

2025 VENDOR GUIDEBOOK



VINE STREET *Market* AT O'FALLON STATION

 market@ofallon.org

 www.ofallonvinestreetmarket.com

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General Market Information

Location

- 212 E. 1st Street O’Fallon, IL 62269. This is the physical address, not a mailing address.

Micro Market Information

- Micro Markets are a smaller version of the weekly season market, held in the off season.
- Stall space is limited as these markets are held indoors only until the weather permits expansion outside.
- Vendors will be selected by the market coordinator to fill the limited stall space available during these dates.
- Vendor Prioritization:
 - Priority will be given to farms, producers, and food makers first.
 - Duplicate vendors will be avoided when possible.
 - Duplicate vendors will be rotated between Micro Market dates as evenly as possible.
- Selecting a Micro Market date does not ensure you will be chosen to attend. You will be notified of your selection.
- Depending on the weather, the size of the Micro Markets may vary each time.
- Only returning vendors will be considered for Micro Market attendance.

2025 Dates & Times

- Micro Markets
 - March 1, 2025 - 9am - 12pm
 - March 15, 2025 - 9am - 12pm
 - March 29, 2025 - 9am - 12pm
 - April 12, 2025 - 9am - 12pm
 - April 26, 2025 - 9am - 12pm
- Weekly Season
 - May 10 through October 18, 2025 - 8am - 12pm
- Thanksgiving Market
 - November 22, 2025 - 9am - 12pm
- Home for the Holidays (Winter Market)
 - Tentative - December 13, 2025 - 4pm - 8pm

Application Deadline

- March 7th applications are due for those **NOT** interested in participating in Micro Markets
- February 15th applications are due for those that **ARE** interested in being considered for Micro Markets
- Applications will be considered on a case-by-case basis based on availability after this date.

Fees Overview

See page 7 for full fee schedule and discount options.

- Stall Fees
 - Indoor: \$35 per week
 - Outdoor: \$25 per week
 - Drop In Vendor: \$40 per stall when committing to 5 or less dates
 - Micro Market Fee: \$25 per market
- Misc. Fees
 - \$20 late fee for each time a vendor is not unloaded and in their stall by 7:30am.

- \$20 cleanup fee for excessive or repeatedly leaving debris in your stall.
- \$50 fee if a vendor leaves before market closes.
- All fees are non-refundable.

Market Rules

General Rules

- The Vine Street Market reserves the right to refuse participation in the market to any person or group at the sole discretion of the market, regardless of current or past participation.
- You are not considered a vendor until your application has been approved.
- Vendors are required to attend a vendor meeting prior to their first market. Several dates will be scheduled to give everyone the opportunity to attend.
 - The following are meeting dates, if none of these dates are suitable for you, please reach out to the Market Coordinators and an effort to schedule a different meeting date will be made but not guaranteed.
 - In Person March 18 / 6-8pm
 - In Person March 19 / 6-8pm
 - Zoom March 26 / 6-8pm
 - Sign Up here: [2025 Vendor Meeting Sign Up](#)
- The Vine Street Market and its representatives are not the final authority on federal, state, city, or county regulations. The vendor is required to know and comply with all applicable laws and guidelines Federally, within the State of Illinois, St. Clair County, and the City of O'Fallon.
- All vendors must be located within a 100-mile radius of The Vine Street Market. There is no priority given to any vendor based on distance. Vendors who apply from outside of this radius will be considered on a case by case basis.
- The sale of live animals is not permitted.
- No multi-level marketing or direct sale businesses will be permitted as vendors.
- No raffles where vendor sells tickets. Drawings are permitted with no ticket purchase.
- All CBD products must clearly be labeled so a customer can plainly see the product contains CBD.
- No crying out or "hawking" of products will be allowed. Active solicitation of customers is not allowed.
- **The resale of produce items is strictly limited to locally sourced fresh produce. All other resale is prohibited.**
 - Purchased produce may not equate to more than 49% of a vendors' product on any given market date.
 - Resale produce must originate from within 100 miles of The Vine Street Market
 - Resale produce must be clearly market with its origin farm, city and state.
 - The Market Coordinator can randomly inspect products offered for sale. Bills of sale or proof of local purchase should be available for review at any time. Any items deemed ineligible for sale will be immediately removed per the Market Coordinator's instructions.
- Each vendor is expected to fairly price their goods. Undercutting of prices and "dumping" of product is prohibited. Complaints by other vendors will result in review by the market staff.

Sharing of vending space shall be at the written approval of the market staff.

The City of O'Fallon is not liable for theft, equipment, or product damage or vehicle damage.

- The City of O'Fallon is not liable and assumes no responsibility for any injuries that may occur.
- Absolutely no political or religious campaigning or advocating by vendors will be allowed during the market.
- Vendors are not allowed to open and close the O'Fallon Station garage doors.
- The Market is a smoke free environment.

Violations of these rules and regulations may result in the market staff asking the vendor to leave, forfeiting their space and fee for the day.

- Food Focused Market
 - Priority will be given to food-based vendors; the market will strive for a 60/40 distribution of food versus non-food vendors.
- No sales shall be conducted prior to the ringing of the opening bell.
 - Any offending vendor will receive one warning per season. A second offense will result in removal from the market and all stall fees remain due.
 - Exception: Vendor to Vendor sales prior to the opening bell is allowed. You are responsible for making sure they are a vendor at the Market.
- Insurance
 - Vendors are required to carry a general liability policy and product coverage in the amount of one million dollars with the Vine Street Market listed as additionally insured.
 - Vendors will be required to provide a Certificate of Insurance prior to opening day listing the Vine Street Market as additionally insured.
- Date Deadline
 - Once you are an approved vendor, dates can be adjusted any time before April 22 via Manage My Market (subject to approval by market staff).
 - After April 22 any date changes, additions or removals will be subject to appropriate charges and additional approval from the market staff. Changes may not be possible due to availability.
 - Cancellation of all dates by a vendor will result in a 25% charge of the total of all selected dates.
 - We do not “swap” dates, meaning, exchanging one date for another.
- Signage
 - All vendors are required to have visible signage indicating your business name.
 - Farm vendors are required to have the name, city, and state of the farm visible in their stall.
 - All food vendors must have visible pricing within their stall.
 - All produce vendors that are buying in produce must have a visible sign on any purchased produce indicating the farm name, city, and state where the produce was purchased from.
- Date Change/Addition Requests
 - All date changes, including additions, must be submitted through Manage My Market.
 - **Email, text, phone call or any other form of communication regarding date change requests will not be accepted.**
- Vendor Saturation
 - To avoid oversaturation of similar products on any given market day, the number of vendors in a specific category will be limited and disbursed along the market footprint.
 - Saturation limits differ based on vendor category, product type, and product variety.
 - In the event of oversaturation, all efforts will be made to distribute dates evenly amongst like vendors.
 - When necessary, priority will be given to returning vendors, or those who have committed to the most dates.
- Social Media
 - The market intends to fairly represent all vendors; however, we do not search out vendor posts to share. If you are active on social media, the likelihood of your posts being visible is higher, increasing your chances of the market sharing your posts. Be sure to tag us in everything you want us to see.
- Trailers

- Trailer parking is limited; priority will be given based on vendor status and total market dates, in that order.
- The use of a trailer, its total length including the hitch, and the side you sell from must be indicated on your application.
- Stall fees will be determined by trailer size; stalls are 10ft x 10ft. You will be charged for each stall length your trailer occupies.

Attendance, Absences, and Cancellation Policy

Cancellations must be submitted in Manage My Market 24 hours prior to the market date in question.

- Excessive same day cancellations may be assessed same day cancellation fee of \$25. This fee is in addition to the regular stall fee for the market day in question.
- No stall refunds for vendor cancellations.
- Excessive cancellations will be noted and can result in removal from the market.
- Cancellation and attendance will be considered when applying to any future markets.
- Vendors are required to stay the entire duration of the Market.
 - In the case of an emergency, market staff must be notified and instructions will be provided.
 - A \$50 fee will be assessed for leaving the market early without the market staff's approval.
 - The second offense will result in dismissal from the market for the season and forfeiting all vendor fees.
- Attendance
 - Vendors are allowed two absences at no charge.
 - After two absences, stall fees will be charged for remaining dates regardless of attendance.
 - Vendors cannot attend with a balance on their account.
- Reliability Expectation
 - Vendors are expected to be reliable, timely, and to know the dates you signed up for. Inability to do this may result in removal from the market.

- Minimum Commitment
 - There is no minimum date commitment, however:
 - Vendors participating in five (5) or less markets are considered drop-in vendors.
 - Stall fees for committing to five (5) or less markets are \$40 per stall, including Micro Market dates.
 - Applications submitted for five (5) or less markets will be juried after all other applications have been processed.
 - Drop-in vendors will be able to select from available dates after all applications have been juried if your originally selected dates aren't available.
 - Drop-in vendors' date selection is processed on a first come first served basis and is subject to stall availability and regular saturation limits for a given market day.
 - Drop-in date requests must be submitted via Manage My Market.
 - Drop-in vendors may select dates on their application but there is no guarantee those dates will be approved or available.
 - If dates are added after April 22 to reach more than 6 markets, refunds for the difference in stall fees will not be given.
 - Dates added after April 22 will be charged the regular stall fee.
- No Call No Show Policy
 - Any vendor who does not notify the market staff before 7:30am the day of the market is considered a no call no show.
 - Notification must be provided via official Manage My Market date change request.
 - There is a zero-tolerance policy for no call no shows. One occurrence will result in the vendor's booth space being revoked for entire the season.
 - Any remaining booth fees will be refunded less a 25% administration fee.
 - Fees for dates that the vendor has already attended will not be reimbursed.
- Late Arrival Policy
 - A vendor is considered late if they have not completed unloading their products into their stall and, if applicable, moved their vehicle by 7:30am.
 - The vendor will be invoiced a \$20 late fee for each occurrence they are late.
 - Vendors cannot attend markets with a balance on their account.
 - Vendors may not be allowed to participate in the market depending on how late they arrive. The decision is at the discretion of the market coordinators.
 - A refund will not be given if the vendor is not allowed to participate in the market that day.
 - Vendors who are repeatedly late are subject to removal from the remainder of the season.
 - Every late occurrence will be noted and used in the following season to determine market participation or booth space preference.

How to Change Market Dates

- You are more than welcome to request additional dates after your original application is submitted.
- Additional dates will be subject to stall availability and market coordinator approval.
- Date changes must be requested via Manage My Market. Any other form or request will not be considered.

Solicitation

- We strive to keep the Vine Street Market a solicitation free area.
- No vendor can solicit for sales outside of their stall. This includes the distribution of flyers.
- Please report any solicitation to market staff so we can continue to keep the Market as solicitation free as possible.

Complaints

A vendor may file a complaint with the Vine Street Market if they suspect a vendor is violating a market rule or regulation presented in this guidebook.

False, unfounded or unsupported complaints will result in a fine to the complainant in the amount of \$200.00.

- Any complaints should be communicated directly to the market coordinators.
- Official complaints will only be accepted in written form.

Complaint Process

In the event the Vine Street Market receives a complaint regarding the quality, conduct, or unfair practices of a vendor, the Vine Street Market will contact and/or visit the vendors location in an attempt to remedy the complaint.

If the complaint is not remedied immediately to the satisfaction of the Vine Street Market, and the Vine Street Market determines the complaint to be detrimental to other vendors and/or the Vine Street Market:

- A written warning will be issued. This warning will include the date, time and nature of the complaint with the expectation it be remedied.
- A second complaint may result in further disciplinary action being imposed by the Vine Street Market which will be based on the gravity and/or repetition of the offense.
- A third complaint will result in the vendor in question being permanently removed from the Vine Street Market for the remainder of the season.

Disciplinary Actions

- The Vine Street Market reserves the right to inspect, question, or visit any approved vendor at any time.
- The Vine Street Market may enact disciplinary actions at the market coordinators' discretion.
- Failure to follow the market rules as defined in this document may result in a written warning.
 - Written warnings will include the date, time, and nature of the complaint with the expectation it be remedied.
 - A second written warning for the same offense may result in further disciplinary action being imposed by the Vine Street Market which will be based on the gravity and/or repetition of the offense.
 - A third written warning for the same offense will result in the vendor in question being permanently removed from The Vine Street Market for the remainder of the season.

Actions that may cause immediate denial, loss of vendor selling privileges, or dismissal from the Vine Street Market include but are not limited to:

- Failure to pay fees per agreement.
 - Repeatedly late.
 - Excessive cancellations.
 - Violation of any rules as specified in the Market policies.
 - Disruptive or abusive conduct or language.
 - Displaying or selling merchandise packaged to misrepresent the quality or condition of, production practices, or the origin of the merchandise.
 - Variety, quality, condition, or value of merchandise being sold at the Vine Street Market.
 - In the event of termination, any stall fees that have already been assessed will not be refunded regardless of market date.
- If a vendor is not unloaded and in their stall by 7:30am a non-refundable \$20 late fee will be assessed. A non-refundable \$20 cleaning fee will be assessed to any vendor found repeatedly leaving trash, litter, or debris behind.
 - Any vendors found leaving prior to market close will be assessed a non-refundable \$50 early departure fee.

SNAP/LINK Match

SNAP Explanation

- The Vine Street Market is proud to accept SNAP and LINK Match. These two programs help low-income families throughout Southern Illinois access equitable, healthy, and nutritious foods year-round at Illinois farmers markets and as the program circulates dollars into the local economy through local farm businesses, it also provides stability to local farm businesses and farmers markets.
- Participation in SNAP/Link Match is voluntary. To participate an up to date and accurate W9 form must be completed and submitted to the market coordinator.
- To use SNAP/LINK Match benefits customers must visit the market info trailer.
 - Customers will use their SNAP benefit balance to receive vouchers for use at participating Vine Street Market vendors.
 - LINK Match will match SNAP funds dollar for dollar (in max \$25 increments) for the amount of SNAP funds withdrawn by the customer.

Vendor SNAP Participation

Any vendor that sells a qualifying product is eligible to participate in SNAP collection at the Vine Street Market.

Prior to the collection of SNAP vouchers, the vendor must have an up-to-date W9 submitted with the Vine Street Market.

SNAP eligible items include:

- Fruits and vegetables
- Meat, poultry and fish
- Dairy products
- Bread and cereals
- Coffee Beans
- Non-alcoholic beverages excluding ready to drink coffee
- Prepared foods and snacks such as pies, cookies, and cakes
- Seeds and plants for household food production

- SNAP Non-eligible Items:
 - Vitamins, medicines and supplements
 - Beer, wine, liquor, cigarettes, and tobacco
 - Live animals
 - Hot ready-to-eat foods
 - Non-food items such as pet foods, cleaning products, cosmetics, and paper goods
 - Drop-In vendors cannot participate in SNAP due to inconsistency in attendance.

Vendor LINK Match Participation

- LINK Match Participation is limited to fresh produce vendors only.

SNAP/LINK Match Voucher Collection

- Qualifying vendors may accept SNAP and LINK Match vouchers same as cash for any qualifying products.
- No change is to be given when using SNAP/LINK Match vouchers.
- **Only accept vouchers for eligible items. Any ineligible voucher collection will not be reimbursed.**

SNAP/LINK Match Voucher Reimbursement

- Participating vendors will be given a banker’s bag for the collection of SNAP/LINK match.
- At the conclusion of market, vouchers should be counted, recorded and signed off in the included spreadsheet.
- Spreadsheets and collected vouchers should be placed in the bag and returned to the collection tote found in the station utility room.
- Reimbursements will be processed one week after the date vouchers have been turned in at market. Reimbursements will arrive via mailed check from The City of O'Fallon.
- A minimum of \$10 must be accrued before a reimbursement check is sent. Your reimbursement will be held until you exceed \$10. If by the last market of the weekly season you have not accrued \$10 or more, you will be reimbursed your balance at that time.

Power Of Produce (POP) Club

What is POP Club

- The Power of Produce Club, a Farmers Market Coalition educational program, transforms children's connection with local food systems. Engaging in diverse educational activities each week, from exploring their local farmers market and interacting directly with vendors to delving into the wonders of nature around them.
- At the conclusion of the weekly activity participants receive a \$2 POP Club Token to spend at participating POP Club Vendors.

POP Club Participation as a Vendor

Participating vendors must have an up-to-date W9 on file with the Vine Street Market.

Eligible vendors include producers who sell:

- | | |
|-----------------|------------------|
| ○ Fresh produce | ○ Meat and Dairy |
| ○ Live plants | ○ Mushrooms |
| ○ Cut flowers | ○ Bread |
| ○ Baked Goods | |
| ○ Honey | |

Artisan vendors are ineligible to participate.

Vendors who qualify and choose to participate will accept POP Club tokens during the regular market season. POP Tokens are not to be accepted during Micro Markets or special holiday markets.

- Tokens can be used as a \$2 credit toward a purchase of a qualifying item, or the vendor may offer a specific \$2 POP Club item/portion.
- Tokens should be treated the same as cash. Multiple tokens can be used in a single transaction.
- No change is to be made on POP Tokens.
- Drop In vendors are not permitted to participate in POP Club.

POP Club Token Reimbursement

- Participating Vendors will be given a banker's bag for the collection of POP Club Tokens.

At the conclusion of market, POP tokens should be counted, recorded, and signed off in the included spreadsheet.

- Spreadsheet and collected tokens should be placed in the bag and returned to the collection tote found in the station utility room.
- Vendors will be reimbursed via mailed check from The City of O'Fallon one week after the date vouchers have been turned in at the market.
- A minimum of \$10 must be accrued before a reimbursement check is sent. Your reimbursement will be held until you exceed \$10. If by the last market of the weekly season you have not accrued \$10 or more, you will be reimbursed your balance at that time.

Application Process

How to Apply

- The Vine Street Market application process is conducted through Manage My Market.
- All vendors apply through Manage My Market www.managemymarket.com
- Follow the directions as prompted.
- Each product a vendor intends to sell must be added to the application and approved by the market. Submitted products are not guaranteed approval.
 - If a product is not listed in Manage My Market, email market staff at market@ofallon.org. We can request Manage My Market to add it to the list.
- Please reference the Fees & Payments section of this document when selecting a payment plan.
- Applications must be fully completed and include a well written description of the business. Any applications lacking necessary information will be returned as incomplete and not juried until complete.
 - Applications will not be considered until any noted issues have been resolved and re-submitted before the submission deadline of March 7th.

It is important to note that you must complete a vendor profile first, this is NOT the application. Once your profile is complete click My Markets > Apply to a Market > search 2025 Vine Street Market to complete the application.

After submitting your application, you will receive an automated email confirming your submission with additional instructions. If you do not receive this email (check your spam) you have not completed the application. You can reach out to market staff to double check; send us an email at market@ofallon.org

Your application will be juried and you will receive additional correspondence with more information after the jury process.

Fees & Payments

Market Fees

- Indoor: \$35 per week
- Outdoor: \$25 per week
- Drop In Vendor: \$40 per stall when committing to less than 5 dates.
- Micro Market Fee: \$25 per market
- \$20 late fee for each time a vendor is not unloaded and in their stall by 7:30am. Non-refundable.
- \$20 cleanup fee for excessive or repeatedly leaving trash, litter, or debris in your stall.
- \$50 early departure fee if a vendor leaves before market closes.

Payment Plans

- The Vine Street Market utilizes auto charges for stall fees. The payment plan you choose will dictate when you are charged- details in the payment plan sections below.
- One Time
- This option is for vendors who want to pay stall fees in full, one time. If selecting this payment plan, the card you entered during the application process will be automatically charged on April 29, 2025, for the full amount determined by the number of dates and stall location (inside or outside).
- Vendors who commit to 20-24 dates, excluding Micro Markets, Thanksgiving Market, and Winter Market, and choose the One Time payment option will receive a 15% discount.
- Discount is based on stall availability at time of application, may not be available if not enough stalls remain to fulfill the 20+ week commitment.
- Weekly
 - This option is for vendors who prefer to pay week by week.
 - Vendors will be auto-charged their stall fees **the following Tuesday after market day.**
- Drop In:
 - This option is for vendors who commit to less than 6 weeks of the weekly season. More information can be found in Attendance, Absences, and Cancellation Policy.
 - Drop in vendors will be charged weekly on the Tuesday after the market date attended.

Market Day Information

Products

- Each product a vendor intends to sell must be added to the application and approved by the market. Submitted products are not guaranteed approval.
 - Every flavor, variety or scent does not have to be listed, only the general item.
 - Example: Green Beans is acceptable. Blue Lake Green Beans and Jade Green Beans are not required.
 - Example: Bath Bombs are acceptable. Lavender Bath Bomb, Strawberry Bath Bombs is not required.
- Any products added after an approved application must be approved by the market before bringing them to market.
- Products are approved on a case-by-case basis.
- Products not approved by the market staff, indicated in your Manage My Market account, cannot be brought to the market.

Stall Information: See stall map below.

- Stall Sizes for Weekly Season Markets
 - Indoor: 12, 8x8 stalls and 2, 12x4 stalls
 - Outdoor: 10x10
- Stall assignments
 - Stalls, including indoor stalls, are assigned at the market coordinator’s discretion based on the needs of the market. All requests will be reviewed and considered based on the needs of the market.
 - Vendors with similar products are typically kept separate from one another. However, this may not always be feasible.
 - Efforts will be made to keep your stall in the same location. The likelihood of stall consistency increases with the number of committed dates.
 - Unforeseen circumstances, like cancellations, may necessitate stall reassignment as late as the morning of the market. It is your responsibility to check your stall assignment on the morning of the market.
 - Vendors are limited to one indoor stall. There is no limit on outdoor stalls.
- Vendor Display
 - Vendors are responsible for their own tents, tables, chairs, cords, weights and/or any display or setup items needed.
- Electricity
 - The following stalls have electricity: 17-48, A, J-N

2024 Vine Street Market



West Half of Market



East Half of Market

Provided Signage

The Vine Street Market will provide each vendor with a sign. Each sign will have your business name, city and state, a QR code directing people to your website or social media if you have those, and will indicate if you are participating in SNAP, LINK Match or POP Club.

- These signs are required to be displayed at each market you attend. Bungee cords will be provided to attach to your tent leg.
- Any signage provided by The Vine Street Market is the property of The Vine Street Market and will be collected by market staff at the conclusion of each market.
- Required vendor signs provided by The Vine Street Market will need approval from both the market coordinator and the vendor in which the sign shall be displayed.
 - Once all parties have approved, signs must be displayed at all attending markets including Micro Markets and special Holiday Markets.

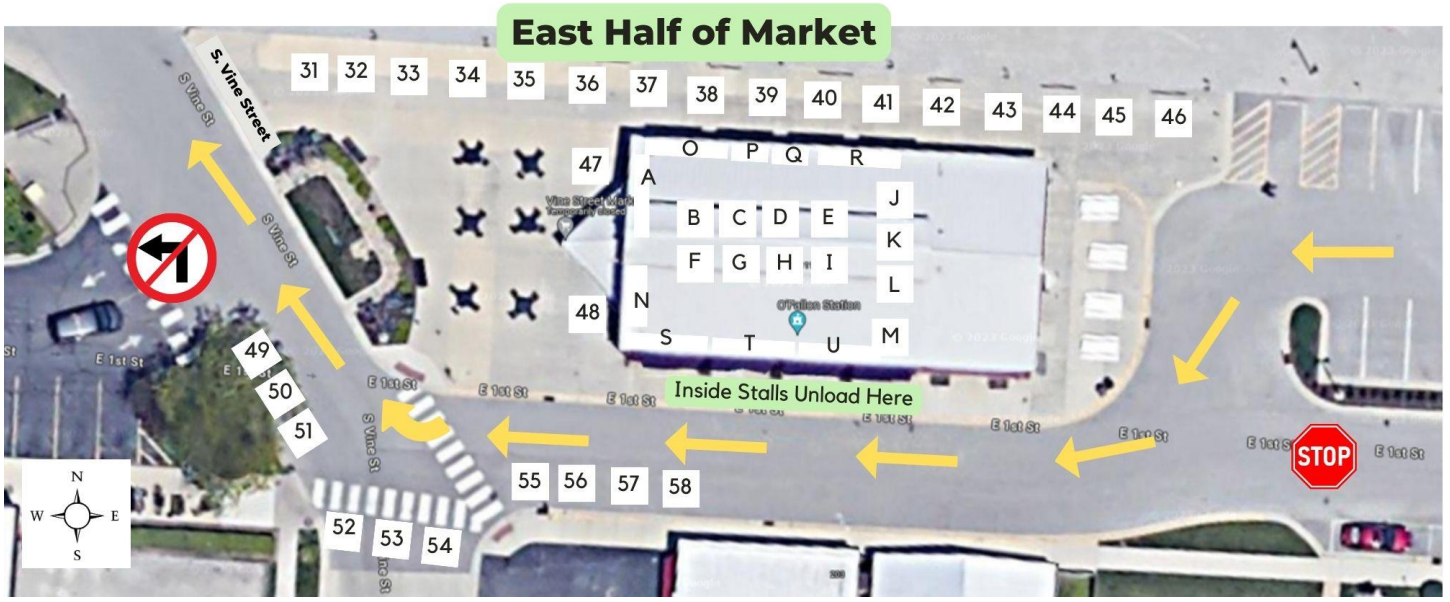
Load In & Load Out Procedure

- Load In Times:
 - Weekly Season between 6:00-7:30am.
 - Micro Markets: Load in between 7:00-8:30am.
 - Thanksgiving Market: Load in between 7:00-8:30am.
 - Home for the Holidays Market: Load in between 2:00-3:30 pm.
- Load Out Times:
 - Market end time for each market.

Traffic Flow Instructions & Maps

- Directions:
 - Stalls 1-30: enter from State Street onto S. Vine Street over the RR tracks ONLY. This is a one-way street.
 - Stalls 31-46: enter from State Street on to S. Vine Street, cross over the RR Tracks and turn left into the gravel area. Exit east in the gravel past the parking lot and two white buildings on east end of parking lot.
 - Stalls Inside and 47-58: enter from the O'Fallon Station parking lot from Apple Street, one block east of the O'Fallon Station, NOT from S. Vine Street. Park single file along the curb and unload into your stall space. This is NOT a double lane, for safety reasons do not pass the vehicle in front of you, wait until they move.
 - Exit north (right) onto S. Vine Street and:
 - Turn right and drive east onto gravel to access vendor parking area OR
 - Continue straight to State Street and exit on State Street.
- Map:
 - Follow directional arrows for visual reference.
 - Note: Due to the length of the market, the map is split in half. The west half, from Vine Street to Lincoln Avenue, is the top photo and the area around the O'Fallon Station is the bottom photo. The center of the market, Vine Street, is overlapping in both photos.
 - See map on next page for traffic flow map.

2024 Vine Street Market: Load In/Out Map



Parking

- Stalls 17-30 have minimal parking; farm vendors receive priority to parallel park along the curb behind their tent. If you have a compact car, you can park directly behind your stall. There is approximately 10' of space.
- Stalls 31-46 may park one vehicle or trailer behind each of your stalls.
- Inside stalls and numbers 2-16 and 49-58 do not have parking available at their stall.
- Vendors are not permitted to park in the O'Fallon Station parking lot (this is for your customers), but you can park in the gravel directly on the north side of the parking lot. Parking here is at your own risk.
 - Additional parking options, other than public street parking, include the following public parking areas:
 - Public Lot 212 E State Street, one block north of the market
 - City Hall at 255 S. Lincoln Ave, east and north lots, 2 blocks from market
 - Lot across from City Hall, 200 S Lincoln, 2 blocks from market
 - Community Park Public Pool Lot, 308 E 5th Street, 5 blocks from market
 - Map indicates how to park in the gravel on the north side of the paved parking lot.



Cleanup

- Vendors are expected to clean up after themselves when they leave the Market. This includes all produce, trash, debris, etc. must be swept up before leaving. Market staff is happy to provide a broom and dustpan if you ask. **DO NOT SWEEP, DUMP OR LEAVE YOUR DEBRIS IN THE GRAVEL.**
- All boxes must be broken down and placed next to a garbage can. Please do not stuff the garbage cans with used boxes.
- Any garbage bags should be sealed and placed next to a garbage can.

Tents

- Tent weights are **MANDATORY**. No exceptions.
- If you do not have sufficient tent weights you will be required to take your tent down and operate the remainder of the market without one. You may not leave early and will not be refunded your stall fee.
- If your tent cannot withstand the winds during the Market, you will be asked to take it down and continue the event without a tent. You may not leave early and will not be refunded your stall fee.
- The Market is not responsible for damage to tents from weather-related events.

Tent Weights

- Tent weights are essential for outdoor events. A small gust of wind can send a tent sailing aloft, even more when using sidewalls. Appropriately attached tent weights will help ensure your tent does not take flight, damage your inventory, the property of others, or cause physical injury to those around you.
- Tent weight must weight a minimum of 25lbs per tent leg and must be attached at all times
- Tent weights must be secured in a way that does not create additional safety hazards.

- Tent weights should not cause a tripping hazard.
- Tent weights should be tethered with clearly visible ropes, bungee cords, hooks etc.
- Tent weights must be secured around each tent's leg base or suspended from the top corners of each tent
- Commercial Tent Weights
 - Our recommendation is: [Eurmax Universal Weight Feet](#) when filled with sand each weights over 25lbs. They are easy to secure, sturdy, and are incredibly durable.
 - Pop-up bag style tent weights: These do not meet the required 25lbs minimum weight when filled with water, must be filled with sand or similar.
- DIY Tent Weights
 - Cement/sand filled PVC pipes are a popular alternative to commercial tent weights. They can be customized with handling hooks and carrying handles to make installation and transportation much easier.
 - There are many DIY videos and guides available online, if you chose this style weight just ensure you are able to securely attach them to your tent and they weigh the required 25lbs per tent leg.
- Insufficient tent weights
 - Insufficient tent weights include but are not limited to:
 - Water Jugs
 - Concrete blocks, bricks, rocks or similar
 - Dumbbells, weight lifting plates or similar
 - Ground stakes
 - Ties to Coolers, tables, merchandise or similar methods are not acceptable

Weather Policy

- The Vine Street Market is rain or shine. The market will carry on regardless of rain or temperatures. A delay in the morning may take place to avoid storms if possible. Every attempt to contact you will be made and we will post on social media. It is important that you do not opt out to emails in Manage My Market and have your cell phone number(s) on file.
- In case of severe weather during Market hours, all vendors will follow the emergency preparedness plan found in your Manage My Market account.
- If the market is cancelled before the opening bell, a weekend will be added to the end of the season. If excessive weather causes undue amounts of cancellations, vendor booth prices will be prorated to reflect the missed markets.
- It is imperative your contact information is up to date in Manage My Market in case market staff need to send out emergency updates.
- Review the emergency preparedness plan in the documents section of your Manage My Market account.
- The garage doors will be open during the market; please plan accordingly on windy days. Strong gusts can occur inside The Station building.
- Stall fees will not be refunded for vendors who cancel due to weather.

Category Guidelines & Food Safety Laws: Grower/Producer

- All produce sold, such as fruits and vegetables, must be in season and grown within a 100-mile radius of the Market. Vendors outside this radius will be considered on a case-by-case basis.
- Vendors are solely responsible to operate within all laws and codes required by the State of Illinois and St. Clair County regarding technical information bulletins (TIB), labeling, inspections, certificates, food display and sanitation for any all products.
- Ideally, vendors should grow all the products they sell. Vendors may supplement their own products with local in-season agricultural products, not to exceed one-half of the vendor's products.
 - Purchased produce shall originate directly from local growers also within 100 miles of O'Fallon.
 - Purchased produce should not exceed 49% of a vendors' product on any given market date.
- Product pricing must be visible on a sign within the stall. If a product is purchased from another local farm, that farm name, city and state must be included on the sign.
- Your farm and/or the bill of sale for any purchased goods is subject to inspection by the Vine Street Market at any time with no notice.
- Value added products may be contracted to an inspected facility but must be made using the grower's produce (fruits/vegetables).
- Cider shall be produced by vendor and floral/nursery products shall be grown by vendor; no resale of these products is allowed.
- The sale of eggs must meet all requirements of the current Illinois Egg and Egg Products Act.
- The sale of live animals is not permitted.

Grower/Producer Permitted Items

- As provided by the Farm Products Marketing Act [505 ILCS 70/] the following foods are allowed at farmers markets with no restrictions:
 - Fresh fruits and vegetables (only minimally rinsed to remove visible soil, but otherwise unprocessed)
 - Grains, seeds, beans, nuts (whole, unprocessed and unsprouted)
 - Popcorn (kernels can be removed from cob but popped corn is not exempt from restrictions)
 - Fresh herb sprigs: dried herbs in bunches (only cut for harvesting, minimally rinsed to remove visible soil)
- The above items can be in unsealed bags or containers or bagged at the time of sale by the vendor.
- Plant material of acceptable nature for vegetable gardening or landscaping. Plants listed as Illinois Invasive Species or are on the Illinois Exotic Weed Act are strictly forbidden.
- Honey in the comb or that is removed from the comb and in an unadulterated condition is exempt from restrictions if the producer packs or sells less than 500 gallons per year.
- Milk and Cheese Products
 - Milk and cheese products shall be processed in a Department/state-licensed facility. Only products that have been pasteurized, processed, and packaged in a licensed dairy plant may be sold at farmers markets.
 - All perishable dairy products shall be stored at 41°F or below.
 - All dairy products must follow the labeling requirements in the labeling section on Page 15 of the Illinois Farmers Market Food Safety manual, a copy is available in the Documents section of your Manage My Market account.
 - Cutting portions from blocks of cheese for individual customer sales is allowed, so long as the cheese is maintained at a temperature of 41°F.

- Some suggestions for maintaining this temperature during sampling include using cold plates, ice packs or dry ice, and by rotating sample blocks regularly with refrigerated blocks.
 - Additionally, cheese portions should be covered between cuttings, such as by plastic wrap, or by glass or plastic lids.
 - During cutting, clean gloves should be used.
 - Additionally, any compromised product, due to overexposure to heat, contaminants, or otherwise should be thrown out.
 - Ice cream may be sold if it is manufactured in a licensed dairy facility or in a retail food establishment from commercially pasteurized ice cream mix.
- Eggs
 - An egg license issued by the IDOA is required for anyone who transports and sells eggs anywhere except on the farm where the eggs were produced.
 - IDOA rules stipulate that all eggs sold at farmers markets and other off-farm venues must be candled and graded, and held at 45°F or below during storage, transportation, and distribution.
 - Once the eggs are at the farmers market, the Illinois Food Service Sanitation Code [77 Ill. Adm. Code 750] stipulates that the eggs shall be held at 41°F or below.
 - Any form of refrigeration is acceptable, so long as the temperature requirements are met
 - All eggs sold at farmers markets must be candled, graded, labeled, and packed according to the Illinois Egg and Egg Products Act.
 - Used consumer containers are prohibited.
 - For more information regarding these requirements and the Illinois Egg and Egg Products Act [410 ILCS 615] visit www.agr.state.il.us.
- Meat, Poultry and Fish
 - Meat, meat products, poultry and poultry products must be derived from livestock or poultry, which were slaughtered under IDOA or USDA inspection.
 - A meat and poultry broker's license issued by IDOA is not required for anyone who sells meat, poultry, meat products or poultry products exclusively to retail/household customers, including selling at farmers markets.
 - Meat, meat products, poultry and poultry products offered for sale at farmers markets must bear an IDOA or USDA inspection legend and other required labeling (product description, ingredients) on every container/package.
 - All required labeling and handling rules apply and vary depending on the product.
 - Vendors at farmers markets must meet any additional relevant requirements found in the Food Service Sanitation Code [77 Ill. Adm. Code 750] and/or local food ordinances if applicable.
 - Meat, meat products and poultry must be held at a temperature of 41°F or below.
 - For more information visit www.agr.state.il.us.
 - Home-butchered meat, poultry, and wild game animals are prohibited from sale or distribution at farmers markets. Home-butchered meat and poultry is for the owner's household use only.
 - Fish shall be processed in an inspected facility using a HACCP plan as required in Title 21 Code of Federal Regulations Part 123 [21 CFR 123].
 - A commercial fishing license is required for anyone selling or distributing fish at a farmers market.
 - Fish must be held at 41°F or below.

Grower/Producer Prohibited Foods from Sale or Distribution

- The following products are prohibited from sale or distribution to the public. Please refer to the Illinois Farmers Market Food Safety manual from the Illinois Department of Public Health and Illinois Farmers Market Task Force for more details.
 - Wild-type mushrooms harvested from the wild
 - Home-canned foods except jam, jellies and preserves that are allowed under cottage food operations
 - Raw milk or any dairy products made with raw milk (some exemptions regarding some aged cheeses see manual for details)
 - Home-butchered meat, poultry, or wild game
 - Home vacuum-packaged products
 - Raw milk and other dairy products made with raw milk are prohibited from sale or distribution at farmers markets by the Grade a Pasteurized Milk and Milk Products Act.
 - Ice cream made in an uninspected facility is prohibited from being sold at farmers markets.
 - Sandwiches prepared at home.

Category Guidelines & Food Safety Laws: Culinary

- The culinary category encompasses food makers who cook from home (cottage food), in an inspected/commercial kitchen as well as pet treat vendors. The following section contains the breakdown of each category's rules.

Cottage Food Vendor

- An operation conducted by a person who produces food or drink, other than foods and drinks listed as prohibited in the law, in a kitchen located in that person's primary domestic residence or another appropriately designed and equipped kitchen on a farm for direct sale by the owner, a family member, or employee. In other words, a Cottage Food Operation is a home-based food business.
- For a full list of guidelines pertaining to cottage food makers review the 2022 Illinois Cottage Food Guide: https://extension.illinois.edu/sites/default/files/idph_cottage_food_guide-2022.pdf
- Labeling: it is imperative that each cottage food vendor follow the appropriate labeling requirements for your product. This is outlined in the above linked 2022 Illinois Cottage Food Guide.

Permits, Licenses, Regulations or Training required for Cottage Food Vendors

- Certified Food Protection Manager Certificate
- Annual registration in the county in which the person resides including any required fees

Inspected Kitchen Vendors

- A person who produces or packages non-potentially hazardous food in an owned or leased inspected kitchen that is not their primary residence.
- If the goods are for direct retail sale or distribution, the facility and processes must be inspected by the local health department. Potentially hazardous baked goods (i.e., cream or custard filled items, egg-based or custard pies, etc.) shall be transported and held at or below 41 degrees F at all times.

Labeling for Inspected Kitchen Vendors

- All food pre-packaged in advance of retail sale that does not fall under the Cottage Food Act must bear the following label, sign or placard, or recipe as available to the consumer. The information must be written in English, and must include:
 - Common name of the product
 - Net contents (weight or volume) of the package
 - All ingredients of food product, including any colors, artificial flavors, and preservatives, listed in descending order by predominance of weight shown with common or usual names
 - Safe handling instructions for meat and poultry products
 - Other labeling information as required by federal, state, or local jurisdictions; and Allergen labeling as specified by the FDA.
 - For more information regarding food allergens, including the Food Allergen Labeling and Consumer Protection Act of 2004 see: [Food Allergen Labeling and Consumer Protection Act of 2004 \(FALCPA\)](#)
- No nutrition labeling is required for businesses with less than \$10,000 gross sales per year unless a health claim is made (for example, relieves or cures some disease or condition), or a nutrition claim is made (no fat, low salt).

Prepared Food Vendors & Vendors Cooking within their Tent During the Market

- Prepared food vendors are any person selling food that can be consumed on-site at the market. This includes food trucks.
- All prepared food vendors, including food trucks, are required to hold a current Certified Food Safety Manager License.
- Review Culinary Vendor guidelines as some of these guidelines apply to your category as well.
- All food trucks are required to have a county and city mobile food permit.
- If you are cooking in your tent a special set of St. Clair County Health Department documents are required. These documents are located in the Documents section of your Manage My Market account.

Pet Food/Treat Vendors

- Pet food is regulated by the Illinois Department of Agriculture (IDOA). The Bureau of Agricultural Products Inspection is responsible for overseeing compliance with the Illinois Commercial Feed Act, including the licensing of manufacturers or distributors of pet foods and registration of their products before distribution in the state. Anyone who wishes to make homemade pet food for distribution also must comply with these requirements and follow rules on pet food labeling.
- For a full list of requirements about pet food, treats and labeling see: [Pet Food as a Business](#)
- Proper licensing, registration and labeling will be required of any culinary vendor to sell pet treats at the Vine Street Market, even if you are making them in an inspected kitchen.

Handwashing Station Guidelines

- Handwashing is required when produce or any food item is sliced, cut, or prepared onsite or off-site.
- Handwashing facilities must be provided if any of the following activities are being conducted:
 - Cutting, slicing, or dicing fresh fruits or vegetables.
 - Preparing food on site, this includes preparation of samples
 - serving potentially hazardous foods.
- Contact the local health department to determine if a handwashing facility is required.
- Water used for handwashing must be from a potable (drinkable) source.
- Hand sanitizer in place of handwashing is not allowed.

- A temporary handwashing station that is conveniently accessible is required at all permitted temporary food facilities.
- This must be set up prior to any food preparation.
- Provide a container with a spigot that allows hands-free flowing water, a wastewater bucket, a pump-type soap dispenser and single use/disposable paper towels.
- All food workers must wash their hands when they return to the concession stand/booth and after using the restroom, eating, smoking, or handling money.

Category Guidelines & Food Safety Laws: Cosmetics & Health Vendors

- Cosmetics and health vendors are those selling bath products, soaps, deodorant, aerosols, aromatherapy, balms, tinctures, makeup, lotions, and other non-edible products used for health or beauty.
- No resale of items is permitted.
- Vendors must make their own products.
- Labeling requirements are governed by the FDA, contact them for specific requirements. 312-353-5863
- Products are expected to be professional and well labeled.

Category Guidelines: Artisan & Crafter

- At the Vine Street Market an artisan is defined as a person(s) who makes unique products utilizing fine art, primitive or heritage skills. These products are made in small quantities, constructed with the artisan's hands with limited to no machinery or computer aided design. In addition to the artisan, crafters are defined as a person(s) who creates products utilizing modern machinery such as computer aided design, CNC, Glowforge, or Cricut machines to create their products.

Application Process for Artisan Vendors

- All potential artisans and crafters will be juried by Vine Street Market staff based on quality, originality, uniqueness of each piece, skilled execution or technique, and materials. Duplicate vendors with similar items will be kept to a minimum.
 - The Vine Street Market retains the right to re-jury any vendor.
 - No resale of products is allowed.
 - The artisan or crafter is encouraged to be present on market day. On the rare occasion that the artist or crafter is not available a knowledgeable representative may be accepted.
 - "Heritage" or "Primitive" arts are given priority.
- Priority is given to farm and food vendors and every effort to maintain a 60/40 ratio of farm/food to artisan vendors will be made.

Suitable Products for Sale at The Vine Street Market

This list serves a historical example, items allowed for sale at market include but are not limited to the following:

- | | |
|--|--|
| ○ Weaving | ○ Pottery |
| ○ Jewelry that uses forged parts/pieces, hand crafted beads, or repurposed materials | ○ Carvings |
| ○ Glass blowing | ○ Sculpture |
| ○ Sewing & quilting with limited machine use | ○ Woodwork with limited to no machine use |
| | ○ Painting, drawing or other forms of illustration |

Items Not Permitted for Sale at The Vine Street Market

- T-shirts
- Tumblers
- Any resale item
- Flea market items
- Country Crafts
- Kit Crafts/Assembly Line crafts
- Permanent Jewelry
- “Swiftie” style Bracelets

Permits & Licensing

- Before a vendor’s first market all appropriate permits for your business must be uploaded to your Manage My Market account. Market participation will be postponed until permits are uploaded and all fees for any missed market days will still be charged.
 - Permits/Licenses are not required for application, only after a vendor has been approved and before their first market appearance.

License Information

License Type	Who Needs It	Where to Obtain
IL. Farmers Market Food Product Sampling License	Anyone offering samples at the market	https://dph.illinois.gov/topics-services/food-safety/farmers-markets.html
Food Safety Managers/ Handlers License	https://scchealthdept.com/wp-content/uploads/2022/08/What-Kind-of-Training-Do-I-Need-2022.pdf	Contact your county health department.
Cottage Food Permit	Anyone cooking cottage food approved food in a home kitchen.	Contact your local health department.
Egg License	Anyone selling eggs from your own flock off the premises where the flock is located.	Illinois Department of Agriculture https://agr.illinois.gov/consumers/egginspection/selling-eggs.html
Pet Food/Treats	Any pet food or treat made in a home kitchen or inspected kitchen must be licensed with the Illinois Department of Agriculture under the Illinois Commercial Feed Act.	https://agr.illinois.gov/content/dam/soi/en/web/agr/animals/animalfeed/documents/petfoodbrochure.pdf
Illinois Special Use Permit Liquor License	Anyone selling alcohol outside of their business’s premises. *A City of O’Fallon Liquor license is required as well.	Illinois Liquor Control Commission https://ilcc.illinois.gov/content/dam/soi/en/web/ilcc/sitecollectiondocuments/special-event-retailer-liquor-license-nfp.pdf
O’Fallon Liquor	Anyone requesting to sell liquor during the farmers market.	License Holder: special event permit liquor application license holders 0.pdf (ofallon.org) Non-License Holder: special event permit liquor application non-license holder.pdf (ofallon.org)
O’Fallon Mobile Food Vehicle License (Food Trucks/Trailers)	Any vehicle, truck or trailer, serving food. *Must have a St. Clair County Retail Food Establishment Permit before applying for the City license.	https://www.ofallon.org/city-clerk/pages/mobile-food-vehicle-vendor-license-and-special-event-permit-process
St. Clair County Retail Food Establishment Permit	Any vehicle, truck or trailer, serving food.	https://www.businesslicenses.com/Licenses/List/IL/St.+Clair/Food-Establishment-Permit-495748/

- Licensing Contact Information:
 - St. Clair County Health Department
 - Food Truck Permit, City of O’Fallon, Cameron DeWitt, 618-622-8731, cdewitt@ofallon.org
 - *County Food Truck permit required prior to the city permit. Contact the St. Clair County Health Department.
 - City Liquor License, City of O’Fallon, Cameron DeWitt, 618-622-8731, cdewitt@ofallon.org
 - State Liquor License, contact the State of Illinois Liquor Commission
 - Pet Food/Treat License, Bureau of Agricultural Products Inspection, 217-782-3817
 - [Illinois Farmers Market Food Product Sampling Handler Certificate](#)

Tax Information

- By law, the Vine Street Market is required to provide you with an Illinois Department of Revenue (IDOR) tax coupon for this event. It is your responsibility to understand to who, how much and when you pay your taxes. It is different for every business.
- Market staff are not tax professionals and cannot answer your tax questions, but we can direct you to people who can.
- A tax coupon will be available to you upon becoming a vendor and will be in your Manage My Market account under Documents. Additionally, the City of O’Fallon Food & Beverage Tax Explanation is available in the Pages section of Manage My Market.
- Contacts:
 - City of O’Fallon: please contact Robin Costello at rcostello@ofallon.org 618-624-4500 ext. 8721
 - State of Illinois: Barbara Wagner, IL Dept. of Revenue 847-294-4475

Pet Policy

- The Vine Street Market is a pet friendly event!
- Pets must always be on a leash and in the control of the handler.
- Handlers who do not follow the pet policy or the City of O’Fallon leash ordinance will be asked to leave the Vine Street Market property.

Pee on It, Pay for It:

- If your pet goes to the bathroom on a vendor’s product you are expected to pay in full for the damaged items and may be asked by the vendor or Market staff to do so. As a vendor, if a dog pees on your product, you have the right to request payment. Market staff can assist you in this process, however the police department may have to be involved.
- If your pet goes to the bathroom on anything at the Market, please clean it up immediately. Market staff has a special cleaning kit and are happy to give it to you to clean up the mess.

Retractable leashes are discouraged at the Market as they allow the pet too much unsupervised freedom. Please opt for a flat leash when you are at the Market.

- Animal behavior: Please know and fully understand your pet’s limitations. The Market is a crowded place with lots of people, including children, other pets, bicycles, and live music. If your pet is not fully accustomed to this environment, please do not bring them.
- Excessive barking: If your dog is prone to excessive barking, please do not bring them to the Market. Excessive barking dogs cause problems with vendor customer communication and in general diminishes the Market experience for others. Dogs who excessively bark will be asked to leave the market grounds.
- Not everyone loves pets as much as you do, please be mindful of this and respect other people’s space.

Vine Street Market Amenities

- Volunteers:
 - Vine Street Market is grateful to have a large volunteer force every Saturday morning. These volunteers, primarily comprised of The O'Fallon Rotary Club members, will help you set up a tent, unload your items and answer questions. They will ask you prior to helping you unload your items; it is acceptable for you to decline their assistance.
- Live Music: Live music will play weekly from 9am until noon.
- Seating: Seating is available throughout the market area, including in the closed street section.
- Food trucks: Every effort to have one food truck per week will be made.
- Water Access: The O'Fallon Station is equipped with a bottle filler and a water fountain in the restroom foyer.
- Air Conditioning: The restrooms and restroom foyer is equipped with air conditioning if needed. The main section of the O'Fallon Station does NOT have air conditioning but instead the oversized garage doors will be open and two large ceiling fans in operation.
- Restrooms: restrooms are available inside O'Fallon Station.

Wi-Fi: the market has closed, password protected Wi-Fi service for vendors. The signal is not strong throughout the entire market, especially on the west end. It is recommended you bring an alternative option the farther your stall is from the O'Fallon Station.

- The network name is Station-Vendors. Market staff will provide you with the password each season as the IT department updates the password.

Contact information

- General Market Contact Information:
 - Please send all inquiries to market@ofallon.org

Samantha Sorrick, Market Coordinator

- 618-206-4379 office
- 618-606-0519 cell
- Ssorrick@ofallon.org

Kamil Molczyk, Market Coordinator

- 224-535-1330
- kmolczyk@ofallon.org

- Robin Costello, City Senior Accountant – City tax information
 - 618-624-4500 x 8721
 - rcostello@ofallon.org
- Cameron DeWitt, Management Analyst, City of O’Fallon
 - 618-622-8731
 - cdewitt@ofallon.org
- Barbara Wagner, Illinois Department of Revenue Special Events Unit – Event tax coupon
 - 847-294-4475
 - Barbara.Wagner@illinois.gov

Information Sources

- Manage My Market
 - Application link www.managemymarket.com
- State of Illinois Farmers Market Guide
 - https://www.ilfb.org/media/14785/23-681-gac_farmers-market-guide_519_web.pdf
- Cottage Food Law Guide – you must download the book once you go to the website
 - https://extension.illinois.edu/sites/default/files/idph_cottage_food_guide-2022.pdf
- Illinois Department of Agriculture Pet Food/Treat Guide
 - <https://www2.illinois.gov/sites/agr/Animals/AnimalFeed/Documents/petfoodbrochure.pdf>
- St. Clair County Farmers Market Guide
 - <https://www.co-st-clair.il.us/WebDocuments/Departments/Health/foodSafety/Farmers%20Market%20Brochure.pdf>

St. Clair County Health Department Contact –cottage food questions, food safety questions, food safety managers licenses, food safety handler licenses

- Illinois Department of Public Health Farmers Market Food Product Sampling Handler Certificate
 - <https://dph.illinois.gov/topics-services/food-safety/farmers-markets.html>
- Campbell Risk Management – Farmers Market Vendor Insurance
 - <https://www.campbellriskmanagement.com/>
 - Quotes available online.
- The Event Helper: for vendors who need insurance but are only attending a few dates.
 - <https://www.theeventhelper.com/>

Additional Resources

Social Media



MENTION THE MARKET!

When you tag Vine Street Market (@vinestreetmarketofallon), it gives your customer a link to follow to our page and helps promote awareness and credibility as established brands!

WHAT SHOULD I POST?

Follow the **80-20 rule**: roughly 80% of your content should entertain or educate your customers, while only 20% or so should directly market your business. That 80% could include recipes for seasonal produce, attractive pictures of your fields and livestock, short "day in the life" stories or images, announcements of local food events, videos discussing your farming process, and planting advice for home gardeners.



CONSISTENCY IS KEY

Even if its twice a week, make sure you don't "ghost" your followers; make sure to post! If you go weeks between posts, it's unlikely that your audience is seeing your message frequently enough for it to be memorable and make an impact.



SPREAD THE WORD

Include your social media handles and URLs on business cards or have a sign at your booth that says where customers can find you! A vast majority of customers check updates about your business through social media and almost exclusively use social media messaging to ask questions!



www.sfmamarkets.com/socialmedia



Properly Anchor your Market Tent

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Tent weights are essential for outdoor events, and a small gust of wind can send a tent sailing aloft, even more when using sidewalls. Appropriate and securely attached weights will help to ensure your tent does not take flight and damage your inventory, the property of others, or cause physical injury to someone. Incorrectly weighted tents can cause all kinds of problems and expensive damage. Strong gusts can come up without warning anywhere, at any time.

Remember

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- Tent weights must be attached at all times! Bungee cords and Gorilla Tape work great!
 - Completely secure your tent as soon as you set it up
 - If using multiple tents, secure tents to each other as well
 - Collapse your tent as soon as you remove its weights
 - DO NOT INTERRUPT this process as an incident can happen in seconds
 - Even adequately secured tents can be precarious during inclement weather conditions
 - "Pop-the-buttons" – alleviating the canvas tension, this can reduce problems
 - "Lower-the-legs" – reducing the tent height can reduce problems
 - "Remove the sail" – remove the canvas
 - Weights should be secured in a manner that does not create additional safety hazards.
 - Weights should not cause a tripping hazard
 - Weights should be tethered with clearly visible rubber bungee cords or ropes
 - Weights should have soft edges to avoid causing cuts, scrapes, and tripping
 - Weights should be suspended from the top corners to reduce the center of gravity or secured around each leg's base with a rubber bungee cord or rope.

Minimum Size

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25 to 40 pounds per leg for a tent 10' x 10' ft., the more weight, the better. If you are filling buckets with water, you'll need 5 gallons, with sand, you'll need about 3.2 gallons to create 40-pound weights. A tent 10' x 20' ft. and larger should be secured with 50 pounds on each leg.

How to Secure Weights

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Weights must be secured to the tent roof and the leg separately with the following methods:

- Nylon ratchet straps or rubber bungee straps (The best bungee cords are the black rubber ones; use the ones with two ridges on one side and are square on the other since these are much stronger and last longer than the cheaper oval ones.)
- High-quality, heavy-duty rope

2025 Vine Street Market Dates

DATE	TIME	EVENT
March 1	9a-noon	Micro Market
March 15	9a-noon	Micro Market
March 29	9a-noon	Micro Market
April 12	9a-noon	Micro Market
April 26	9a-noon	Micro Market
May 10	8a-noon	Opening Day of Regular Season
May 17	8a-noon	Strawberry Festival
June 14	8a-noon	Military & First Responder Appreciation Day
July 19	8a-noon	Peach Festival
August 9	8a-noon	Watermelon Festival/Nat'l Farmers Market Week
October 11	8a-noon	Military & First Responder Appreciation Day
October 18	8a-noon	Harvest Festival/Chalk It Up to Art
November 22	9a-noon	Thanksgiving Market
December 13*	4p-8p	Home for the Holidays

*Date is tentative- will confirm date at a later time

