



MarketPlace at Old Town Helotes

Vendor Policies & Guidelines

Updated December 2025



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Vendor Enrollment

How to Enroll

All vendor enrollments for Helotes MarketPlace must be completed online through the MarketPlace event website at www.helotesmarketplace.com. Vendors are required to:

- Create an account
- Select a MarketPlace subscription
- Choose a booth
- Complete payment online using a credit card

Upon successful registration, vendors will receive a receipt for their booth purchase via the email address provided on their MarketPlace vendor portal account.

To create an account, vendors must provide a valid phone number, a sales and use tax permit or nonprofit status documentation, and a current email address. Email is the primary method of communication for MarketPlace updates and announcements. Vendors are responsible for keeping their contact information accurate and up to date in their account profile. Please check your inbox regularly—including your junk or spam folders—to ensure you receive all MarketPlace communications.

Active vendors are responsible for keeping their profile description up to date to accurately reflect the products they are currently selling or have discontinued.

Enrollment is handled on a first-come, first-served basis. If all booth spaces are sold out, vendors may continue to monitor the website throughout the enrollment period for any openings. Otherwise, registration will reopen during the next enrollment cycle for the following month's event.

Please note: If a vendor registers under an incorrect booth category (for example, a Food Court vendor registering as Retail), the registration will be canceled as soon as the error is identified. Any fees paid will be refunded. Registering under the wrong category does not guarantee consideration for future attempts, and no appeals will be accepted.

Vendor Wish List

In the event that a vendor area is sold out on the event website at www.helotesmarketplace.com, vendors may add their preferred booth(s) to their "Vendor Wish List" within their account. The system will automatically notify the vendor via email, sent to the address on record, should a booth become available during the current registration period, such as when another vendor cancels. MarketPlace staff is not responsible for any missed notifications. Additionally, all Wish Lists will be reset at the conclusion of each registration period. Therefore, vendors are advised to be prepared to access the website promptly on the first day of registration for the subsequent event to secure booth space.

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 purchase the booth space for one event only.

- **Recurring Subscription** - Vendors may also purchase booth space on a Recurring Subscription, which means the vendor's credit card associated with their MarketPlace event website account will be automatically charged each month (around the 15th of the month), and they secure a particular booth space number at the event until the vendor decides to cancel the subscription through the website.

Vendor Cancellation and Refund Policy

Vendors may cancel their subscriptions at any time by logging into their account on www.helotesmarketplace.com.

If a vendor cancels their booth, they may not transfer or reserve the space for another vendor. The booth must be officially canceled and returned to the MarketPlace website so it is available to all interested vendors.

Refund Eligibility

Vendors who cancel their subscription through the Vendor Portal by the 25th of the month prior to the event are eligible for a refund. To request a refund, vendors must email themarketplace@helotes-tx.gov.

No Refund After Deadline

Cancellations made after the 25th of the month preceding the event are not eligible for refunds. By purchasing a booth through the Vendor Portal, vendors acknowledge and agree that no refunds, credits, or rain checks will be issued unless cancellation occurs before this deadline.

Absences and Recurring Subscriptions

No refunds or credits will be issued for absences by recurring vendors, as their booth space remains reserved under their name during their absence. Vendors are responsible for selecting their subscription type—one-time or recurring—at registration. Recurring subscriptions will be automatically charged monthly until canceled via the Vendor Portal. Refunds apply only if cancellation is made before the end of the current registration period.

Event Weather

The Helotes MarketPlace event will be held rain or shine. Please refer to the Weather Policy for further details regarding inclement weather.

Booth Eligibility

If a vendor registers for an incorrect booth category (e.g., Food Court vendor in Retail/Craft), the City of Helotes reserves the right to cancel the booth and issue a refund. The vendor will be notified via email and may re-register under the appropriate booth category.

Re-selling a booth or substitution is prohibited.

If any booth is resold or substituted, the booth will be immediately closed, and the vendor will be removed from the premises without exception. No refunds will be issued in such cases.

Additionally, vendors found to be in violation of any MarketPlace policies will have their booth registration canceled and the space returned to availability on the MarketPlace website.

Vendor Booths

All vendor booths measure approximately 10 x 10 feet. Booth spaces are manually marked by the Helotes Public Works team prior to the event.

Please note that due to natural human variation, booth sizes may occasionally be slightly smaller or larger than expected. Additionally, factors such as rain can cause booth number markings or boundary lines to become faint or difficult to see.

If your booth number or markings appear shifted, but no official announcements regarding a map change or booth reconfiguration have been made, please proceed to set up in your usual assigned area, as this is likely due to human error.

If a vendor requires more than a 10 x 10-foot space, they must purchase multiple booths. All vendors are required to remain and operate within the boundaries of their registered booth(s). Soliciting, using mobile carts, walking around the event, or distributing samples outside of their assigned area is not permitted.

Types of Vendors

Cottage Food & Farmer's Market

Vendor Definition

Cottage Food and Farmer's Market vendors are defined by the Texas Department of State Health Services (DSHS). Typically, these vendors sell vegetables, baked goods, or other products that do not require on-site heating or refrigeration. All items must be produced, labeled, and limited to those allowed under Texas Cottage Food Law. For a comprehensive list of permitted products and regulations, please refer to the Texas DSHS websites on Cottage Food Production Operations and Farmer's Markets.

[Texas Department of State Health Services website](#)

Texas Cottage Food Law

Helotes MarketPlace permits vendors to purchase booths within the Cottage Food / Farmer's Market area to sell specific food products. Vendors must comply fully with all applicable Texas DSHS laws and regulations.

It is the vendor's responsibility to verify eligibility for this designation and to ensure that their booth setup, processes, and products comply with state law prior to purchasing booth space. Vendors found in violation of these regulations may be removed from the event. Visit the following websites for more information about [Cottage Food Production Operations](#) and [Farmer's Markets](#) in Texas.

Vendors assume full responsibility for adherence to all applicable state and municipal laws, rules, and regulations.

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](#).

Retail sales are permitted within Cottage Food and Farmer's Market booths; however, a minimum of 85% of the products offered must consist of cottage foods or farmer's market items. Booth displays should clearly reflect the character and ambiance of a Cottage Food or Farmer's Market booth, ensuring visitors immediately recognize the primary focus on these types of products.

For a visual guide illustrating acceptable product proportions and booth presentation [please click the image here](#).

Important Changes to the Cottage Food Law – Effective September 1, 2025

Texas House Bill 2588 introduces significant updates to the state's Cottage Food Law that directly impact vendors at farmers markets, including Helotes MarketPlace. Key changes include:

No Permit Fees for Cottage Food Operators:

Municipalities and local health departments can no longer require permits, licenses, or fees, including sampling fees, from cottage food businesses. This includes vendors who provide product samples. Vendors currently paying to sample at Helotes MarketPlace will no longer be subject to that fee if they qualify under the updated cottage food law.

Expanded List of Permitted Foods:

Cottage food producers are now allowed to sell all foods *except* for a specific list of prohibited items (e.g., meat, seafood, dairy, CBD/THC products, raw milk, etc.). This change significantly broadens what cottage food businesses can sell.

Increased Annual Income Limit:

The allowable annual gross income for cottage food operations is increased from \$50,000 to \$150,000.

Sampling:

Beginning September 1, 2025, sampling cottage food is permitted without a City of Helotes Temporary Food Permit.

For more information or to review the full bill, visit:

- <https://legiscan.com/TX/text/HB2588/2025>
- <https://texascottagefoodlaw.com/sb541/>

Food Court Vendors

Vendor Definition

Food Court vendors prepare and sell food on-site at the MarketPlace for public consumption. Food trucks are welcome. Standard booth spaces are 10x10 feet; vendors who need additional room must purchase multiple adjacent spaces. The sale of retail merchandise is strictly prohibited within Food Court booths.

To maintain variety, no Food Court vendor may sell the same prepared or cooked item as another established vendor. Exceptions include prepackaged and canned beverages (such as bottled water, soda, and juice pouches) and prepackaged snacks (such as chips and candy). Vendors also may not offer prepared food items that directly duplicate those sold by existing Old Town Helotes businesses. This restriction applies only to prepared foods and does not include prepackaged products such as bottled water.

All new Food Court vendors must email MarketPlace event staff at themarketplace@helotes-tx.gov to confirm their products comply with duplication rules. Any new food items must be approved before being added to a vendor's menu or license. Once a menu is updated, it is the vendor's responsibility to promptly update their product description in the vendor portal at www.helotesmarketplace.com.

The sale of retail items is strictly prohibited within Food Court Booths.

Temporary Food License

All Food Court vendors are required to have a City of Helotes Temporary Food License. Licenses are issued only by the City of Helotes — county permits or licenses from other cities are not accepted.

The City offers three options:

- One-Day License
- Annual License (valid for 12 months)
- Food Truck License (Please contact Helotes Development Services for more information.)

Applications can be completed and paid for online at www.helotes-tx.gov or in person at the Development Services Department at City Hall. Obtaining, maintaining, and renewing the license is the sole responsibility of the vendor. On event day, City health inspectors will audit each vendor on-site according to food establishment requirements. Vendors must prominently display their valid license at their booth during the MarketPlace event. Failure to do so may result in:

- A fine of up to \$2,081* (**Fine is subject to change based on fees.*)
- Immediate shutdown by City health inspectors
- Possible dismissal from future events for repeated noncompliance

Craft and Retail

Vendor Definition

Craft vendors sell handmade goods such as jewelry, artwork, wreaths, and other artisan items. Retail vendors are typically independent consultants representing a parent company, such as Tupperware, Mary Kay, or LuLaRoe.

The sale of Food Court, Cottage Food, or Farmer's Market items within a Retail Booth is strictly prohibited. Additionally, food or beverages—packaged or unpackaged—may not be sold or distributed from Craft or Retail booths. All food sales must occur only within the designated Food Court or Farmer's Market areas and must comply with the City of Helotes Code of Ordinances and State health regulations.

Demonstrations

Craft and Retail vendors may conduct demonstrations within their purchased booth space. Demonstrations must:

- Directly relate to the products being sold
- Align with the family-friendly theme of the MarketPlace
- Be conducted entirely inside the vendor's booth
- Maintain a respectful noise level for nearby vendors

For example, an artist may choose to paint artwork on-site for the education and enjoyment of shoppers.

Types of Merchandise Not Permitted for Sale

The Helotes MarketPlace is a family-friendly event designed to offer unique goods to the public. The event is primarily an arts and crafts fair. Vendors wanting to promote a business are not permitted. The following types of merchandise and services are prohibited from sale or promotion by a vendor at the Helotes MarketPlace event:

- Alcohol (open or unopened)
- Animals — private sale or distribution of pets or livestock is prohibited, unless conducted by a registered nonprofit such as the Helotes Humane Society
- CBD oil and CBD oil products
- Business promotions, advertisements, or sales unrelated to approved vendor categories (e.g., insurance sales, travel agents, home improvement or repair, pool or spa sales)
- Firearm
- Flea market or garage sale items (e.g., used clothing or goods)
- Offensive, obscene, or vulgar items
- Political campaigns or candidate promotion
- Tobacco products

Nonprofit Vendors

Vendor Definition

Nonprofit vendors at the Helotes MarketPlace are limited to 501(c)(3) organizations that promote their mission or provide education about their services. Only nonprofits headquartered within the City of Helotes limits, excluding the City's ETJ, are eligible to participate. A valid 501(c)(3) verification must be on file before registration. All nonprofit registrations must be completed on a month-by-month basis under a one-day subscription, as auto-renewal subscriptions are not permitted.

Nonprofits that are not headquartered within the City of Helotes limits may not register under another booth category, such as a Retail Booth, to promote their nonprofit, as doing so takes away space from other vendors who qualify for that booth category. Nonprofit booths may not share booths with another vendor as booth sharing is not permitted.

Eligible nonprofits receive one complimentary 10x10 booth space per MarketPlace event. Additional booth spaces may be purchased at the standard vendor rate. Vendors must always remain within the boundaries of their assigned booth, and all activity, including handing out flyers, brochures, or other informational materials, must take place inside the booth space. Walking around the event grounds to distribute materials or engage with attendees outside of the booth is not permitted, ensuring a consistent and respectful experience for all vendors and guests.

Nonprofit vendors may not distribute or sell products classified as Cottage Food, Farmer's Market goods, or Food Court items. This policy ensures compliance with health and safety regulations and maintains fairness for licensed food vendors who follow strict permitting/no duplication requirements. It also helps ensure equity between food vendors who pay for both their booth and a food permit and nonprofit vendors operating from a complimentary booth.

Exception – Girl/Boy Scouts

Girl Scouts are permitted to participate in the Helotes MarketPlace under a nonprofit booth only during official Girl Scout Cookie season, which typically takes place during the months of January, February, and March. Participation is limited to the sale of Girl Scout Cookies only. All participating Girl Scouts must be registered under an approved nonprofit booth prior to the event. Selling cookies without proper registration or outside of designated booth spaces, such as in front of businesses within the Helotes MarketPlace event area or walking around the event premises is not permitted.

Boy Scouts are permitted to participate in the Helotes MarketPlace under a nonprofit booth only during official Boy Scout popcorn season, which typically takes place during the months of August, September, and October. Participation is limited to the sale of Boy Scout Popcorn only. All participating Boy Scouts must be registered under an approved nonprofit booth prior to the event. Selling popcorn without proper registration or outside of designated booth spaces, such as in front of businesses within the Helotes MarketPlace event area or walking around the event premises is not permitted.

Exception – American Legion

Robert F. McDermott Post 309 will remain indefinitely in non-profit Booth 135 at the Helotes MarketPlace.

Non-Profit Enrollment Requirements

Upon registration, nonprofit vendors must upload their valid and active 501(c)(3) documentation to their vendor profile. This documentation must confirm the organization's 501(c)(3) status and display its Tax ID number in order to be participant in the Helotes MarketPlace.

Old Town Helotes Businesses Courtesy Booth

Old Town Helotes businesses located directly along the Helotes MarketPlace route are eligible for one (1) recurring courtesy booth placed directly in front of their storefront. If a business wishes to have more than one booth, additional spaces must be reserved and paid for at the standard vendor rate.

If a business requests use of their courtesy booth space, they must allow time for adjustments, as the current vendor assigned to that location will need to be relocated. Courtesy booths are not guaranteed for immediate availability and are subject to overall booth layout coordination and availability.

The following buildings are the only business eligible for a courtesy booth:

- 14391 Old Bandera Rd.
- 14392 Old Bandera Rd.
- 14405 Old Bandera Rd.
- 14398 Old Bandera Rd.
- 14418 Old Bandera Rd.
- 14436 Old Bandera Rd.
- 14464 Old Bandera Rd.
- 14492 Old Bandera Rd.

Courtesy booths for eligible Old Town Helotes businesses remain active indefinitely unless the business contacts the Helotes MarketPlace to request cancellation.

City of Helotes Staff and Family Courtesy Booth Policy

Effective January 1, 2025, City of Helotes staff and their family members who participate as vendors in the Helotes MarketPlace will no longer be eligible for courtesy booths. All vendor spaces must be reserved and paid for at the standard rate. This update does not apply to those who were previously grandfathered in.

City Booth Area Usage

The space near the City booth is managed by the City and is not reserved for any single organization. It is not an official booth space. Requests may be made up to two months in advance by the Historical Society, Helotes Chamber, or Helotes Humane Society; however, availability is not guaranteed, as the City prioritizes fair use and flexibility for its needs.

Vendor Duplication Notice

The MarketPlace does *not regulate duplicate Craft, Retail, Farmer's Market, or Cottage Food vendors.*

Vendors are encouraged to review the MarketPlace website to see which vendors will be located near their booth space. When creating a vendor profile, it is important to list any business affiliation, if applicable—for example, LuLaRoe, LipSense, Paparazzi Jewelry, Mary Kay, etc.

The MarketPlace *does regulate duplicate Food Court vendors.* No Food Court vendor may sell a food or drink item that is already offered by an existing Food Court vendor. All new Food Court vendors should contact MarketPlace event staff at themarketplace@helotes-tx.gov to ensure their products comply with the vendor duplication policy.

General Event Information

Public Shopping Hours

The Helotes MarketPlace is open to the public on the first Saturday of each month from 9:00 a.m. to 3:00 p.m. It is free for the public to attend. Vendors are expected to remain open for the entire duration of the event. Repeated early departures may result in disciplinary action in accordance with the Behavioral Policy.

Vendor Booth Setup

Vendors are responsible for providing all necessary booth equipment, including tables, chairs, tents, and extension cords. Setup is permitted only on the morning of the event, from 6:00 a.m. to 9:00 a.m. New vendors are encouraged to arrive by 6:00 a.m. to locate their booth, ask questions, and become familiar with the event area.

Vendors who wish to arrive at 6:00 a.m. to set up their booth and subsequently leave may do so at their own discretion. Any items left unattended are the sole responsibility of the vendor, and MarketPlace staff will not monitor or assume liability for such items.

During setup, vendors may drive vehicles up to their booth to unload, as space permits. Access may be restricted at any time by on-site police officers or staff for safety and accessibility. Vendors should consider booth location and proximity to parking when selecting their space online. All vendor vehicles must be removed from booth areas by 9:00 a.m. Vendors arriving to set up after 9:00 a.m. are not permitted to set up and the day will be classified as an absence under the Attendance policy. Vendors should fully unload before beginning setup to allow for efficient use of the space. Helotes MarketPlace staff are not available to assist with booth setup; vendors are responsible for bringing and setting up all required equipment.

Vendors may begin selling only after the Market officially opens at 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.

If a vendor arrives at the Helotes MarketPlace and finds a vehicle parked in their assigned booth space, often due to vehicles left overnight from Friday events, City of Helotes staff will make every effort to locate the owner and have the vehicle removed promptly.

If the owner cannot be found and the vehicle cannot be moved, the vendor may choose to be relocated to another available booth for the day, if space permits, or opt to leave the event. Vendors who choose to leave will receive a full refund. However, if the vendor decides to remain and sell in a different booth, they will not be eligible for a refund.

Vendor Booth Breakdown

Vendors must begin breaking down their booth space promptly at 3:00 p.m., immediately following the official conclusion of the event. All sales must conclude at this time. Continuing to sell after the event has ended may result in suspension from future MarketPlace events.

Vendors, especially those located along the public roadway, are expected to begin packing up immediately. Vendors are not to delay or remain idle; timely breakdown helps ensure the safety and efficiency of event closing procedures for all participants.

During booth breakdown, please do not bring your vehicle into your booth area until you are fully packed and ready to load. This ensures a quicker exit and prevents your vehicle from blocking access for other vendors.

Helotes MarketPlace staff are not available to assist with individual booth breakdown. Vendors are responsible for bringing all necessary equipment for breaking down and packing up their own space.

Vendors must be packed up and off the road by 4:30 PM. If vendors are not cleared from the road by 4:30 p.m., event staff and officers may move items to the sidewalk so the roadway can reopen. The City is not responsible for any damages. Vendors are solely responsible for clearing their space, and staff should avoid establishing a pattern of assisting with vendor breakdown.

If a vendor does not complete packing and clear the road within the allotted 1.5 hours, Helotes MarketPlace staff may take disciplinary action. The vendor is subject to having their booth canceled.

Vendors located on the public roadway must be fully packed and cleared by 4:30 p.m. If not, on-site law enforcement and Helotes MarketPlace staff reserve the right to relocate any remaining items to the sidewalk to ensure the roadway can reopen to the public.

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.

Old Town Helotes Traffic Circle

Vendors and guests are not permitted to park in the Old Town Helotes Traffic Circle. The only exceptions are vehicles belonging to the Helotes Fire Department, Helotes Police Department, and Helotes Public Works.

During setup and breakdown, vendors must not block the traffic circle. Event staff will be on-site to assist with entry into the event area. Vendors are expected to unload their materials first, move their vehicle to a designated parking area, and then proceed with booth setup.

Temporary parking on the outer edges of the traffic circle is allowed for unloading only and may not exceed 10 minutes. Vendors should be courteous and efficient to maintain a smooth flow of traffic. Vehicles must not block City staff, emergency personnel, or access to The Bluffs entrance.

Helotes MarketPlace Vendor Attendance Policy

Recurring vendors are expected to honor their commitment to attend Helotes MarketPlace events. Attendance records reset each calendar year (January–December). There are only 11 MarketPlace events held annually. Vendors are expected to attend at least 9 of the 11 annual events. Consistent attendance ensures fairness and helps maintain a high-quality experience for all participants and guests.

A vendor will be dismissed upon their third (3rd) absence in a calendar year (January through December). Notifying the MarketPlace Coordinator in writing does not constitute an excused absence. Acknowledgement of an absence by the MarketPlace Coordinator still counts as an absence. Vendors are allowed up to two (2) absences. Upon reaching a third (3rd) absence, the vendor's booth reservation will be canceled and made available again on the Helotes MarketPlace website.

No excused absences will be granted.

Vendors are strongly encouraged to plan ahead and honor their registration commitments to support a successful and equitable MarketPlace for all participants.

Early Departure Policy

Vendors are expected to remain for the entire duration of the Helotes MarketPlace event and may not leave early. Vendors must bring enough product to last the full event, selling out will no longer be considered a valid reason, as it has become a recurring occurrence for some vendors.

No teardown or packing before 2:30 p.m. Early breakdown may result in suspension, forfeiture of funds, and no refunds.

Booth Sharing

Vendors may not share a booth with another vendor. If a vendor is absent, a different vendor may not take his/her place. A booth must only be utilized by the sole business that is registered under the booth.

Booth Fee

Effective October 1, 2025, the booth fee for Helotes MarketPlace will be \$64.50 for a One-Day Subscription. This adjustment reflects the increased rental cost for use of The Bluffs at Old Town Helotes, where the event is held.

All payments made through the Helotes MarketPlace website will include a \$3.00 credit card convenience fee (*credit card fee is subject to change*). Therefore, the total cost for one booth would be \$67.50. All transactions are done online using a valid credit card. Payments in person, mail, or other means are not accepted.

MarketPlace at Old Town Helotes Charges will appear as:

HE-GOVERNMENT PAYMENT TX

Duplicate or Multiple Payments

If your account is charged multiple times or you notice a duplicate payment, please email themarketplace@helotes-tx.gov with your receipts showing the charges, which should appear as HE-GOVERNMENT PAYMENT TX. Once verified, any accidental or duplicate charges will be fully refunded.

City Booth

The City of Helotes maintains a booth on-site during the event. Please contact a staff member at the City booth for questions or concerns on the event day. Municipal Offices are CLOSED on weekends. Staff is unavailable in the office to assist vendors over the phone after 4:45 pm on Fridays.

Event Location

The MarketPlace takes place 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 operating hours from 9:00 a.m. – 3:00 p.m. Please locate the first aid booth for assistance if first aid is needed. *Always call 911 for emergencies.*

Lost & Found

The Lost & Found is located at the City booth during the Helotes MarketPlace. Vendors or attendees may also contact the City's Special Events Department via email at themarketplace@helotes-tx.gov to inquire about lost items.

The City of Helotes is not responsible for items lost during the event. Items turned in to the City booth will be held at Helotes City Hall (12951 Bandera Rd.) for five (5) business days after the event. All items must be claimed by 4:00 p.m. on the first Friday following the MarketPlace; unclaimed items will be discarded.

Please note that the City can only hold items that are found or turned in and cannot guarantee their condition.

Parking

Public parking areas are highlighted on the event map. There is no parking explicitly designated 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. Port-o-potties are located near John T. Floore Country Store and the traffic circle. Please see the event map for reference.

Security Notice

The City of Helotes will not be held responsible for lost, missing, stolen, or damaged items and is not responsible for damage or injuries to merchandise or vendors. For concerns regarding safety or security on event day, please contact Police Officers on-site.

Trash

The vendor must properly discard trash generated by any 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 that not disposing of trash could be subject to the cancellation of their booth space.

Electricity

The Helotes MarketPlace offers electricity to vendors on a first-come, first-served basis. Vendors are responsible for bringing their own extension cords long enough to reach the power boxes; Helotes MarketPlace staff do not provide extension cords. Power boxes will be set up by 9:00 a.m., but access to electricity before that time is not guaranteed.

Electricity is not guaranteed for any vendor. While Helotes Public Works provides power boxes in designated public road areas, unforeseen issues may occur. Staff will make reasonable efforts to address power concerns, but immediate repairs or resolutions cannot be guaranteed. Electricity on private property, such as areas along the Bluffs at Old Town Helotes, is the responsibility of the property owner and is not serviced by Helotes Public Works.

Generators are permitted in the food court if quiet (below 60 dB) and the exhaust does not impact other vendors. Solar generators (e.g., Jackery) are preferred. Generators may not be plugged into any electrical outlets.

Vendors are not permitted to bring the following into any booth space:

- AC units
- Heaters
- Large industrial-sized fans (personal fans are allowed)

Electrical Usage Guidelines

Power outages are caused by overloaded electrical outlets. In several cases, vendors have used multiple extension cords with 15 or more devices plugged into a single outlet, leading to system-wide failures that impact all surrounding vendors. To help preserve electrical functionality for all, especially food vendors and others with critical power needs, the following rules must be followed:

- Use electricity only for essential equipment. Battery-powered alternatives must be used for non-essential items such as space heaters, personal fans, string lights, decorative displays, and phone chargers.
- Prioritize operational needs. Power should be reserved for equipment that is necessary to operate your business (e.g., registers, food warmers, coolers).
- Understand power limitations. Non-food vendors are provided access to 15-amp outlets, intended only for low-energy items. High voltage will not function properly and may cause outages for nearby vendors.

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 8.25%. A Sales and Use Tax number is required for most vendors to purchase a booth for the Market Place. However, the vendor shall be responsible for correctly collecting and reporting all sales tax information to the State Comptroller.

The State of Texas may require a Sales and Use Tax Permit for some vendors. All questions regarding the State of Texas Sales and Use Tax Permit are to be directed to the Texas State Comptroller. For more information, please visit: <https://comptroller.texas.gov/taxes/permit/> to contact the Texas State Comptroller, please visit: <https://comptroller.texas.gov/about/contact/>

Exceptions

Nonprofit Organizations 501(c)(3) may be subject to obtain a Texas Sales and Use Tax permit. For more information, please visit the Texas Comptroller's official guide: [Sales Tax Exemptions for Nonprofits](#).

Cottage Food Vendors might be subject to Texas Sales and Use Tax permit requirements depending on their products and sales activities. For detailed guidance, please refer to the [Texas Cottage Food Law – Charging Sales Tax](#).

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 of Helotes for failure to comply with its requirements or other applicable rules and regulations of 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.

Event Safety & Site Guidelines

Please note: The Helotes MarketPlace is an outdoor event with tented booths. Open flames, cigarettes, and incense are not permitted inside or within 25 feet of any booth.

Using paint, sidewalk chalk, or any other materials that alter the public areas of the Helotes MarketPlace, such as the road, sidewalk, plants, and similar surfaces, is not permitted.

Weather Policy

The Helotes MarketPlace operates rain or shine, heat or cold, on the first Saturday of each month, 11 months per year (the event is not held in May due to the Cornyval Parade). If a vendor chooses not to attend due to weather, no excused absences, refunds, rainchecks, or credits will be issued, and the "No Refund Policy" will apply.

In cases of severe inclement weather, the City Administrator or their designee will determine whether to cancel the event. If the City cancels, recurring vendors' payments for the canceled month will be applied to the following month, and one-time vendors will receive a full refund.

The MarketPlace will not be canceled for rain, high winds, or extreme heat. Vendors are responsible for bringing tent weights, protective coverings, and any other measures needed to safeguard their merchandise. The City of Helotes MarketPlace staff is not responsible for any damage to vendor property caused by weather. Vendors who leave early due to weather conditions will be marked as absent.

Vendors are encouraged to follow the City on social media (Facebook and Instagram) for timely updates regarding weather conditions. Canopy covers may need to be removed (frames may remain) if wind gusts exceed 25 mph. Closures occur only at the discretion of the MarketPlace manager.

Indemnification

Each Vendor shall indemnify, keep, and save harmless Helotes MarketPlace, its officers, employees, representatives, agents, volunteers, Managements, assistant Managements, and affiliates (the “Indemnified Parties”) for, 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 (the “Indemnified Matters”) 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 Helotes MarketPlace. Vendor’s indemnification obligations shall apply whether the Indemnified Matters are due in part to the contributory fault or negligence of the Indemnified Parties or others; provided, however, that Vendor shall not be obligated to Helotes MarketPlace, for their sole negligence.

No Solicitation Policy

The City of Helotes MarketPlace strictly enforces a no-solicitation policy. Only registered MarketPlace vendors are permitted to sell items at the event, and vendors may not promote or distribute materials unrelated to their registered booth—for example, a crochet vendor handing out plumbing service cards. Any business attempting solicitation or promotion is prohibited from participating in any booth category, including retail and non-profit.

Businesses that primarily provide services or aim to promote their business, such as store grand openings, roofing companies, financial services, spas, etc., may not sell items, whether related or unrelated, to qualify for a retail or any other booth. Solicitation of services or business is strictly prohibited. Additionally, businesses may not partner with another booth to distribute cards, advertise, or promote their services. Booth sharing for solicitation purposes is not allowed under any circumstances.

Anyone found in violation of this policy will be asked to leave the event, and vendor suspension may occur.

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.

Helotes MarketPlace prohibits discrimination based on race, color, creed, national origin, age, disability, gender, marital status, familial status, religion, sexual orientation, veteran status, uniform service member status, socio-economic status, and any other protected class under federal, state, or local law

Helotes MarketPlace prohibits the following inappropriate conduct: sexual innuendoes, lewd remarks, threats, epithets, derogatory comments, visual depictions of objectionable subjects, unwelcome jokes, and teasing.

Helotes MarketPlace prohibits ALL discrimination, harassment, and inappropriate conduct in ANY form including verbal, non-verbal, and physical unwanted acts, including, but not limited to, e-mail, voicemail, text messages, and messages via social media.

All booth spaces must be attended by adults 18 years or older. Vendors who wish to bring minors may not leave them unattended at their booth space.

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 dismissed from the MarketPlace event, and the No Refund Policy will apply.

Terms and Conditions

Please note: The Helotes MarketPlace is an outdoor event, and smoking is not restricted within the event area. While smoking is permitted, we kindly ask all vendors to be respectful and considerate of neighboring booths and guests.

By registering for the Helotes MarketPlace, you grant the City of Helotes permission to photograph or record you, your booth, your business, and your products, and to use these images or videos for promotional purposes, including on official websites, social media platforms, and other marketing materials. You agree that your likeness may be used without compensation and waive any rights to royalties or claims related to such use.

Contact Information

City of Helotes Special Events Department

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

Email: themarketplace@helotes-tx.gov

Website: www.helotesmarketplace.com

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

- Facebook – www.facebook.com/helotes
- Instagram – <https://www.instagram.com/helotestx/>
- MyHelotes App- <https://apps.apple.com/us/app/my-helotes/id6448725703>
https://play.google.com/store/apps/details?id=com.govoutreach.helotescitytx&hl=en_US&pli=1

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.

Emails sent to themarketplace@helotes-tx.gov are monitored only during regular business hours, Monday through Friday, from 8:00 a.m. to 4:45 p.m., when the MarketPlace Coordinator is in the office. If the MarketPlace Coordinator is out of the office, emails will be reviewed upon their return.