

## **Farmville Community Marketplace Rules and Regulations 2026 - 2027**

### **Mission:**

The Farmville Community Marketplace is designed to be a hub for community activities. The Marketplace is a multifaceted public/private facility which showcases our community by providing a venue for outdoor events including a farmers market, a multi-dealer open market, festivals, reunions, weddings, etc.

### **Management:**

The Farmville Community Marketplace will be under the supervision of the Town Manager. The Town Manager will select a Market Manager. The purpose of the Market Manager is to ensure the orderly operation of the market, while striking a fair balance between all participants.

The Market Manager will be responsible for recruiting and approving vendors, establishing and enforcing Marketplace policies and promoting the Marketplace. The Market Manager will supervise the Marketplace and oversee its daily operations.

### **Location:**

The Farmville Community Marketplace is located in the Old Farmville Tobacco Warehouse located on North Street in the downtown area.

### **Hours of Operation:**

The Marketplace will operate on Saturdays, rain or shine, from the first Saturday in April through the Saturday before Thanksgiving. Hours of operation are 9:00 a.m. to 1:00 p.m. Vendors may sell at the Farmville Community Marketplace only on announced days of the Marketplace. There will be no sales to the public prior to the 9:00 a.m. opening of the Marketplace.

Winter Markets in 2026-2027 will be: December 5, January 9, February 13, March 13, and operate from 10 a.m. to 2 p.m.

### **Vendor Spaces and Fees:**

Marketplace vendor spaces are 10' X 10" in size and there are spaces for approximately 35 vendors. There is space for two food trucks; one food and one beverage only truck. In addition, small food vendors may be included in our regular spaces. Part Time Vendors and Full Time Paying Vendors are charged \$15 per market. Full season fee is \$375. Only "Full-time Paid" vendors will receive a permanent space number. Payments may be made at the Finance Department at Town Hall or to the market manager on the day of the market. Checks should be made payable to the Town of Farmville. There are no refunds. No vendors will be allowed to sell at the Marketplace without an approved application.

### **Attendance:**

A list of anticipated vendors for the upcoming market is sent out each Monday. Full Time Vendors, and Part Time Vendors who have made pre-arrangement, will be on this list.

Any vendors anticipated at the market must notify the manager via e-mail if they are not coming by Thursday each week.

Part Time Vendors wishing to be added to the upcoming market should let the market manager know by Thursday of the market week by e-mail. Available spaces will be filled by Part Time Vendors based on market needs and the number of available spaces.

Each Friday, a final line up and vendor map will be emailed to all vendors.

If a vendor is absent consecutive market days, without prior notice, his/her application approval may be cancelled. Vendors who cancel after Thursday are still responsible for the \$15 market fee. Multiple failures to notify the market manager of a cancellation by Thursday may result in a vendor application approval being cancelled. Any vendor that fails to meet attendance requirements may be changed to a different vendor type, may have application approval cancelled, and may not be approved as a vendor for future market seasons.

Vendors are required to be set up for business by 9:00 am and are required to stay until closing.

Vendors are to park only in the specified area.

## **Applications:**

All vendors will be required to complete the Farmville Community Marketplace applications and adhere to regulations as amended.

Applications to the market are online. Applications will be accepted from current year vendors each December and from new applicants starting in February each year.

The application: <https://forms.gle/aCLjRFoo7A4RYgxv6>

Application Approval is based on multiple criteria determined by the market manager. There are about 35 spaces available for vendors at the Marketplace. Due to this, the Marketplace must be particular about accepting farmers and unique craftsmen that enhance the experience of shoppers. Therefore, not every application will be accepted.

## **Products:**

The Farmville Community Marketplace is a producer-only market. All items sold at the market must be grown, raised, or produced by the vendor in the Commonwealth of Virginia. Re-sale items are only allowed at the discretion of the Market Manager as benefits the market and must be labeled as "re-sale". Exceptions for retail items sold by local dealers will also be made by the Market Manager at the time of application acceptance. The Market Manager can withdraw approval at any time without cause.

The following items are not to be sold at the Marketplace: guns, live animals, pornographic, bootleg or illegal materials and any items that may be potentially dangerous.

Vendors set their own prices and are responsible for posting their prices. The Market Manager may set price minimums for certain products to ensure fair market values. Vendors are responsible for accurately representing their products. Scales/weights are the responsibility of the vendor, are subject to inspection by the Office of Weights and Measures and must be legal for commercial use. Vendors must make appropriate adjustment of any customer's claim of unsatisfactory quality or condition.

Produce and Meat Vendors may be, at times, requested to provide prices or price lists so market prices can be shared with market reports produced by outside entities such as the VADACS monthly farmers market report.

### **Regulations:**

Vendors must visibly display any licenses, certifications, and permits required by law for all products. The collection and filing of all related taxes and the obtaining of all applicable inspections are the responsibility of the individual vendor.

Each vendor must comply with all state and federal regulations that govern the production, harvest, preparation, preservation, labeling or safety of products offered for sale at the Marketplace. It is the sole responsibility of the vendor to be knowledgeable of, abide by and ensure compliance with all regulations pertinent to their individual operations.

### **Health, Sanitation and Safety:**

Vendors' pets, with the exception of assistance dogs, are not allowed at the Marketplace.

Vendors will be responsible for the collection and removal of refuse generated from sales at their space. The Market Manager is responsible for the Marketplace and its surrounding area. The Marketplace must be left clean and free of all products and debris.

Behavior by vendors or customers judged to be disruptive or detrimental to the peaceful operations of the Marketplace will not be allowed. Vendors are expected to be able to work together to resolve disputes. If any vendor repeatedly has difficulty getting along with other vendors, that vendor may lose approval of their application and/or approval for future market seasons.

Any vendor that exhibits behavior deemed detrimental to the market, including social media posts and comments, may lose approval of their application and/or approval for future market seasons.

Small children brought to the Marketplace by vendors must be kept under the supervision of the designated adult.

The use of tobacco products or illegal substances is not permitted at the Farmville Community Marketplace.

The sale and distribution of alcohol is permitted only with the proper ABC license and the Market Manager's approval.

No boomboxes or loud music is permitted except the designated entertainment for the Market.

The Town of Farmville will not be responsible for damage or loss of any personal belongings.

Any unsafe or unsanitary conditions should be brought to the immediate attention of the Market Manager.

Any accident or injury must be immediately reported to the Market Manager and to 911.

Anyone who participates in the Marketplace – whether vendor or otherwise - attends at his/her own risk. Vendors operate at their own risk and assume liability from the customers.

### **Vendor Definitions:**

**Full Time Paid:** A Full Time Paid Vendor is a vendor that is expected to attend markets weekly. Periodic absences are expected for family emergencies and vacations. Full Time Paid vendors have paid the \$375.00 annual fee by March 28, 2026, are approved for all regular and winter markets, and are guaranteed their allotted booth space for the entire season.

**Full Time Paying:** A Full Time Paying Vendor is a vendor that is expected to attend markets weekly. Periodic absences are expected for family emergencies and vacations. Full Time Paying vendors pay \$15 weekly for their space, are approved for all regular and winter markets, but are Not guaranteed their allotted booth space for the entire season.

**Part Time Vendors:** A Part Time Vendor that is expected to attend markets at least monthly. Part Time vendors pay \$15.00 weekly for their space, are approved for all regular and winter markets pending space availability and are NOT guaranteed their allotted booth space for the entire season.

**Entertainment:** A vendor providing entertainment for the market, generally in the form of music/emcee duties. Entertainment vendors must complete the Entertainment Section of the application to be approved. Approved Entertainment vendors will have access to the market sign up genius calendar to choose their dates. Entertainment vendors receive a \$25.00 stipend for each week they provide services. Entertainment vendors must turn in the appropriate forms required by the town of Farmville to receive the stipend. Further, Entertainment vendors must: Must have your own equipment including speakers/amplifiers. We may be able to connect a drop cord if you have one long enough, otherwise you must provide your own power. Tip jar and Merch sales are permitted. No vulgarity or obscenities. Merch should be free from obscenities. The events are 9 am to 1 pm. Music will be cancelled if there is bad weather/rain. Rules subject to change based on the needs of the market.

**Food:** A vendor providing food and/or beverages for sale at the market. Food vendors must have all appropriate inspections and be registered with the Town of Farmville to collect town meal taxes. Food vendors must submit a food vendor application to be approved. Approved Entertainment vendors will have access to the market sign up genius calendar to choose their dates. Food Trucks must be set up and ready to serve by 9AM and stay until 1PM.

**Community Organization:** A vendor that is a community organization or a 501c nonprofit. The Community Organization vendor does not have a weekly fee. The vendor cannot sell products at the market but can accept donations and membership dues. Community Organizations must submit a Community Organization application to be approved. Approved Community Organizations will have access to the market sign up genius calendar to choose their dates and should sign up for no more than one market per month.

**Sponsor:** A sponsor is an individual or business that has submitted, for the current year, a sponsorship of the market. This sponsorship is \$600.00 for the season. Upon application completion, the sponsor will receive:

1. A 18" x 24" single sided coroplast sign with their logo mounted on the market interior wall for the remainder of the season.
2. One week of promotion which includes naming that week's market, a booth at the market that week, and mentions in each promotion the market does that week to include flyers, social media posts, and any public announcements.
3. Inclusion in a running list of sponsors pinned to the Farmville Community Marketplace Facebook page.