



# MarketPlace at Old Town Helotes

## Vendor Policies & Instructions

### Table of Contents

|   |   |
|---|---|
| About the MarketPlace at Old Town Helotes ..... | 3 |
| MarketPlace Event Dates .....                   | 3 |
| MarketPlace Event Times .....                   | 3 |
| Public Shopping Hours.....                      | 3 |
| Vendors Setup.....                              | 3 |
| Vendors Break Down.....                         | 3 |
| MarketPlace Event Details.....                  | 3 |
| City Booth.....                                 | 3 |
| Event Location.....                             | 4 |
| First Aid.....                                  | 4 |
| Lost & Found.....                               | 4 |
| Parking .....                                   | 4 |
| Restrooms .....                                 | 4 |
| Security Notice .....                           | 4 |
| Trash .....                                     | 4 |
| MarketPlace Booth Space Details.....            | 4 |
| Booth Size.....                                 | 4 |
| Booth Fee.....                                  | 4 |
| Electricity.....                                | 4 |
| MarketPlace Vendor Duplication Notice.....      | 5 |
| No Refund Policy.....                           | 5 |
| Children’s Activity Area.....                   | 5 |
| Types of Vendors.....                           | 5 |
| Cottage Food & Farmer’s Market .....            | 5 |
| Vendor Definition .....                         | 5 |
| Texas Cottage Food Law .....                    | 5 |
| Frequently Asked Questions.....                 | 6 |
| Food Samples.....                               | 6 |
| Craft / Retail / Promotion .....                | 6 |

|   |    |
|---|----|
| Vendor Definitions.....                       | 6  |
| Promotion Vendors Reminder .....              | 6  |
| Demonstrations.....                           | 6  |
| Types of Merchandise Available for Sale.....  | 6  |
| Food Court Vendors .....                      | 7  |
| Vendor Definition .....                       | 7  |
| Temporary Food License .....                  | 7  |
| Nonprofit Vendors.....                        | 7  |
| Vendor Definition .....                       | 7  |
| Enrollment Requirements.....                  | 7  |
| Vendor Requirements .....                     | 7  |
| Vendor Insurance .....                        | 7  |
| State of Texas Sales and Use Tax Permit ..... | 8  |
| License Granted .....                         | 8  |
| State Licenses .....                          | 8  |
| Vendor Enrollment.....                        | 8  |
| How to Enroll .....                           | 8  |
| Enrollment Dates.....                         | 8  |
| Enrollment Subscription Types .....           | 8  |
| Enrollment Process Deadline .....             | 8  |
| Weather Policy.....                           | 9  |
| Behavioral Policy.....                        | 9  |
| Warning & Dismissal List .....                | 9  |
| Contact Information .....                     | 10 |

## **About the MarketPlace at Old Town Helotes**

The MarketPlace is managed by the City of Helotes. The City provides live music and a children's activity area during each event. Vendors are permitted to purchase booth space at the event to sell items or promote their business or organization. The MarketPlace is family-friendly and free to the public.

## **MarketPlace Event Dates**

The MarketPlace occurs 12 months per year on the first Saturday of each month. The specific dates for 2017 are as follows:

- January 7
- February 4
- March 4
- April 1
- May 6
- June 3
- July 1
- August 5
- September 2
- October 7
- November 4
- December 2

## **MarketPlace Event Times**

### *Public Shopping Hours*

The MarketPlace opens to the public on Saturday at 10:00 a.m. and closes at 5:00 p.m. It is free for the public to attend. Vendors should remain open for the duration of the event. Vendors who leave early may be subject to disciplinary action in accordance with the Behavioral Policy.

### *Vendors Setup*

Vendors with purchased booth space(s) may setup their booth(s) on the day of the event from 6:00 a.m. to 9:00 a.m. During setup time, vendors may drive their vehicle up to their booth space to unload. All vehicles must be moved after unloading by 9:00 a.m. because event staff will begin setting up barricades to prepare for pedestrians.

### *Vendors Break Down*

Vendors may begin breaking down their booth space at 5:00 p.m. The pedestrian barricades will be moved after 6:00 p.m. and, at that time, vendors may drive their vehicle up to their booth space to load.

## **MarketPlace Event Details**

### *City Booth*

The City of Helotes maintains a booth onsite during the event. For questions, please contact a staff member at the City booth located near the Food Court.

### *Event Location*

The MarketPlace is located in the Old Town Helotes Special District at 14391 Riggs Road, Helotes, TX 78023.

### *First Aid*

The City of Helotes provides first aid services during the MarketPlace. If first aid is needed, please locate the first aid booth (next to the City booth) for assistance. ***Always call 911 for emergencies.***

### *Lost & Found*

The lost and found is located at the City booth. Vendors may also contact the City's Special Events Department to inquire about lost items at [themarketplace@helotes-tx.gov](mailto:themarketplace@helotes-tx.gov).

### *Parking*

Parking areas are highlighted on the event map. There is no parking designated specifically for vendors. All parking at the event is on a first-come basis and subject to availability.

### *Restrooms*

Restrooms are located near the City Booth and port-o-potties are located near Floore Country Store. Please see the event map online for details.

### *Security Notice*

The City of Helotes will not be held responsible for lost, missing, stolen, or damaged items, and it is not responsible for damage or injuries to merchandise or vendors. For concerns regarding safety or security, please contact a City of Helotes Police Officer onsite during the event.

### *Trash*

Trash generated by any vendor must be properly discarded by the vendor before the vendor leaves the event site. Trash receptacles are provided throughout the event.

## **MarketPlace Booth Space Details**

### *Booth Size*

All booth spaces are 10 ft X 10 ft in size. If more room is needed, a vendor may purchase multiple booth spaces to accommodate their needs.

The MarketPlace only provides the booth space. Vendors are responsible for bringing and setting up canopies, tents, tables, etc. Booths, canopies, and tents must be weighted down and secure.

### *Booth Fee*

MarketPlace booth spaces are \$40 per 10 ft X 10 ft space. The fee is waived for qualified nonprofit organizations. See Types of Vendors > Nonprofit for details.

### *Electricity*

The MarketPlace makes access to electricity available. Vendors must bring their own extension cords if electricity is needed. Contact the event staff at the City Booth for assistance.

## **MarketPlace Vendor Duplication Notice**

The MarketPlace does not regulate duplicate Craft, Retail, Promotion, Farmers Market, and/or Cottage Food Vendors. Vendors should use the MarketPlace website to determine what type of vendors will be located near their booth spaces.

The MarketPlace does regulate duplicate Food Vendors. No one is permitted to sell bottled water, soda, or similar drinks.

## **No Refund Policy**

The MarketPlace maintains a No Refund Policy for booth space purchases. When a vendor purchases a booth space, he or she is doing so with the understanding and agreement that no refund, rain checks or credit will be given if a vendor cannot attend the event. The event occurs rain or shine, cold or heat. See the Weather Policy for more information about inclement weather.

## **Children's Activity Area**

The Helotes MarketPlace maintains a Children's Activity Area at the event. The MarketPlace partners with area businesses and organizations to provide the activities free of charge to attendees. The business or organization may promote their business or cause while providing the activity. If you or your business are interested in this opportunity or would like to learn more, contact the Special Events Department at [themarketplace@helotes-tx.gov](mailto:themarketplace@helotes-tx.gov).

## **Types of Vendors**

### *Cottage Food & Farmer's Market*

#### Vendor Definition

Cottage Food & Farmer's Market vendors are defined by the Texas Department of State Health Services. Typically, these vendors sell vegetables, baked goods, or other items that do not require onsite heat or refrigeration. The items must be produced, labeled, and restricted to items outlined by the State. For a full list of acceptable products and rules, review the Texas Department of State Health Services website for [Cottage Food Production Operations](#) and [Farmer's Markets](#).

#### Texas Cottage Food Law

The MarketPlace allows vendors to purchase booths in the Cottage Food / Farmer's Market area and serve certain food products with the understanding that these vendors are following the Texas Department of State Health Services laws and regulations.

It is a vendor's responsibility to make sure they qualify for this privilege. Please verify that your booth, processes, and product(s) comply with the law before purchasing a booth space at the MarketPlace. Vendors who fail to comply with these laws or regulations may be dismissed from the event. Visit the following websites for more information about [Cottage Food Production Operations](#) and [Farmer's Markets](#) in Texas.

### Frequently Asked Questions

The following links to the Frequently Asked Questions (FAQ) documents are from the Texas Department of State Health Services website for [Cottage Food Production Operations](#) and [Farmer's Markets](#). They are intended to serve as a resource for Cottage Food & Farmer's Market vendors. The FAQ documents are not meant to be all inclusive or to replace any new State Law or regulation. Vendors are solely responsible for ensuring that they comply with all laws, rules, and regulations set forth by the State and municipality.

### Food Samples

The City of Helotes does allow Cottage Food and Farmer's Market vendors to provide samples as outlined by the Texas Department of State Health Services. In general, vendors may serve samples of food if:

- Samples are served in a sanitary manner;
- Served while wearing clean or disposable plastic gloves and observes proper hand washing techniques prior to preparing the samples;
- Produce is washed in potable water to remove debris;
- Potable water is available for use;
- Potentially hazardous food is maintained properly and disposed of within two (2) hours of preparing;
- Utensils and surfaces are smooth, non-absorbent, and clean or disposed of.

For a complete list of applicable rules associated with providing samples, please visit the Texas Department of State Health Services websites for [Cottage Food Production Operations](#) and [Farmer's Markets](#).

### *Craft / Retail / Promotion*

#### Vendor Definitions

Craft vendors sell a variety of handmade items, including jewelry, artwork, wreaths, etc. Retail vendors are usually independent consultants who sell items on behalf of a parent company, such as Tupperware, Mary Kay, or LuLaRoe. Promotion vendors are typically businesses who want to advertise a product or promote a service. Promotion vendors may include insurance agents, medical/dental providers, daycare centers, etc.

#### Promotion Vendors Reminder

Promotion vendors are permitted to conduct raffles or other outreach efforts from their MarketPlace booth space. Please be mindful of your fellow vendors and do not block aisles or overflow into your neighbor's booth space.

#### Demonstrations

Craft / Retail / Promotion vendors are permitted to conduct demonstrations onsite within their purchased booth space. A demonstration usually involves the vendor creating their items onsite for shoppers to witness. For example, an artist may decide to paint artwork onsite for the education and enjoyment of the public shoppers at the MarketPlace. All demonstrations must directly relate to the products sold by the vendor, align with the family-friendly theme of the MarketPlace, and noise must maintain a respectful level for nearby vendors.

#### Types of Merchandise Available for Sale

Flea market items, antiques, used clothing, firearms, and obscene materials are not allowed. All food, packaged or unpackaged, available for sale to the general public must comply with the City of Helotes' Code of Ordinances and State health regulations.

## *Food Court Vendors*

### Vendor Definition

Food court vendors sell food that is made and distributed onsite at the MarketPlace for consumption by the public. Food trucks are permitted, although they must fit within the 10 ft X 10 ft booth space or the vendor must purchase additional booth spaces to accommodate their needs. Food court vendors are required to purchase a Temporary Food License from the City of Helotes in addition to purchasing a booth space from the MarketPlace.

### Temporary Food License

City Temporary Food Licenses are required for all Food Court vendors. The City's health inspectors will audit each vendor onsite on event day according to the food establishment requirements. The City offers a one-day license for \$30.25 and an annual (12 month) license for \$101. The license application can be completed and paid online at <http://www.helotes-tx.gov/>. Vendors may also visit the Development Services Department at City Hall to apply. Obtaining a food license and renewing a food license is the sole responsibility of the food vendor.

Food Court Vendors must post their current/valid Temporary Food License from the City of Helotes at their booth onsite during the MarketPlace event. Any food vendor who does not have a license prominently displayed will be subject to a fine by the City's health inspectors. Frequent noncompliance may lead to dismissal from the event.

## *Nonprofit Vendors*

### Vendor Definition

Nonprofit vendors are organizations that typically promote the mission of their group or provide education about their services. The MarketPlace welcomes nonprofit vendors to the event and provides one (1) complimentary booth space (the \$40 fee is waived) at each event. Additional booths requested by the nonprofit are \$40 each.

### Enrollment Requirements

Nonprofit vendors must provide the MarketPlace with their proof of IRS nonprofit status five (5) days prior to the day requested. Accepted proof is the letter of approval for non-exempt status from the IRS, which includes a nonprofit Tax ID number. If the document submitted is unacceptable or vendor fails to provide the proof before the deadline, the vendor shall have the option to pay for the booth. It is the vendor's responsibility to ensure their documentation meets MarketPlace requirements prior to the event. For more information, visit the [Internal Revenue Service website](#) or contact the City's Special Events Department with general questions at [themarketplace@helotes-tx.gov](mailto:themarketplace@helotes-tx.gov).

## **Vendor Requirements – Insurance & Licenses**

### *Vendor Insurance*

All participating MarketPlace vendors shall maintain automobile liability insurance coverage in at least the minimum amounts required by State Law for all vendor vehicles and trailers used in MarketPlace activities. The City of Helotes may require proof of insurance at any time, including requiring proof prior to approving the vendor's application/license.

### *State of Texas Sales and Use Tax Permit*

The Sales and Use Tax Rate in Helotes is 8.00%. A Sales and Use Tax number is not required for a vendor to purchase a booth for the Market Place. However, it shall be the sole responsibility of the vendor to correctly collect and report all sales tax information to the State Comptroller.

The State of Texas may require a Sales and Use Tax Permit for some vendors. For more information, visit the [State Comptroller website](#).

### *License Granted*

The purchase receipt for a booth space shall serve as a license to participate in MarketPlace activities. The license is non-transferable and may be revoked by the City Administrator or his designee for failure to comply with its requirements or other applicable rules and regulations of the MarketPlace and the City of Helotes.

### *State Licenses*

In addition to compliance with municipal ordinances, vendors shall be responsible for securing all necessary permissions and licenses required by State Law, including, but not limited to, the Texas Alcoholic Beverage Commission prior to participation at the MarketPlace event.

## **Vendor Enrollment**

### *How to Enroll*

All vendor enrollments must be completed online using the MarketPlace website at [www.helotesmarketplace.com](http://www.helotesmarketplace.com). Vendors shall create an account, select a MarketPlace subscription, select a booth, and pay online using a credit card. Vendors will receive a receipt of their booth space purchase via the email provided. If a vendor does not have access to a computer or the Internet, vendors may use the computer located at the Development Services Department within City Hall to enroll.

### *Enrollment Dates*

The MarketPlace accepts booth space registrations/purchases one month at a time. The last day to register for an event is the Wednesday prior to the first Saturday of the month. Beginning the Friday before the current event, the website will begin taking registrations for the next month's event. For example, the May 2017 MarketPlace will occur on Saturday, May 6, 2017. Vendors may begin registering for May 6 on March 31.

### *Enrollment Subscription Types*

The Helotes MarketPlace offers two types of enrollment subscriptions:

- One-Day Subscription - Vendors may purchase a booth space with a One-Day Subscription, which means they are purchasing booth space for one event only.
- Re-occurring Subscription - Vendors may also purchase a booth space on a Re-occurring Subscription, which means the vendor's credit card will be automatically charged each month and they secure a particular booth space number at the event until the vendor decides to cancel the subscription.

### *Enrollment Process Deadline*

Vendors may cancel their subscription at any time. Vendors should access their account on the MarketPlace website at [www.helotesmarketplace.com](http://www.helotesmarketplace.com) to cancel their subscription. If the cancellation occurs after the enrollment period for the current event, the vendor will not receive a refund according to the "No Refund Policy."



**Re-selling of a booth is prohibited.** If any booth is found to be resold without city approval, the booth will immediately be shut down, and the vendor removed from the premises. No exceptions will be made. No refunds will be given.

## **Weather Policy**

The MarketPlace is held rain or shine, heat or cold every first Saturday, 12 months per year. If a vendor decides to refrain from attending the event due to weather, the “No Refund Policy” will apply.

In the event of severe inclement weather, the City Administrator or his or her designee will decide when to cancel the Helotes MarketPlace event. Vendors that have registered and paid prior to the event shall receive a refund.

Vendors are encouraged to follow the City on social media (Facebook, Twitter, and Instagram) to receive timely updates regarding inclement weather and its impact on the MarketPlace.

## **Behavioral Policy**

By becoming a City of Helotes MarketPlace vendor, the vendor agrees to the following Code of Conduct:

It is expected that vendors will behave in a professional manner that fosters a sense of community cooperation. As such, violence or threats against other vendors, staff, or customers will not be tolerated. All vendors shall maintain a respectful noise level for neighboring vendors at the event.

Vendors who do not follow this Code of Conduct will be asked to leave the MarketPlace event.

### *Warning & Dismissal List*

The MarketPlace maintains a Warning & Dismissal List. Vendors are subject to warnings and dismissals for behavior, attendance, payment, and violence/threats. The City reserves the right to suspend a vendor’s subscription or dismiss a vendor from the event at the City’s discretion.

All vendor complaints or concerns should be reported to Special Events Staff on the day of the event. In addition, vendors should notify the City’s Special Events Department as soon as possible by email at [themarketplace@helotes-tx.gov](mailto:themarketplace@helotes-tx.gov).

Warnings and Dismissals may occur for the following (this list is not meant to be all inclusive):

- Vendors who fail to comply with the MarketPlace Code of Conduct may receive warnings prior to being dismissed from the event.
- Vendors who fail to keep their MarketPlace subscription payment current may receive warnings prior to being dismissed from the event. It is the responsibility of each vendor to monitor his/her vendor account each month. The MarketPlace is not responsible for notifying vendors of payment discrepancies.
- Nonprofit vendors who fail to provide proper documentation and receive approval from the City prior to event day may be dismissed from the event.
- All Food Court, Cottage Food, and Farmer’s Market vendors who fail to comply with Local and State rules and regulations may be dismissed from the event.
- Vendors who attend the MarketPlace event without registration and payment on the event website will be turned away at the event and may be subject to dismissal from all future events.

- Vendors who engage in violence, threats, or other security concerns may be immediately dismissed from the event and may be subject to permanent suspension from the MarketPlace event.

## **Contact Information**

*City of Helotes Special Events Department*

Office Hours: M-F; 8:00 a.m. to 4:45 p.m.; Closed on Wednesdays

Special Events Phone: 210-695-5916 (closed on weekends)

Email: [themarkplace@helotes-tx.gov](mailto:themarkplace@helotes-tx.gov)

Website: [www.helotesmarketplace.com](http://www.helotesmarketplace.com)

All vendors are encouraged to follow the City of Helotes on social media for breaking news and information.

- Facebook – [www.facebook.com/helotes](http://www.facebook.com/helotes)
- Twitter – [www.twitter.com/City\\_of\\_Helotes](http://www.twitter.com/City_of_Helotes)
- Instagram – <https://www.instagram.com/helotestx/>

Immediate concerns on the day of the MarketPlace event should be reported to the staff onsite. Staff can be located at the City Booth.