



MarketPlace at Old Town Helotes

Vendor Policies & Instructions

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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 a family-friendly event and free to the public to attend.

MarketPlace Event Dates

The MarketPlace occurs 12 months per year on the first Saturday of each month from 10 a.m. to 5 p.m. The specific dates remaining in 2019 and the dates in 2020 are as follows:

- October 5, 2019
- November 2, 2019
- December 7, 2019
- January 4, 2020
- February 1
- March 7
- April 4
- May 2 (same day as the Cornyval Parade)
- June 6
- July 4 (same day as Independence Day)
- August 1
- September 5
- October 3
- November 7
- December 5

Vendor Enrollment

How to Enroll

All Helotes MarketPlace vendor enrollments must be completed by the vendor online using the MarketPlace event website at 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.

A valid phone number and email are required when creating an account on the event website at www.helotesmarketplace.com. Email is the primary method of communication used by the MarketPlace. It is recommended that all vendors ensure that they are receiving emails from the MarketPlace and thoroughly read the contents of these messages.

Enrollment Dates

The MarketPlace accepts booth space registrations/purchases one month at a time. The last day to register for an event is the Tuesday before the first Saturday of the month. Beginning on Monday (midnight) after the event, the website will begin taking registrations for the next month's event.

For example, the October 2019 MarketPlace will occur on Saturday, October 5. Vendors may register for the October event from Monday, September 9 through Tuesday, October 1. Registration is closed from October

2 through October 6. Vendors may begin registering for the November 2, 2019 event beginning Monday, October 7 at 12:00 a.m.

Enrollment is based on a first-come, first-served basis. If a vendor area sells out, then a vendor may continue to check the website during the enrollment period for potential availability. Otherwise, the vendor will need to wait until the next enrollment period to register for the next month's event.

Vendor Wish List

If a vendor area sells out on the event website at www.helotesmarketplace.com, then the vendor may add their preferred booth(s) to the "Vendor Wish List" within their website account. The event website will automatically email the vendor, at the email address provided on their website account, with an opportunity to purchase the intended booth, if it becomes available (another vendor cancels) during the current registration period. Vendors are responsible for checking and responding to emails from the MarketPlace event website. MarketPlace staff are not responsible for missed emails by the vendor. All booths added to the Wish List will be reset at the end of the current registration period, so vendors should be prepared to access the website on the first day of registration to secure a booth for the next event.

Booth Fee

MarketPlace booth spaces are \$42.60 per 10 ft X 10 ft space. The fee is waived for qualified nonprofit organizations with proper documentation. See Types of Vendors > Nonprofit for details.

MarketPlace Website Convenience Fee

All transaction taking place through the MarketPlace website at www.helotesmarketplace.com are subject to the Credit Card Convenience Fee as outlined on the City of Helotes.

For example, MarketPlace vendors purchasing one booth through the event website will pay a \$3.00 convenience fee, in addition the \$42.60 booth fee, for a total of \$45.60. Click here to review information about convenience fees.

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.
- Recurring Subscription - Vendors may also purchase a booth space on a Recurring Subscription, which means the vendor's credit card shown on their MarketPlace event website account 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 through the website.

Enrollment Process Deadline

Vendors may cancel their subscription at any time. Vendors should access their account on the MarketPlace website at 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."

If a vendor cancels within the enrollment period, the vendor must contact the MarketPlace to request a refund via email at themarketplace@helotes-tx.gov.

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.

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.

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 on the event website at www.helotesmarketplace.com 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. Vendors are also responsible for disposing of their trash, see the Trash section on page 4.

Electricity

The MarketPlace makes access to electricity available, but it is not guaranteed. Note, the MarketPlace band has priority over electricity in the traffic circle area. Electricity availability may be limited in some areas. Vendors must bring their own extension cords if electricity is needed. Contact the event staff at the City Booth for assistance on event day or contact us prior to the event at 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 on-site 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 before 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, day care 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 on-site within their purchased booth space. A demonstration usually involves the vendor creating their items on-site for shoppers to witness. For example, an artist may decide to paint artwork on-site 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.

Notice Regarding Food or Drink Sales: Food or drinks may not be sold or distributed in any manner from a Craft/Retail/Promotion area booth. Food or drinks are only permitted to be sold from the Food Court or Farmer's Market areas. All food, packaged or unpackaged, available for distribution or sale to the general public must comply with the City of Helotes' Code of Ordinances and State health regulations.

No alcohol (opened or unopened) sales are permitted by any vendor at the MarketPlace event. Contact us at themarketplace@helotes-tx.gov with any questions.

Types of Merchandise Not Permitted for Sale

Flea market items, antiques, used clothing or goods, firearms, and obscene materials are not allowed. CBD oil and CBD oil products are not allowed. The private sale of animals is not allowed, unless the sale is being conducted by a registered nonprofit organization, such as the Helotes Humane Society. No alcohol (opened or unopened) sales are permitted by any vendor at the MarketPlace event.

Food Court Vendors

Vendor Definition

Food Court vendors sell food that is made and distributed on-site 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.

The MarketPlace regulates duplicate Food Court Vendors. No Food Court vendor may sell the same item as another established vendor. All new Food Court Vendors should contact MarketPlace event staff via email at themarketplace@helotes-tx.gov to ensure their products comply with the vendor duplication notice.

Temporary Food License

City Temporary Food Licenses are required for all Food Court vendors. The City's health inspectors will audit each vendor on-site on event day according to the food establishment requirements. The City offers a one-day license for \$32.20 and an annual (12 month) license for \$107.40. 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 maintaining and/or renewing a food license are 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 on-site during the MarketPlace event. Any food vendor who does not have a license prominently displayed will be subject to a fine and/or being shut down on event day by the City's health inspectors. Frequent noncompliance may lead to future 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 \$42.60 fee is waived) at each event. Additional booths requested by the nonprofit are \$42.60 each.

Enrollment Requirements

Nonprofit vendors must provide the MarketPlace with their proof of IRS nonprofit status at least five (5) days prior to the event day. Accepted proof is the letter of approval for nonexempt 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 before 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.

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 Court Vendors. No Food Court vendor is permitted to sell a food or drink item already being sold by an existing Food Court Vendor. All new Food Court Vendors should contact MarketPlace event staff via email at themarketplace@helotes-tx.gov to ensure their products comply with the vendor duplication notice.

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 repeatedly leave early may be subject to disciplinary action in accordance with the Behavioral Policy.

Vendor Booth Setup

Setup is not authorized by the MarketPlace before the event day. Vendors with purchased booth space(s) may setup their booth(s) on the morning 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, *as space permits*. Drive up access may not always be available. Police Officers and staff on-site may stop drive up access at any time due to safety. Vendors should consider their booth location and proximity to parking areas when selecting a space online. All vehicles must be moved outside of the booth areas by 9:00 a.m.

Any vendor found driving around barricades may be asked to leave the event without a refund or may receive other penalties determined by on-site law enforcement. Barricades are in place to protect pedestrians.

Vendors are not permitted to setup after 10 a.m.

Vendor Booth Break Down

Vendors may begin breaking down their booth space after the event ends at 5:00 p.m. Law enforcement on-site will determine when to remove the barricades and allow vendors to drive up to their booth space to load at the end of the event day.

Any vendor found driving around barricades may be asked to leave the event without a refund or may receive other penalties determined by on-site law enforcement. Barricades are in place to protect pedestrians.

General Event Information

City Booth

The City of Helotes maintains a booth on-site during the event. For questions or concerns on event day, 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 the corner of Old Bandera Road and Riggs Road extending up Old Bandera Road near John T. Floore Country Store. The physical address is 14391 Riggs Road, Helotes, TX 78023.

First Aid

The City of Helotes provides first aid services during the MarketPlace (10 a.m. to 5 p.m.). 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 via email at themarketplace@helotes-tx.gov.

Parking

Public parking areas are highlighted on the event map (see page 12). There is no parking designated specifically for vendors. All parking at the event is on a first-come basis and subject to availability.

Restrooms

Public restrooms are located near the City Booth and port-o-potties are located near John T. Floore Country Store. Please see the event map on page 12 for reference.

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 on event day, please contact Police Officers located on-site.

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. It is recommended that vendors bring extra trash bags to ensure compliance. Vendors found not disposing of trash, could be subject to the cancellation of their booth space.

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 MarketPlace at themarketplace@helotes-tx.gov.

Live Entertainment Stage

The Helotes MarketPlace maintains an outdoor stage at the event for band performances and other on-site entertainment. Any band or entertainment group interested in performing should contact the MarketPlace via email at themarketplace@helotes-tx.gov for information.

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.

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 email 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 before participation at the MarketPlace event.

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 before 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. Offensive language and other rude behavior will not be tolerated. All vendors shall maintain a respectful noise level for neighboring vendors at the event.

Vendors must comply with all instructions and directions given by event staff during the event. Noncompliance with staff on-site will not be tolerated.

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.

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 before being dismissed from the event.
- Vendors who fail to keep their MarketPlace subscription payment current may receive warnings via email before 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.
- Vendors who fail to attend the event consecutively for three months or more, may be dismissed from the event.
- Nonprofit vendors who fail to provide proper documentation and receive approval from the City before event day may be dismissed from the event.
- 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 through 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, including driving around posted barricades, 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.

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

Email: themarketplace@helotes-tx.gov

Website: 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
- Twitter – 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 on-site. Staff can be located at the City Booth.