

# 2021 Vendor Handbook



## AMARILLO COMMUNITY MARKET



A project of Center City of Amarillo  
1000 S. Polk Street  
[www.centercity.org](http://www.centercity.org)

# Table of Contents

---

<b>Table of Contents</b>	1
<b>About the Market</b>	2
<b>Guiding Principles</b>	2
<b>Vendor Rules &amp; Requirements</b>	3
<b>Membership Fees &amp; Costs</b>	3
Application Fee: \$25	3
Yearly Membership Fee: \$60	3
Market Day Fees	3
Payment	4
<b>The Market Community</b>	4
Family	4
Appearance	4
Vendor Spotlights	4
Safety & Security	5
<b>Market Day</b>	5
Arrival & Set-up	5
Market Bell	5
Take-down	5
Trash	6
Scheduling & Attendance Policy	6
Cancellation	6
Drop-ins	6
Inclement Weather	6
<b>Market Booths</b>	8
Booth Spaces	8
Booth Space Assignments	8
Inside Your Booth	8
Sales	9
Permanent Booth Spaces	9
To Qualify	9
<b>Vendor-Specific Guidelines</b>	9
Agricultural Vendors	9
Cottage Food Vendors	10
Cottage Food Items	10
Labeling Requirements	10
Cottage Food Law	10
Sampling	10
Food Trucks & Temporary Food Establishments	10
Beverages	11
Art and Craft Vendors	11
Sales Tax	11
Violations	11
Logo	11
<b>Apply to Become a Vendor</b>	12
Eligibility FAQs	12

# About the Market

---

The Amarillo Community Market is a project of Center City of Amarillo, a nonprofit organization dedicated to preserving and revitalizing downtown Amarillo. The market is governed by Center City's volunteer Board of Directors.

As a project of a nonprofit organization, the market operates on a small budget. In addition to Center City's staff time, we have a paid Market manager and dozens of faithful volunteers. We are endlessly grateful to the volunteers that show up every Saturday to help keep our market running smoothly!

When you join the Amarillo Community Market, you are joining a group of like-minded, creative, productive, passionate entrepreneurs.

For more information about Center City, visit [www.centercity.org](http://www.centercity.org).

For more information about our staff and founding members, visit [our website](http://ourwebsite.com) at [amarillocommunitymarket.com](http://amarillocommunitymarket.com)

# Guiding Principles

---

- To provide a welcoming space for local producers to sell their goods to local consumers
- To support entrepreneurship, sustainability, and responsible stewardship of the land that makes the Panhandle special
- To strengthen the local economy by offering entrepreneurs a chance to incubate and grow their small businesses.
- To encourage local artists to create and sell original, high quality artisan goods.
- To provide a unique destination experience of food, shopping, music and activities in historic downtown Amarillo

# Vendor Rules & Requirements

---

- All items must be grown or created by the person selling them.
- All items must be produced within 150 miles of Amarillo.
  - Exceptions may be made if no local vendor applications are received
- All artwork must be the original work of the artist – conceived, designed and completed by the artist. No work from kits, copies of other artists' work, or copyrighted materials will be allowed. Fabric items with licensed characters such as Disney are not allowed.
- Vendors may not sell commercial drinks such as Coca-Cola, Sprite, Dr. Pepper, Topo Chico or other specialty drinks. No glass containers are allowed. Vendors may sell plain bottled water only.

# Membership Fees & Costs

---

The Amarillo Community Market has an annual membership fee to Center City of Amarillo and daily booth rental fees.

## APPLICATION FEE: \$25

This is a non-refundable application fee for all potential vendors. If you have questions before submitting your application and fee, please call or email the market manager.

## ANNUAL MEMBERSHIP FEE: \$60

The \$60 membership fee reflects a membership to both the Amarillo Community Market and a Scout level membership to Center City of Amarillo. Your membership includes an Amarillo Community Market canvas bag, a t-shirt, and a sticker - not to mention the perks of being a member of Center City! The membership fee is required for all accepted applicants who attend more than one market day.

## MARKET DAY FEES

	10'x10'	Trailer
Agricultural Vendor	\$15	\$25
Food Vendor	\$25	\$35
Craft Vendor	\$30	\$40
Food Truck	\$35	

## PAYMENT

Yearly dues and market booth fees are accepted via the website only. Cash or check are not accepted. Payment of all fees must be received online before you will be admitted to Market.

# The Market Community

---

## FAMILY

The market is now in its sixth year, and we have developed a strong sense of community. We are all entrepreneurs and makers, and our similarities far outweigh our differences.

During market, you can contribute to this sense of community by introducing yourself to your neighbors - especially new vendors! This is also a great way to share strategies that will help you grow your business.

## APPEARANCE

Many of the rules you'll read in this Handbook are geared towards maintaining a professional appearance at the Market. We want the look of the market to reveal the sense of pride we all feel in our work. On the planning side of things, this involves making sure that all spaces are filled and do not go empty. People are much more likely to return to the market to shop if they can see what a vibrant and committed community of makers show up every week!

We know that your booth space becomes like a second home for you over the course of the season, but please understand that occasionally we have to make changes - this is always done in the pursuit of maintaining a great guest experience!

## SAFETY & SECURITY

While we have never had a serious issue, it's important to look out for your fellow vendors and our patrons. Please be aware of your surroundings, keep your valuables put away and out of sight, and alert the market staff if you see anything that seems out of the ordinary.

For community safety, the market is permitted and inspected by the Environmental Health Department of the city of Amarillo. All vendors must adhere to all local government regulations regarding food and product safety including labeling and sampling.

Because of the COVID pandemic, all market vendors and customers must comply with government mandates as they are issued. Mandates may include the wearing of masks and social distancing.

# Market Day

---

The Amarillo Community Market will be in front of the historic Bivins Mansion at 1000 S. Polk St. between 10th & 11<sup>th</sup> OR at the Santa Fe Depot at 401 S. Grant St., depending on permitting and other community events. Market hours for 2021 are 8 a.m. to 12:30 p.m.

## ARRIVAL & SET-UP

- Setup begins at 7 AM
  - Please do NOT arrive before 7 AM
- If the Market is at 1000 S. Polk St., vendors must enter from the North side of Polk St and check-in at the Market Booth. At the Santa Fe Depot, entrance is from the west gate.
  - Traffic is one-way and flows from the market check-in point, south down Polk St., then west down 11th St.
  - Traffic on 11th Avenue flows from east to west during set up and takedown for market. After 1:00 PM regular traffic rules apply.
  - The middle lane must remain clear for through traffic at all times.
- For the safety of our market family, the speed limit in the market area is 3 MPH.
- All vehicles must be moved out of the market area 7:45 AM
- All booths and vendors must be off the streets by 1:30 PM

## MARKET BELL

The Market bell rings at 8 AM, and no sales are permitted prior to the bell. This will be strictly enforced. Violations will result in a temporary suspension. Vendors are only allowed to sell to other vendors before 8 AM.

## TAKE-DOWN

Vendors will be able to move their vehicles to their booths to load up and leave at 12:30 p.m. To reduce traffic problems, please have your booth taken down and ready to load *before* you bring your vehicle in. All booths must be cleared and vehicles out of the street by 1 PM. The street will reopen for traffic at 1 PM. Please ensure your booth space is left the same way that you found it and that no trash and debris - like zip ties! - are left behind. Vendors may be charged a clean-up fee if they leave trash in their area.

## TRASH

Trash cans throughout the market area are for customers only. All vendor trash should be taken to the **Dumpster in the alley behind the Center City building**. Trash bags will be provided by Center City (available when you check in or throughout the day at the market booth), and volunteers will pick it up at the end of the market day. You are responsible for taking your own cardboard to the Dumpster or packing it back in your vehicle. **Vendors who leave trash -- including zip ties -- in their area, may be assessed additional clean-up fees .**

## SCHEDULING & ATTENDANCE POLICY

Vendors are welcome to attend as many or few days as they wish. Vendors will schedule their dates by submitting payment for that day via the website. Payment is accepted online only. All membership fees and daily fees must be paid before entry into market.

## CANCELLATION

We understand that schedules change - especially in the summer! As a courtesy, please send cancellations *via email* ([amarillocommunitymarket@gmail.com](mailto:amarillocommunitymarket@gmail.com)) by Thursday at 5PM. If notice is not received by this time, it will be considered a no-show and the fees for that day will not be credited to other market days.

## INCLEMENT WEATHER

The Amarillo Community Market is a rain or shine market! When we have or expect a lot of rain, our vendor attendance declines. In this case, vendor spaces will be first-come, first-served without regard to permanently assigned spaces. This is to keep the market from looking so sparse. On those days, we will fill in as best we can. Our goal is to provide a marketplace in the best of times and the worst of times! No refunds or credits are issued for any day the market operates.

In case of severe weather and safety concerns per the National Weather Service, we will close the market. We will notify all vendors via email as soon as the decision is made. If we decide to close the market before opening bell, vendors may receive a credit day for another market day if available. Credits do not carry over to the next Market year.

# Market Booths

---

One way that we ensure repeat customers at the market is to make sure that all booths are conveniently located and that the market looks full and professional. The following standards help us achieve that.

## BOOTH SPACES

- A standard booth space is 10'x10". Booths may be socially distanced for safety.
- Trailer spaces are available for an additional \$10.
- Vendors may rent up to two adjoining booth spaces.
- Please be respectful of your booth boundaries and ensure that the area around your space (including the sidewalk) remains free and clear of all merchandise, equipment, and trash. This is required by the Americans with Disabilities Act and respects our neighbors.
- Canopies that extend from trailers into the street may not be put up until 7:45 to allow traffic to flow freely and for pedestrian safety.

## BOOTH SPACE ASSIGNMENTS

- Daily spaces will be assigned in the order of arrival on Market day.
- Booth spaces are not transferable and may not be rented out or occupied by other vendors for any reason.
- Vendors with generators of any kind will be placed on the south side of 11th to minimize noise and smell.
- Sampling for food vendors is encouraged, but it must be done within the boundaries of your assigned space and according to Health Department rules.
- Booth spaces will be assigned by the market manager and daily space requests cannot be honored without documented medical necessity.

## INSIDE YOUR BOOTH

- Tables are required for all vendors. Chairs and canopies are highly recommended!
- Booth spaces will be on the pavement, and you **MUST** have a way to secure your canopy without stakes.
  - If you do not have weights to secure your canopy, you will be asked to take it down. Weights are available at most stores that sell camping equipment.
- Corporate branding is not permitted on tents, tablecloths, or any other booth displays.
- Please do what you can to make your booth attractive and inviting to guests. It encourages repeat customers!



## SALES

All vendors are responsible for being in their own booths. Vendors are not allowed to hire anyone to staff the booth who is not directly involved with making/creating the product being sold. Our patrons come to shop with local producers and this provides an opportunity for them to make connections and learn about what they're buying and who they're buying from. This also allows you to create a lasting impression and cultivate a devoted following. No one can sell your products like you can!

## PERMANENT BOOTH SPACES

If the Market is at 1000 S. Polk, there are a limited number of seasonal permanent spaces available in the parking lot adjacent to 1000 S. Polk on the south side of the building. Vendors who qualify for permanent spaces can enter the market on the east side of Polk Street without waiting in the check-in line.

Permanent seasonal space requests will be honored at the discretion of the market manager, with preference given to prior year's vendors.

Vendors with these limited permanently assigned spaces are subject to the same attendance rules as all other vendors.

The market reserves the right to make adjustments to permanent spaces as needed.

### *TO QUALIFY*

- All fees must be paid for a minimum of 12 weeks
- You must have been a member of the market in a previous year to qualify for a permanent space.
- All planned market days and fees must be paid for through the website at least 10 days before the first market day of the season.

## Vendor-Specific Guidelines

---

### AGRICULTURAL VENDORS

Agricultural vendors are those vendors who sell locally grown or wild-harvested fruits, vegetables, eggs, honey\*, or meat products. No permits are needed for agricultural vendors, but sampling guidelines from the Environmental Health Department apply.

\*The sale of honey is regulated by a law similar to the Cottage Food Law, but is still considered an agricultural product. Specific rules relating to the sale of honey can be found here:

<http://www.capitol.state.tx.us>

## COTTAGE FOOD VENDORS

Cottage Food Vendors are bakers & producers who sell certain items that are made in a home kitchen. The Cottage Food Law was vastly expanded during the 2019 Texas Legislative Session, so be sure to read up on all the new things you can bring to market!

### *COTTAGE FOOD ITEMS*

- Cakes, cookies, candy, bread, pastries & pies that do not require refrigeration
- Unroasted nuts & nut butters
- Fruit butters, jams and jellies
- Dehydrated fruits, vegetables & beans
- Popcorn, cereal & granola
- Roasted coffee, dry tea & dried herb mixes
- Canned acidified plant-based foods, fermented vegetables, and pickled fruits or vegetables with a pH of 4.6 or less

### *LABELING REQUIREMENTS*

- Name and physical address of the Cottage Food producer
- Name of the product
- List of all potential allergens in the product (e.g. wheat, dairy, eggs, nuts)
- Statement of non-inspection: “This food is made in a home kitchen and is not inspected by the Department of State Health Services or a local health department.

### *COTTAGE FOOD LAW*

If you have any questions about what is allowed, a comprehensive overview & full text of the bill can be found here: <http://texascottagefoodlaw.com/>. The market manager is also available to answer any questions about specific products you'd like to sell at the Market.

### *SAMPLING*

If you'd like to provide samples of your cottage food items, you must do so in lidded ramekins that are prepared at your home and labeled. This a market rule, not a state law.

## FOOD TRUCKS & TEMPORARY FOOD ESTABLISHMENTS

Food Trucks and other Temporary Food Establishments are always welcome at the Amarillo Community Market.

A Temporary Food Establishment permit will need to be obtained from the Environmental Health Department in the Simms Building by Wednesday at 4PM.

[Application for Temporary Food Establishment](#)  
[Temporary Event Checklist](#)

Questions about Temporary Food Establishment permitting should be directed to the City of Amarillo [Environmental Health Department](#) at (806) 378-9472 or [ehealth@amarillo.gov](mailto:ehealth@amarillo.gov).

### **BEVERAGES**

Vendors may not sell commercial brands of soft drinks. Plain bottled water is acceptable. Beverages in glass containers are not allowed to be sold for safety reasons.

Beverage vendors are responsible for the legal disposal of gray water at the end of the market. The city of Amarillo Wastewater rules apply. Wastewater must be disposed of legally in a sanitary sewer.

### **PET TREAT VENDORS**

Pet foods and pet treats are not covered under the Texas Cottage Food Law. They are governed by the Office of the Texas State Chemist. Strict labeling rules apply to all pet foods and treats. The legal requirements for labeling are on the Texas State Chemist Website at <https://petfood.aafco.org/Labeling-Labeling-Requirements.org/Labeling-Labeling-Requirements>

### **ART AND CRAFT VENDORS**

Art and craft vendors will be selected based on the quality of the craftsmanship and the source of the materials. Preference will be given to vendors who source their materials locally or naturally. Crafts are required to be handmade: **purchased elements must be significantly transformed from their original state to qualify for sale at the market.**

Antiques, refinished furniture, books, and distributor products like Scentsy, Mary Kay, and LuLaRoe are not allowed at the market.

### **SALES TAX**

Sales tax permits are required for ALL vendors who sell taxable items. Agricultural items and food items are typically not taxed in the state of Texas, but all art and craft items are taxable. If you're not sure if your food item is taxable, please refer to [comptroller.texas.gov/taxes/publications](http://comptroller.texas.gov/taxes/publications).

### **VIOLATIONS**

If a vendor is found to be in violation of any policy in this handbook, they will first be notified verbally to correct the issue. If the problem continues, they will then be notified in writing. Further violations may result in revocation of membership to the Market with no refund of fees.

### **LOGO**

The Amarillo Community Market logo is copyrighted and cannot be used without express written permission from Center City of Amarillo, 1000 S. Polk St., Amarillo, TX 79101.

# Apply to Become a Vendor

---

Our vendor application is all online and easy to use! Visit [our website](#) and click 'Vendors'.

## ELIGIBILITY FAQs

**Q:** I am a designer, but I don't print my own work. Do my items qualify?

**A:** All items must be personally crafted by the maker, so items printed by someone else do not qualify for sale.

**Q:** I sell vinyl stickers. Can I apply?

**A:** Vinyl stickers sold on their own or applied to any items that are not handmade do not qualify for sale at the market.

**Q:** I created the recipe for a food item (spices, salsas, rubs, etc.), but my packing facility is more than 150 miles from Amarillo. Does my item qualify?

**A:** Items packaged or created outside of the 150-mile radius do not qualify for sale.

**Q:** I make a killer salsa from my home kitchen. Can I be a vendor?

**A:** YES! In 2019, Texas changed the law to allow for the sale of canned acidified plant-based foods with a pH value of 4.6 or lower. Read up on these guidelines [here](#).

**Q:** Can I sell jerky?

**A:** Yes! In order to sell beef jerky, you must be operating out of a commercial kitchen inspected by the Environmental Health Department. Jerky is not permitted under the cottage food law.

**Q:** I offer a service (massage, painting lessons, etc.), but don't have physical products to sell. Am I allowed to rent booth space?

**A:** Unfortunately, service-only booths are not allowed at the market. If you have something to demonstrate (i.e. yoga, Zumba, martial arts, etc.) please get in touch - we'll pay you to come out and demonstrate something wellness-related, plus it'll promote your business!

**Q:** Are hemp products allowed at the market?

**A:** Yes and no. This is a tricky one. If you sell hemp products, you must manufacture them yourself in order to qualify for market guidelines. For the most up to date information regarding hemp laws in Texas, visit [this website](#).

**Q:** I buy fabric that has licensed characters such as Spiderman or Disney. Can I sell items with this fabric at market?

**A:** No. All copyright and trademark laws apply to licensed characters even if you purchase the fabric.