



## **Vendor Guidelines**

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## About the Market

The Santa Fe Community Market (“Market”) is located along the Downtown District's vibrant Santa Fe Plaza, Santa Fe Market Trail, and the Yard Food Truck Plaza. It is surrounded by locally owned and unique restaurants, attractions, craft breweries, nightlife businesses, and the Temple Railroad & Heritage Museum.

The market is adjacent to the Martin Luther King Jr. Festival Grounds and newly emerging downtown residential and commercial properties. With many attractions and restaurants steps away, the Market is situated in the ideal location with ample public parking nearby, access to local businesses, and community amenities in Downtown Temple.

The Santa Fe Community Market is at 305 S. 2nd Street, Temple, TX 76501. It will operate on the third Saturday of each month from 9:00 a.m. to 1:00 p.m. Please note that the Market may close due to weather, holidays, or other circumstances.

The City of Temple may also host additional markets and events throughout the year. Additional days can be found at [sfcmtemple.com](http://sfcmtemple.com).

## History

This building holds significance in Temple’s rich history. The building was once utilized as a pavilion, entertainment space, livestock auction, and feed store. By repurposing the building and developing the overall space as a market, the area will have more opportunities to increase awareness and engagement in the Downtown District and become a significant attraction for the area.

The Santa Fe Community Market aims to enhance and foster a strong sense of community among Temple’s residents and visitors. Its connection to the Yard Food Truck Plaza, Santa Fe Market Trail, and Santa Fe Plaza is essential to the development and ongoing success of the downtown revitalization initiative. With a newly implemented design concept, the Santa Fe Community Market will be repurposed into a new, vibrant attraction for the local community and visitors to enjoy.

## Mission

Our mission is to strengthen the ties between community members and local artisans. The Santa Fe Community Market aims to provide a safe environment for vendors to showcase and sell their goods and provide educational opportunities for others to learn how products are made and grown in the community.

## Vendor Types & Eligibility

**Handmade:** An item in which the starting materials are significantly altered or enhanced by the craftsperson, and the handcrafted components functionally or aesthetically dominate any non-handcrafted or commercial components.

**Local:** “Local” or “Locally” refers to items produced or grown by the vendor within a 100-mile radius of the Santa Fe Community Market.

**Maker:** All items grown or created by the person and/or business selling the product(s)

### Vendor Types:

The following vendor types are eligible to sell locally produced items at the Santa Fe Community Market.

#### Agricultural Vendor

Agricultural vendors are those who sell locally grown or wild-harvested fruits, vegetables, eggs, honey, or meat products that have been produced on land owned or leased by the vendor. No permits are required for agricultural vendors, but [sampling guidelines from Environmental Health](#) apply. A Texas Food Manufacturing license is required for retail, wholesale, internet sales, and distribution of honey that is labeled with the manufacturer’s name.

#### Artisan Vendors

Artisan vendors who locally produce authentically made, unique, handcrafted products by hand. Artisan vendors will be selected based on the craftsmanship quality and the source. Preference will be given to vendors who source their materials naturally. Crafts are required to be handmade, and purchased elements must be significantly transformed from their original state to qualify for sale at the market. Antiques, refinished furniture, books, and distributor products such as Scentsy, Mary Kay, LuLaRoe, etc., are not allowed at the market.

#### Beverage Vendors

Beverage vendors are producers who sell certain items, such as coffee, tea, or lemonade, that are made locally in a kitchen. Vendors may not sell commercial brands, such as Coca-Cola, Sprite, Dr Pepper, Topo Chico, or other drinks. Glass containers are not permitted. Vendors may sell plain bottled water only.

#### Cottage Food Vendors

Cottage food vendors are bakers and producers who sell certain items that are made locally in a kitchen. If you have questions about what is allowed, a comprehensive overview can be found here:

<http://texascottagefoodlaw.com>. Please reach out to the Market Coordinator if you have any additional questions.

**Cottage Food Items:**

- Cakes, cookies, pastries, bread, and pies that do not require refrigeration
- Unroasted nuts and nut butter
- Fruit butters, jams, and jellies
- Dehydrated fruits, vegetables, and beans
- Popcorn and popcorn snacks
- Cereal and granola
- Roasted coffee, dry tea, and dried herb mixes
- Vinegar
- Pickles
- Whole/uncut frozen fruits or vegetables
- Mustard
- Salsa, canned acidified plant-based foods, fermented vegetables, and pickled fruits or vegetables with a pH of 4.6 or less
- Other foods not previously described, but covered under the Cottage Food Law, may be permitted pending approval by the Special Events Team

**Cottage Food Labeling Requirements:**

- Name and physical address of the Cottage Food producer
- Name of the product
- List of all ingredients
- All products must include the following 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.”

**Non-Profit Vendors**

Local non-profit, non-partisan 501(c)(3) organizations may apply for booth space at markets, subject to availability and alignment with the market's needs. These organizations are not permitted to fundraise or sell items at the market. Applications will only be accepted starting on the first day of each quarter to ensure fair access to booth space. Additionally, fundraising or requesting donations requires approval from the Market Team and must involve items that do not compete with regular vendor sales. Additionally, they must comply with Department of State Health Services standards and follow the City of Temple and State health codes and licensing requirements.

**Pet Treat Vendors**

Pet treat vendors are local producers of pet foods and treats. Pet foods and treats are not covered under the Texas Cottage Food Law. These items 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://otscweb.tamu.edu/Laws/PDF/AAFCO\\_Labeling\\_Guide.pdf](https://otscweb.tamu.edu/Laws/PDF/AAFCO_Labeling_Guide.pdf)

## Vendor Requirements

The Santa Fe Community Market is producer-only, or a market where vendors may only sell items they have produced or grown. The following are vendor requirements for the Santa Fe Community Market.

- All items must be grown or created by the person and/or business selling the product(s)
- All items must be produced locally.
- All items must be original, created, designed, and completed entirely by the maker.
- No copyrighted materials are allowed – No commercial logos or fabric with licensed characters, such as Disney, will be allowed.
- Resale of items is not allowed. Vendors cannot sell pre-purchased products under their business.
- Distributor products like Scentsy, Origami Owl, It Works, etc., are not allowed.
- Franchised businesses are not allowed.
- Items with purchased elements must be **significantly transformed** to be eligible for sale at the market. The Santa Fe Community Market discourages using “base” ingredients in food, soap, and candles, as well as “ready-made” kits in art, jewelry, and crafts. Preference will be given to vendors who avoid these practices.
- All vendors are responsible for the legal disposal of gray water at the end of each market. The City of Temple Wastewater rules apply.
- The Market does not allow the sale of firearms, ammunition, fireworks, or other potentially hazardous items.
- All vendors must have a valid Texas Sales Tax ID number and Certificate of Insurance and/or AFFIRMATION AND LIABILITY RELEASE to participate in the Market. Social security numbers cannot substitute for a Sales Tax ID.
- A \$1,000,000 general liability policy is required of all vendors to cover them in the event of an accident or foodborne illness at the market. A certificate of insurance is required for each market attended that lists the market’s full name and physical address.
- Vendors are also responsible for obtaining all necessary permits, certificates, and tax filings.
- Vendors are not permitted to share booth space with other vendors.
- Vendors are solely responsible for knowing, understanding, and complying with the laws, regulations, and rules governing the product(s) that they make and sell. Where the City has provided information regarding licensing requirements, that information is not intended to be comprehensive and is provided solely as a courtesy. The City will not inspect vendor products or otherwise determine whether such products comply with any regulatory agency’s law, regulation, or rule.

## Application Process

All vendors must submit an online application and pay a non-refundable \$25 application fee to be considered for the Santa Fe Community Market. Vendors who operate multiple businesses or who wish to participate under more than one vendor type must submit a separate application and fee for each.

Once submitted, the Market Coordinator will review the application for completeness and confirm that the business and products fit within an approved vendor category. Applications are accepted year-round, reviewed monthly, and are valid only for the current calendar year. Applicants will receive a decision by email.

The City of Temple reserves the right to decline any application, and submission does not guarantee a vendor space.

### **Annual Application/ Renewals**

All vendors, including returning vendors, must submit a new application and pay the annual non-refundable application fee. Returning vendors are not automatically renewed and will be reevaluated each year to ensure continued eligibility and compliance with market standards.

### **Fees & Payments**

The application processing fee must be paid by all new and returning vendors each calendar year. *Please note that this application fee is non-refundable and does not guarantee approval to sell at the Santa Fe Community Market Days.* Vendors are required to submit a separate application for each vendor type within their business.

#### **Booth Rental Fees:**

- \$25.00 per Market Day
- \$130.00 per Season (6 market days)
- \$250.00 Annual Rate (12 market days)

Market booth fees are accepted online only upon completion of the application. Cash or checks are not accepted. All fees must be paid in full before a vendor is assigned a booth space.

### **Operation Guidelines**

The guidelines are designed to maintain a professional appearance at the Santa Fe Community Market. All spaces must be filled and well-maintained to attract visitors and encourage them to return each time.

#### **Booth Regulations**

The Santa Fe Community Market consists of a total of 61 booth spaces, with 22 interior and 39 exterior options, each measuring 10x10 feet.

- All booth spaces require tables, are assigned before load-in, and are non-transferable. The booth spaces cannot be rented out or occupied by another vendor for any reason. Vendors may rent up to two adjoining booth spaces.
- Stall assignments are made on a long-term basis, meaning we prioritize maintaining vendor location whenever possible. Assignments may be subject to change based on the following criteria: accommodating vendor changes, weather-related issues, seasonal events, maintaining visual appeal, etc.

- Vendors must remain open until the close of the event, even if a vendor sells out. The City of Temple wants to ensure the safety of both vendors and patrons. **Vendors who leave early may not be invited to participate in the next market.**
- Vendors are responsible for setting up, maintaining, and keeping their booth neat and attractive. This includes ensuring signage with clear pricing is visible and cleaning up their merchandise and trash throughout the event.
- Vendors may only use their own branding and marketing materials on tents, tablecloths, and booth displays—no logos or brand details from other businesses are allowed. Each vendor is responsible for their advertising and signage.
- Display products and freestanding signs must remain within the vendor’s designated booth space to avoid obstructing customer flow, and only temporary attachments like zip ties, bungee cords, or tape may be used to secure signs to the Santa Fe Community Market property, which must be removed before leaving.
- Vendors are required to bring all necessary set-up items (duct tape, dollies, etc.). The City of Temple will not provide set-up equipment.

## Market Days

### Setup/Load in:

- Load-in times will be predetermined by the Market Coordinator based on the event. Vendors must check in with the Market team before setting up their booth and must have their booth ready before the Market opens. Vendors will be permitted to utilize the designated zone (as described on the map) for loading and unloading supplies during defined hours only.
- Vendors must keep walkways clear and in compliance with the Americans with Disabilities Act.

### Take-Down/Load Out

- Vendors are not permitted to dismantle their booth before the Market closes. Vehicle/Trailer(s) will not be allowed to drive on, in, or out of the area until designated times.
- Vendors should fully break down their booths before moving their vehicles to the loading zone. For safety purposes, vendor vehicles are not permitted in the Market until it is clear of patrons. All vendors must wait for their designated time to load or unload their items. After the crowd sweep, the Market Coordinator will coordinate vehicle access and notify vendors when it’s time to proceed.
- Vendors must properly dispose of all trash, including cardboard, by taking it to the dumpster (as indicated on the map). Trash cans in the market area are for customer use only. Vendors leaving trash behind may incur a \$25 cleaning fee, and any property damage or cleaning costs (e.g., vehicular damage, grease spills, structural damage) will be billed to the vendor.

### **Food Samples:**

Any vendors distributing food product samples at the Farmers Market must follow the Farmers Market Bill HB 1382.

- Samples must be distributed in a sanitary manner (for example, using a toothpick for individual servings).
- Wash any produce intended for sampling with potable water to remove any visible dirt or contamination.
- When preparing the samples, either wear clean, disposable gloves or observe proper hand washing techniques IMMEDIATELY before preparing samples.
- Any utensils or cutting surfaces used for preparing samples must be smooth, non-absorbent, and easily cleaned or disposed of.
- Any potentially hazardous food must be maintained at or below 41 degrees Fahrenheit or disposed of two hours after cutting or preparing.

### **Business Conduct**

- Vendors are expected to maintain a positive, kind, and respectful attitude toward customers, fellow vendors, employees, and City of Temple staff.
- Vendors should be respectful of their booth boundaries and ensure the area around their booth space remains free and clear of all merchandise, equipment, and trash.
- Sampling for food vendors is encouraged, but it must be done within the boundaries of the vendor's assigned space and according to Bell County Health Department rules and regulations.
- The Santa Fe Community Market acknowledges that all individuals have the right to participate in activities free from bullying and/or harassment or other harmful and violent behavior. Please notify the Market Coordinator if an unsafe or uncomfortable situation arises.

### **Scheduling & Attendance**

If you are unable to attend the market day you applied for, please notify the Market Coordinator at least 24 hours before the scheduled Market Day. Cancellations should be sent via email to [sfcm@templetx.gov](mailto:sfcm@templetx.gov), and no refunds will be provided for cancellations. Vendors who do not show up without prior notice will not be invited back for future Market Days.

### **Inclement Weather**

The Market will be open rain or shine. Should severe weather occur, the Market Coordinator will decide if the Market will close. Notifications will be posted on the City of Temple's social media page, and vendors will be notified directly. Vendors will have the opportunity to reschedule their vendor day, if available. However, refunds will not be issued.

### **Safety & Security**

The City of Temple wants to ensure that the Market vendors and patrons are safe. If there is any suspicious activity, the Market Coordinator should be contacted immediately.

## Violations

If a vendor violates these Vendor Guidelines, they will be notified for correction. Repeated violations may lead to a ban from the Santa Fe Community Market without fee refunds. The City of Temple reserves the right to ban any vendor at its discretion.

## Frequently Asked Q & A's

Q: I am a designer, but my work is created by someone else. Do my items qualify?

A: No, all items must be personally crafted by the maker, so items produced by someone else do not qualify for sale.

Q: I design and create T-shirts using vinyl stickers. Can I apply?

A: Yes, but no copyrighted or trademark materials are allowed.

Q: I created the recipe for a food item (spices, salsa, rubs, etc.), but my packing facility is more than 100 miles from the Market. Does my item qualify?

A: No, items packaged or created outside the 100-mile radius do not qualify.

Q: I make great pickles and other canned items 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. Vendors must keep pH logs readily available for inspection.

Q: I offer lessons such as music, painting, and cooking, but don't have a physical product to sell. Am I allowed to rent a booth space?

A: Unfortunately, service-only booths are not allowed at the market.

Q: I make handmade blankets, but some contain Disney and/or Marvel character fabric. Can I sell items with this fabric at the market?

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

Q: Will the Department of State Health Services conduct inspections at the Market?

A: Yes, the Texas Department of State Health Services has the authority to conduct inspections of all food vendors.

Q: May I sell my cattle or poultry that I have slaughtered at a licensed and inspected facility?

A: Yes, meat or poultry products must come from animals processed in compliance with the regulations for livestock processing (Texas Health & Safety Code Chapter 433), and a temporary food establishment permit is required.

Q: May I sell fish and other aquatic species at a farmers' market?

A: Yes, commercial fishermen must possess a license from the TPWD, or the fish and other cultured species must be produced and raised in a facility that has an aquaculture license from TDA, and a temporary food establishment permit is required.

**Disclaimer: The Market Coordinator reserves the right to dismiss a vendor temporarily or permanently if the Vendor Guidelines have not been adhered to.**

# Vendor Check List

## Agricultural Vendors

- Met the criteria as laid out in the Handbook
- Submitted Application
- Paid Application fee
- Submitted Liability Insurance (with COT listed)
- Submitted any applicable City of Temple Health permits or Food Handlers Certifications
- Correctly Labeled Food Products
- Completed Civil Rights Training (if participating in WIC/SNAP)
- Paid booth fees

## Artisan Vendors

- Met the criteria as laid out in the Handbook
- Submitted Application
- Paid Application fee (\$25)
- Submitted Liability Insurance (with COT listed)
- Paid booth fees

## Beverage Vendors

- Met the criteria as laid out in the Handbook
- Submitted Application
- Paid Application fee (\$25)
- Submitted Liability Insurance (with COT listed)
- Correctly Labeled Products
- Paid booth fees

## Cottage Food Vendors

- Met the criteria as laid out in the Handbook
- Submitted Application
- Paid Application fee (\$25)
- Submitted Liability Insurance (with COT listed)
- Submitted any applicable City of Temple Health permits or Food Handlers Certifications
- Correctly Labeled Food Products
- Paid booth fees

## Non-Profit Vendors

- Met the criteria as laid out in the Handbook
- Submitted Application
- Paid Application fee (\$25)
- Submitted Liability Insurance (with COT listed) if required
- Paid booth fees

## Pet Treat Vendor

- Met the criteria as laid out in the Handbook
- Submitted Application
- Paid Application fee (\$25)
- Submitted Liability Insurance (with COT listed)
- Correctly Labeled Food Products
- Paid booth fees