



# 2017 West End Farmers' Market Artist Rules and Regulations

The adopted regulations are enforced by the two Market Masters (MM). The MM assigns stalls, collects rents, assists vendors and visitors, enforces the City's regulations, works to resolve conflicts between vendors, rules on eligibility of products, and initiates ideas for improvements. This authority can be delegated in writing.

## I. RENT

The current rental rate is established by the West End Farmers Market Group. For permanent food vendors a deposit of \$50.00 is due before the market opens to subsidize pre-opening advertising. FULL PAYMENT is due by June 18.

**Artists/Crafters:** \$20.00 per week or 10% of their gross.

**Food Truck:** \$25.00 per each day at the market

## II. VENDOR ATTENDANCE & RESPONSIBILITIES

1. It is expected that vendors attend 95% of Sunday Market dates, including the weeks in October. **A vendor must tell the market manager a week in advance when they will be absent. No more than three absences per season for permanent vendors.** If a vendor is absent without letting the market manager know then that vendor's license may be terminated.
2. If a vendor receives two warnings during the period of May through October, the vendor's license will not be renewed for the following season.
3. If vendors are in arrears on their rent, they may be terminated after four Sundays of non-payment.
4. Vendors are responsible for setting up before the 8:30AM opening hour.
5. Vendors **MAY NOT BEGIN** packing up until the One O'clock, closing time. Exceptions may be made during days of extreme heat or rain. The market manager will make that decision.
6. Vendors may not make arrangements with non-profits to pick up produce or goods without consulting with the market director.
7. Vendors may not make arrangements to occupy Ben Brenman Park after the market has closed for the season.

## III. DEFINITIONS

1. Farmers Market. The Farmers Market is located near Cameron Station in the South end of Ben Brenman Park, 4800 Brenman Park Drive, in the parking area at the end of Somerville Road. The boundaries are defined by Market Masters depending upon the number of vendors present. The Market hours are from 8:30AM to 1:00PM each Sunday. Hours and days are subject to change with advance notice by a Market Master.
2. Farm or Domestic Products included are products that are grown or produced on farms or in homes or gardens. These products are further defined as follows: Produce – Vegetables, fruit, grains, eggs, seeds, nuts, and herbs.
3. Prepared Foods – Foods that are processed in some way by the vendor and are approved by the Health Department. These items include, but are not limited to, cured meats, baked goods, preserves, pickles, juices, home canned products, and cheeses.
4. Vendors. Persons who have paid their stall rent, agreed to comply with the Farmers Market regulations, and agreed to sell only "Farm or Domestic Products," defined above.

#### IV. MARKET MASTERS

1. The Market Masters are hired by The West End Farmers Market Group, to administer the Market and enforce the rules. Examples of the Market Master's authority are as follows:
  - a. Assign display and selling areas to vendors.
  - b. Collect rent from vendors.
  - c. Direct the removal of ineligible products.
  - d. Direct vendors to comply with health and sanitation rules.
  - e. Receive vendor appeals of rules and regulations.
  - f. Revoke a vendor's permit.
2. The Market Master(s) shall make space assignments in a manner that best encourages good safety, management, and operation of the Market. With these factors considered, priority of assignments shall be based upon the length of time vendors have been continuous licensees of the Market, with the highest priority going to the vendors with the longest continuous rental.

#### V. ELIGIBLE PRODUCTS

1. Primarily "Farm or Domestic Products" as defined above will be sold at the Farmers Market. Other items may be allowed if they directly complement these products.
2. Fresh meats, fishery products, shellfish, as well as shell stock and prepared foods are not eligible products for the Farmers Market for reasons of public health. All food vendors must obtain approval by the Alexandria Health Department for their goods before they can be sold at the market. (Applications are available online under Farmers Market) All questions regarding eligibility for reasons of health shall be resolved by the Alexandria Health Department.

**Alexandria Health Department**  
**4480 King St. Suite 360**  
**Alexandria, VA 22302**  
**703-746-4910**  
[www.alexandriava.gov/EnvironmentalHealth](http://www.alexandriava.gov/EnvironmentalHealth)

3. No "potentially hazardous foods" shall be sold as defined by Section 11-2-5 (25) of the City Code.
4. No food products sold can be used or second hand.

#### VI. DISPLAY OF PRODUCTS

1. Prices of all products must be clearly marked.
2. All packaged/canned food must include the name of preparer, contents, and address of place of manufacture.
3. All eligible products except fresh produce and canned goods shall be wrapped or covered.

#### VII. RESPONSIBILITIES OF VENDORS

1. Comply with these regulations as well as all other regulations, codes, and statutes that govern the growing, preparation, and sale of products defined in this regulation.
2. Cooperate with Market Master on assignment of space, use of City property, use of parking spaces, etc.
3. Maintain a clean vending area, dispose of all refuse and trash at the direction of the Market Master(s), and take care not to deface or damage City property.
4. Pay the rent timely and in advance to the Market Master(s).
5. Vendors who wish to register as "Producer Vendors" and be exempt from the City business tax must complete a city certification and submit it to the City of Alexandria prior to selling.
6. Vendors are responsible for the safety of products being sold, and shall hold the City of Alexandria harmless from any liability whatsoever that results from their activities in Cameron Station.
7. Payment of Taxes. All vendors are responsible to the State of VA for collecting and reporting VA Sales Tax.

#### VIII. SUGGESTIONS/APPEALS OF VENDORS

1. Vendors may appeal the interpretations of these regulations or the decisions of one Market Master by submitting a written appeal to the other Market Master, or by appealing to the West End Farmers Market Advisory Group. The appeal will be considered within fourteen days and a written response returned to the appealing vendor.
2. In the event that the appealing vendor wishes to appeal the second decision, he/she may ask for a meeting with the Market Master(s) and. A decision will be rendered within two weeks.

## IX. DISCIPLINARY ACTION

1. In an emergency and in the interest of maintaining health and order, the Market Master(s) may have a vendor or customer removed from the Market. In exercising this authority, the Market Master(s) is to invite the assistance of the Police Department and will notify the City RPCA as soon as possible.
2. In the event a vendor violates the rules of the Market and disregards the verbal warnings of the Market Master(s), the vendor may be suspended for a length of time that is dependent upon the severity of offense.
3. All suspensions will be reviewed by the West End Farmers Market Advisory Group to consider prior to being implemented, if possible.

## X. ASSIGNMENT OF VENDOR SPACES

1. Vendor spaces shall be assigned based upon three determining factors:
  - a. Senior vendors are given priority
  - b. Priority of the vendor category.
  - c. Maximum numbers of vendors allowed by vendor category.
  - d. Position on the waiting list.
2. The Waiting List: To get onto the waiting list, a prospective vendor must submit a Vendor's License application and a Producer Vendor Certificate to the Market Master(s). The position on the waiting list is determined by the date that the Market Master(s) receives these documents.
3. Priority of Vendor Category – Because of the scarcity of home-grown-produce vendors and the desire to preserve their traditional place in the Market, these vendors will be selected first from the waiting list regardless of the position of other vendors in other categories.
4. Maximum Allowances of Certain Vendor Categories: Certain vendor categories will be subject to maximum allowances in their number or percent. When the names of these vendors come to the top of the waiting list, they will be assigned a space at the Market only if the allowance for that vendor type has not already been reached. The following maximum allowances are established:
  - a. Fresh Vegetable Produce: no more than 50% or 10 vendors
  - b. Fresh Fruit Produce: no more than 50% or 10 vendors
  - c. Eggs: no more than 2 vendors
  - d. Meats and fish products: no more than 4 vendors
  - e. Cheeses: no more than 2 vendors
  - f. Prepared foods: no more than 10 vendors.
5. Any vendor who has not paid the full, ½ season or monthly fees will be assigned random spaces by the market manager on a first-come, first-served. The assignment of spaces is determined only by the market manager.

## XI. RENT

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1. Vendors may not sublet or "loan" their assigned space to another person, regardless if already a Market Vendor.
2. Vendors that are 30 days, or more, in arrears may have their licenses terminated.
3. There will be no refunds for any reason.