

# 2025 FARMERS MARKET VENDOR AGREEMENT



**Williams Family Markets, also known as The LOCAL Colorado, is committed to providing Colorado businesses with opportunities to engage directly with our communities.**

**This agreement outlines the expectations, fees, and guidelines for vendors participating in the market. Our goal is to support local agriculture and ensure a successful market for all.**

# Markets & Dates

Location	Dates	Times	Load-In	Load-Out	Special Notes
<b>Parker</b> 19565 E Mainstreet Parker, CO 80138	Sundays May 11 <sup>th</sup> - Oct 26 <sup>th</sup>	8AM - 1PM	5:30AM – 7:30AM	1:15PM – 2:30PM	*No market on June 15 <sup>th</sup>
<b>Southlands</b> 23975 E Town Square Ave Aurora, CO 80016	Saturdays May 10 <sup>th</sup> – Sep 27 <sup>th</sup>	8AM – 1PM	5:30AM – 7:30AM	1:15PM – 2:30PM	
<b>Festival Park</b> 300 Second St Castle Rock, CO 80104	Sundays May 25 <sup>th</sup> – Oct 12 <sup>th</sup>	9AM – 2PM	6:30AM – 8:30AM	2:15PM – 3:30PM	* June 22 <sup>nd</sup> - Rotary Event – limited space  * Sep 7 <sup>th</sup> - Market moves to 301 Wilcox St. for one day – limited space

# Applications & Selection

## Application Process

- All vendors must submit applications no later than Feb. 28<sup>th</sup> in order to receive full consideration.
- Priority is given to returning vendors in good standing. New vendors will be selected on a rolling basis as space allows.
- Accepted vendors will receive an email notifying them of their approval. Please review your approved profile via the email as soon as possible, as we may have made amendments to your requested dates/products.
- Vendors will only receive notification from us if their application is approved or if we require more information before proceeding. If you do not receive any notification, please know that your application has been waitlisted and will be considered for any openings throughout the season.

## Vendor Selection

1. **Local Agriculture:** Priority will be given to vendors that produce or grow agricultural products in Colorado. We seek a diverse range of **local growers, ranchers, and farmers** offering fresh, high-quality products.
2. **Local Food Vendors:** Food vendors using locally sourced ingredients or offering value-added products that complement the agricultural offerings are highly encouraged. This includes prepared foods, beverages, and artisanal products that enhance the market experience.
3. **Market Balance:** We aim to maintain a well-rounded mix of agricultural producers, food vendors, and artisans. This ensures a dynamic and engaging marketplace that attracts a wide range of customers.

- **History of Success:** Vendors with a proven track record of quality products, strong customer engagement, and market success are given strong consideration. Past participation does not guarantee future acceptance. Returning vendors will be evaluated based on attendance, compliance, sales, and customer feedback from previous seasons.
- 4. **Available Market Space:** Vendor space is limited and will be allocated based on the number of applications and the space available at each market location.

## Vendor Categories

Vendors will be accepted under the following criteria:

- **100% LOCAL Grower/Rancher**
  - Product offerings consist of ONLY agricultural products independently grown/raised by the vendor in Colorado.
- **Local Agriculture**
  - Agricultural products grown/raised regionally. Products may be grown/raised by the vendor and/or resold from other operations, so long as the vendor is honest regarding marketing and communication of each product.
- **Local Food/Artisan**
  - Food and/or artisan products including but not limited to: sauces, candles, woodwork, jams/jellies, artwork, tea/coffee, clothing, jewelry, pickles, handmade goods, salsas, food trucks, bakeries. Selection priority is given to those incorporating local production and locally sourced materials/ingredients.
- **Local Service**
  - Vendors offering subscription type services where products are not being bought/sold at the marketplace. Includes CSA's and delivery services.
- **Local Marketing**
  - Local businesses soliciting sales outside the marketplace. This category represents the smallest number of vendors at the marketplace.

# Market Fees and Operations

## Full-Time Vendors

- Vendors participating in 50% or more of a market's dates.
- Fees include a season fee and a daily fee.
  - **Season Fee** is a one-time fee paid within one month of approval. 50% of the season fee is an attendance deposit that shall be credited to vendors who do not remove or cancel more than 2 dates at any point and for any reason once the season has begun.
  - **Daily fees** are a percentage of sales for most vendors, but for some vendor categories they are flat rates. Daily fees are due within 1 week of each market day.

- **Full-Time Fees:**

- **Season Fees:**

	Parker	Southlands	Festival Park
100% LOCAL Grower/Rancher	\$200	\$100	\$100
Local Agriculture Vendor	\$300	\$200	\$200
Food/Artisan Vendor	\$400	\$300	\$300
Local Service Vendor	\$400	\$300	\$300
Local Marketing Vendor	\$400	\$300	\$300

○ **Daily Fees:**

	Parker	Southlands	Festival Park
100% LOCAL Grower/Rancher	5% of sales \$20 minimum	5% of sales \$10 minimum	5% of sales \$10 minimum
Local Agriculture Vendor	10% of sales \$35 minimum	10% of sales \$15 minimum	10% of sales \$15 minimum
Food/Artisan Vendor	10% of sales \$50 minimum per 10'x10' space	10% of sales \$35 minimum per 10'x10' space	10% of sales \$35 minimum per 10'x10' space
Local Service Vendor	\$75	\$50	\$50
Local Marketing Vendor	\$250	\$200	\$200

## Part-Time Vendors

- Applies to vendors participating in less than 50% of a market's dates.
- Fees include only a daily fee. No season fee.
  - For most vendors, the daily fee will include a percentage of sales plus a flat rate. Some categories are one or the other. This daily fee is due within one week of each market day.

## ○ Part Time Fees

	Parker	Southlands	Festival Park
100% LOCAL Grower/Rancher/Producer	5% of sales  \$20 minimum	5% of sales  \$10 minimum	5% of sales  \$10 minimum
Local Agriculture Vendor	\$15 + 10% of sales  \$40 minimum	\$15 + 10% of sales  \$30 minimum	\$15 + 10% of sales  \$30 minimum
Local Food/Artisan Vendor	\$20 + 10% of sales  \$70 minimum per 10'x10' space	\$15 + 10% of sales  \$50 minimum per 10'x10' space	\$15 + 10% of sales  \$50 minimum per 10'x10' space
Local Service Vendor	\$75	\$50	\$50
Local Marketing Vendor	\$250	\$200	\$200

- *Full-time/part-time status is denoted per market. Vendors may be full-time at one market and part-time at another.*
- *Full-time/part-time fees are charged according to approved schedules, which may not be the schedule initially requested.*
- *Season fees must be paid via online invoice within one month of approval.*
- *Procedures for daily fee payments will be shared with approved vendors prior to the beginning of the season.*

## Attendance & Schedules

- Vendors are expected to attend each of their scheduled market dates they are approved for. Absences have a profoundly negative impact on the market and all vendors.
- Vendors may request to remove dates from their schedule at any point, but requests made within one month of the date are approved with a cancellation fee (see below). Requests must be submitted via your vendor account at ***thelocal.mymarket.org***. Shall a full time vendor remove more than 2 dates at any point and for any reason once the season has begun, they will lose their attendance deposit.
  - Cancellation Fee- Charged to any vendor removing or cancelling a date for any reason less than one month from the date. The fee is equivalent to the minimum daily fee owed if the vendor were to be present that market day.
- Vendors may request to add dates at any point, although our ability to approve these requests cannot be guaranteed and in many cases will depend upon last minute changes.
  - Added dates or requests to add dates shall have no impact on the number of dates a vendor has removed and relevant penalties.
- Vendors are expected to be prepared for and commit to all possible weather conditions. In the rare instance that conditions are deemed too extreme or intolerable for a market to go on, vendors will be notified via their provided contact email as soon as a decision is made.

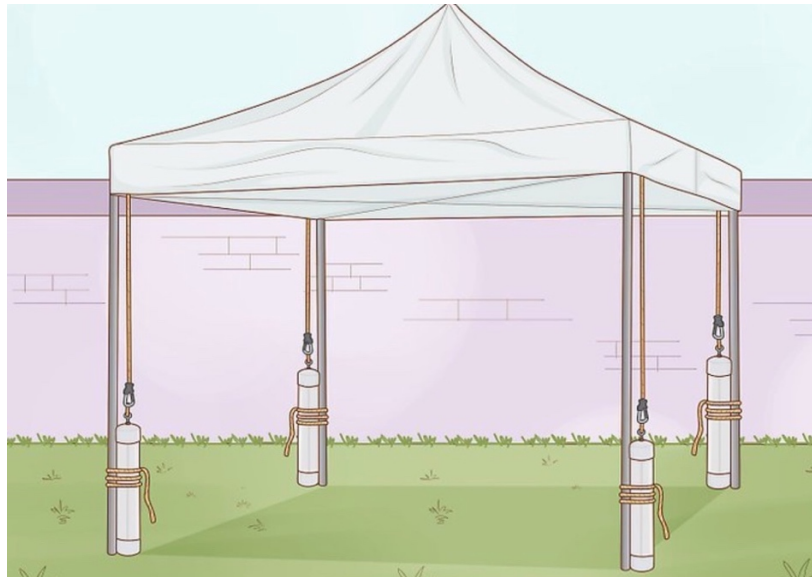
## Booth Space Usage and Assignment

- Booth spaces are assigned based on market needs and vendor categories. While efforts will be made to accommodate preferences and consistency, all booth assignments are subject to change for market flow or other operational needs.
- Full-time vendors with consistent attendance are more likely to receive priority for preferred booth locations.
- Vendors must leave booth spaces as they were found, and shall remain responsible for any cleanup or repair due to their actions.



## Equipment and Supplies

- Vendors are required to provide all of their own supplies and materials. Unless arranged otherwise, vendors are always required to bring and set up:
  - A 10x10 canopy
    - Must be fully functional and safe as designed.
    - Smaller and larger tents permitted upon request.
  - Large and visible signage naming your business or products.
  - 40+lbs of weight PER leg (120lbs total) for each 10x10 canopy.
    - Weights must be securely attached to the TOP corners of each tent by rigid straps/ropes that do not stretch. Underweight vendors are subject to be removed from the market at any point.



## Products

- Vendors may be restricted from selling any product at any point at market managers discretion if that product is not explicitly listed and approved in the product section of the vendor's profile.
- No vendor is ever granted exclusive rights to be the sole provider of any product to any market.
- Vendors are required to be HONEST about where their products come from and how they are produced. Lying to or providing misinformation to customers or market management is grounds for termination.

## **Vendor Staff**

- Vendors shall take full responsibility for the actions and conduct of any staff delegated by them to the market.
- Vendors are responsible for ensuring all market communication, guidelines, and information is provided to and understood by their staff.

## **Conduct**

- Vendors shall be present and attentive to customers for the entire duration of the market, with the exceptions of bathroom breaks and extenuating circumstances.
- No vendor shall interfere with the business of another. No shouting or wandering the market outside of assigned booth locations to solicit sales.
- All vendors are expected to maintain a professional, respectful, and cooperative attitude toward customers, fellow vendors, and market staff.

## **Compliance**

- All vendors are solely responsible for complying with all local laws, regulations, and guidelines that apply to their business operations. Compliance includes licensing, labeling, product safety, taxation, and any statutory or regulatory requirements relevant to the vendor's business.
  - Vendors are required to provide proof of compliance upon request, including but not limited to health department licenses, sales tax licenses, etc.
- All vendors must furthermore comply with all guidelines or rules enforced by entities that we are contracted to our space with. Market real estate is made possible by agreements with local town/city centers, which dictate details such as times, dates, locations, parking, etc.
- Vendors must always comply with all rules, guidelines, and fees included in this agreement in order to participate. The market manager may make amendments on individual basis's at any time to ensure a safe, successful, and enjoyable market experience for all.

- Vendors may terminate their participation at any time but remain responsible for any unpaid market fees. Similarly, the market manager reserves the right to terminate a vendor's participation at their discretion to uphold market standards and operations.

## **Insurance and Liability:**

- **General Liability Insurance:**
  - Vendors must obtain and maintain general liability insurance, listing Williams Family Markets as an additional insured party. The Vendor must obtain such insurance prior to selling at the Market and upload a copy to their vendor profile upon approval. The Market does not provide any insurance coverage for Vendor.
  - **Williams Family Markets**
    - *19565 E Mainstreet  
Parker, CO 80138*
- **Indemnification:**
  - By participating, vendors agree to indemnify and hold harmless the market organizers, staff, and property owners from any claims, damages, or liabilities arising from their participation, including but not limited to personal injury, property damage, or product-related issues.