spots are determined at manager discretion, but will be kept as consistent as possible. Although we are never able to guarantee an exact spot, full-time vendors participating in all dates will typically be able to stay in the same location for the entire season. The fewer dates on a vendor's schedule, the more likely it is that their location may change week to week.

We understand the importance of booth location as a vendor. With that said, it is our ultimate responsibility to put on balanced and aesthetic markets. We will take every request with complete consideration, but may not be able to accommodate them all.

Vendors are restricted to their 10'x 10' spot, and any signage/props outside of your tent is not permitted without manager permission. Wandering the market with samples or marketing material is prohibited.

Vendor is solely responsible for any injury to persons or property caused by Vendor's equipment.

Indemnification, Hold Harmless and Defend:

Vendor shall indemnify, hold harmless and defend the Market, its officers, agents and employees from and against any and all demands, claims, suits, damages, losses, liabilities, costs and expenses, including, but not limited to, court costs and attorneys' fees, of any nature whatsoever (including, but not limited to, property damage and loss, bodily injuries, sickness, disease or death), directly or indirectly arising out of or in connection with Vendor's participation in the Market. This provision shall survive the termination of this Agreement.

How to apply

<https://thelocal.mymarket.org/forms/signup>

New Vendors

Follow the signup link and select “New Application”. Fill out the form thoroughly with quality images and complete lists of products being sold. Lists need to be as specific as possible, as this list will determine which products you are permitted to sell if your application is approved. If you are accepted, product lists, images, and vendor descriptions will be shared with the public upon inquiry as well as in marketing efforts by The LOCAL Colorado. While vendors may not be accepted for all dates requested, please be 100% confident in your ability and willingness to attend every date marked in your application. You will not be able to change your schedule and will be required to attend all dates approved. New applications are not complete without payment of the \$15 processing fee.

Returning Vendors:

If you participated in any of the markets last season, and would like to re-apply for the 2022 season, please follow the signup link and select “Renewal” where all of your information from last year should be pre-filled. From there you will have the opportunity to select your requested markets/schedule and renew your vendor agreement. If you have any issue accessing your account from last year, you can also apply as a “New Application”. Either way, take time to update your product list, images, licenses/insurance, vendor category (some have changed) and anything else you need to update from last year. Product lists, images, and vendor descriptions will be shared with the public upon inquiry as well as in marketing efforts by The LOCAL Colorado. Returning applications are not complete without payment of the \$15 processing fee. Vendors are only accepted after they have received approval of their 2022 application. Please reach out to info@thelocalcolorado.com with any questions or concerns.