1.0 PURPOSE

To establish policies, guidelines and procedures for the management of the City Market(s) and to ensure that the Market(s) are operated for the accommodation of any person(s) desiring to make retail sales of farm produce, foodstuffs, art work or handicrafts grown or produced by said person(s), members of the person(s) family, or farm laborers employed by said person on property owned or leased by the Market Vendor. The resale of any item that is commercially manufactured or other farm produce not grown by the Market Vendor is expressly prohibited.

2.0 CITY DEPARTMENTS AND ORGANIZATIONS AFFECTED

The Department of Parks and Recreation is the City Department responsible for management of the City Market(s). Chapter 8 of the Charlottesville City Code provides the enabling legislation for the conduct of the market(s).

3.0 POLICY

To ensure that the Market(s) are administered in an effective and consistent manner, the following policies, rules and regulations shall be in effect and govern all aspects of the operation of the market(s).

3.0.1 AUTHORIZATION TO SELL & DEFINITIONS

3.0.1.0 Authorization to Sell
Only “Market Vendors’ as defined herein, shall be allowed to sell from any space in the Market(s); whether such space is ‘reserved’, or ‘waitlisted’.
3.0.1.1 Market(s)
That body of land owned by, or under the control, of the City of Charlottesville where the market(s) are conducted.

3.0.1.2 Artisan
Anyone desiring to make retail sales of art work and/or handmade crafts produced solely by the artisan or members of their family.

3.0.1.3 Farmer/Agricultural Vendor
Anyone desiring to make retail sales of farm produce, plants and flowers grown or produced by the seller, members of their family or farm laborers employed by the seller; strictly upon land owned or leased by the seller. Anyone desiring to make retail sales of foodstuffs grown or produced by the seller, members of their family or farm laborers employed by the seller; strictly upon land owned or leased by the seller.

3.0.1.4 Prepared Foods
Prepared Food Vendors who prepare and/or cook food at the market(s). Prepared Food Vendors are required to have a fire extinguisher present at all times they are present at the market(s).

3.0.1.5 Market Manager
That person designated by the City of Charlottesville Department of Parks and Recreation to manage the annual operations of the market(s). The Market Manager shall have full authority to enforce all approved Rules and Regulations promulgated herein within the designated area of the Market.

3.0.1.6 Market Vendor
Any Artisan, Farmer or Food Vendor as defined herein who has completed the documentation required in Section 3.0.9 and who has paid the annual and weekly participation fee(s) as outlined in Section 3.C.6. All individuals who are employed by a Market Vendor or represent a Market Vendor at the market(s), shall be considered a Market Vendor, and subject to these Rules and Regulations.

3.0.1.7 Reserved Market Vendor
Reserved vendor status is valid exclusively for the current operating season. This status is not transferrable and reserved status in one season does not grant any right to reserved status in any future season.

3.0.1.8 Waitlisted Market Vendor
A market vendor who does not have a guaranteed market slot and must contact the Market Manager or their designee at the appropriate time to request admittance into the next occurrence of the market(s).
3.0.1.9 Vendor in Good Standing
Reserved Vendors shall be considered to be in good standing if all of the following conditions are met:

- Food and Artisan Reserved Vendors must attend a minimum of seventy percent (70%) of all market days for the registered market in a single calendar year.
- Agricultural Reserved Vendors must attend a minimum of seventy percent (70%) of all market days between May – September of the registered calendar year. For vendors participating in a co-op space; all assigned vendors for that space must collectively meet the established attendance thresholds; and
- All fees and charges must be current in accordance to the Market Rules and Regulations; and
- There are no written violations of the Market Rules & Regulations or the Market Vendor Standards of Conduct issued by the Market Manager; and
- The Reserved Vendor complies with all applicable federal and state food safety rules and regulations on market days. A Vendor in good standing must not commit a food safety violation that causes the Market to receive a Warning from the Virginia Department of Agriculture and Consumer Services.

3.0.1.10 Non-Profit Organization
An incorporated organization which exists for educational or charitable purposes and from which its shareholders or trustees do not benefit financially. Any money earned must be retained by the organization and used for its own expenses, operations, programs and other charitable purposes. For the purposes of this policy, State and Local Government offices will follow any requirements placed upon non-profit organizations herein. All Non-Profit Organizations must provide proof of non-profit status as obtained from the Internal Revenue Service to Market Management before inclusion at any market.

3.0.1.10 Produce
Fruits, vegetables, live plants, flowers, herbs, cut flowers and other such produce that is grown by the vendor or seller, members of the vendor or seller(s) family, or farm laborers employed by vendor or seller on property owned or leased by the vendor or seller.

3.0.1.11 Meat and Poultry Products
Meat, poultry, eggs and dairy products that are grown by the vendor/seller, members of the vendor/seller(s) family, or farm laborers employed by vendor/seller on property owned or leased by the vendor/seller.

The slaughter, processing, storage, sale and labeling of most meat products (from cattle, swine, sheep, horses, goats, poultry and ratites) are subject to the regulations of the United States Department of Agriculture and/or the Virginia Department of Agriculture and consumer services. Vendors of meat and poultry products must comply with all applicable federal and state food safety regulations pertaining to their products prior to offering them for sale at the City Market(s).
3.0.1.12 Plants and Flowers
Plants or flowers offered for sale at the Market(s) must not be included on the list of Rare Virginia Wild Plants published by the Division of Natural Heritage, Virginia Department of Conservation and Recreation. Plants or flowers offered for sale at the Market(s) gathered from private property may only be gathered with permission from the property owner. No plants may be removed from public parks, interstate highways or other public property and then offered for sale at the market(s).

3.0.1.13 Organic Products
All products described in any manner as “organic” must meet federal and state regulations for such labeling. All Market Vendors offering such items for sale are required to file a copy of all relevant certificates and licenses with the Market Manager prior to offering such products for sale at the market(s).

3.0.1.14 Arts and Crafts
Handmade items that are produced by the vendor, vendor’s family or vendor’s staff; and are intended for functional use or decoration.

3.0.1.15 Foodstuffs
Edible items prepared by the vendor, vendor’s family or vendor’s staff that can be consumed with little or no further preparation. Examples are baked goods, honey, jellies or hot food served at the market.

3.0.1.16 Co-op Vendor
A member of a group of two or more vendors that collectively share a market space designated by market management.

3.0.2 MARKET DAYS, HOURS OF OPERATION & PROHIBITIONS

3.0.2.1 Time of Markets
Days and hours of operation of the Charlottesville City Market(s) are as follows:

Winter Market
Days: Saturdays, beginning the second Saturday after New Year’s Day through the second to last Saturday of March.
Hours 8am – 11:30am

City Market
Days: Saturdays, April through the Saturday immediately before Thanksgiving (Nov).
Hours 7am – 12 Noon April - October
8am – 1 PM November
Farmers in the Park at Meade Park

Days: Wednesdays, May through September
Hours 3pm – 7pm

Holiday Market

Days: Saturdays, beginning the Saturday after Thanksgiving through the Saturday immediately before Christmas Day.
Hours 8am – 1pm

The Department of Parks and Recreation reserves the right to adjust days and hours of market(s), with thirty (30) days prior written notice to all affected Market Vendors. The Market Manager reserves the right to cancel any market day due to inclement weather to ensure vendor and patron safety.

3.0.2.2 Prohibitions
Animals are prohibited per Va. Code 3.2-5115 and 2VAC5-585-3310, except for service animals.

3.0.3 ITEMS THAT MAY BE SOLD AT MARKET(S)

The following items, as defined in Section 3.0.1 above, may be offered for sale at each of the City Market(s) as outlined herein.

3.0.3.1 WINTER MARKET
Produce
Meat and Poultry Products
Plants and Flowers
Arts and Crafts
Foodstuffs

3.0.3.2 CITY MARKET
Produce
Meat and Poultry Products
Plants and Flowers
Arts and Crafts
Foodstuffs

3.0.3.3 WEEKDAY (MONDAY-FRIDAY) MARKETS
Produce
Plants and Flowers
Meat and Poultry Products
Foodstuffs
3.0.3.4 HOLIDAY MARKET

Produce
Meat and Poultry Products
Plants and Flowers
Arts and Crafts
Foodstuffs

3.0.4 DISTRIBUTION OF VENDORS AT MARKETS

To ensure a wide variety of offerings to market patrons, and to offer fair and reasonable access to all markets to a variety of vendors, the following distribution of vendors will be applied to each market. Market management will adhere to these vendor distribution percentages as closely as is practicable.

3.0.4.1 WINTER MARKET

Farmer/Agricultural Vendors 40%
Food Vendors 30%
Artisans 30%

3.0.4.2 CITY MARKET

Farmer/Agricultural Vendors 60%
Food Vendors 25%
Artisans 15%
Non-Profit Organizations Dependent upon Available Space and Market Stalls

3.0.4.3 WEEKDAY (MONDAY-FRIDAY MARKETS)

Farmer/Agricultural Vendors 70%
Food Vendors 30%
Non-Profit Organizations Dependent upon Available Space and Market Stalls

3.0.4.4 HOLIDAY MARKET

Artisans 60%
Farmer/Agricultural Vendors 25%
Food Vendors 15%
Non-Profit Organizations Dependent upon Available Space and Market Stalls
3.0.5  METHOD OF VENDOR SELECTION

3.0.5.1  Reserved Market Vendors
Reserved Market Vendors are selected based upon the following:
1 - Vendor must be in Good Standing
2 - Completion of Reserved Vendor Application and payment of Annual Fee prior to Application Deadline
3 - Quotas concerning the distribution of vendors at the market(s)
4 - Diversity of products to be offered at the market(s)

Reserved Market Vendors must have completed an application and submitted that application prior to the initial application deadline; and have submitted their registration fee payment with that application to be considered for Reserved Market Vendor status. There will be no exceptions.

3.0.5.2  Waitlisted Market Vendors
Waitlisted Market Vendors are selected based upon:
1 - Quotas concerning the distribution of vendors at the market(s)
2 - Diversity of products to be offered at the market(s)
3 - Availability of slots at the market(s)
4 - Order in which requests for admittance to the market(s) are received by market management.

3.0.5.3  Non-Profit Organizations
Non-Profit Organizations must contact the Market Manager a minimum of two (2) business days prior to the market day for which they desire to be present. Requests for inclusion in the market(s) that are received less than two (2) business days prior to a market day shall not be considered. Placement at the market(s) will be strictly on a first-come, first served basis. Organizations will be provided with a 6’ X 6’ space at the City Market and Holiday Market. Space allocation at the other Markets will be determined on a case by case basis.

Non-Profit Organizations are responsible for providing any and all tables, chairs and other equipment. Market Management is not responsible for the provision of any support materials or equipment for market vendors.
3.0.6 VENDOR FEES & TAXES

3.0.6.1 Annual Market Registration Fees for Reserved and Vendors
Reserved Market Vendors are required to pay, for each market for which they participate, the following annual registration fee. These fees are due twenty-one (21) days prior to the first day of each market in which a Market Vendor participates; and are non-refundable.

<table>
<thead>
<tr>
<th>Market</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter Market</td>
<td>$15.00</td>
</tr>
<tr>
<td>City Market</td>
<td>$35.00</td>
</tr>
<tr>
<td>Farmers in the Park</td>
<td>$15.00</td>
</tr>
<tr>
<td>Holiday Market</td>
<td>$15.00</td>
</tr>
</tbody>
</table>

Non-reserve Registration Policy
First market participation waived of registration fee. Registration fee must be paid before returning for another market day.

3.0.6.2 Slot Fees & Sales Taxes
All Market Vendors, both reserved and waitlisted, are required, upon the close of business of each market day, to provide payment to the Market Manager the following slot fees:

**Slot Fees**
- Winter Market – $25 per slot, per market day
- City Market: – $25.00 or six (6%) of gross sales, whichever is greater, per market day
- Farmers in the Park – $15 per slot, per market day
- Holiday Market - $25 per slot, per market day

**Late Payments**
If payments are not made by the conclusion of the market a late payment fee of $10.00 will be assessed.

**Sales Taxes**
Vendors are responsible for filing taxes from sales at the markets with the appropriate authority. Market management is not responsible for the collection or payment of any applicable sales taxes owed by market vendors.

3.0.6.4 Optional Fees and Charges

**Electricity**
Electricity is available on a space available basis only at the City Market and Holiday Market; with a limit of a maximum of three (3) receptacles. Any Market Vendor requiring the use of electricity shall be charged a one-time fee on the first day of their participation in the market(s).

| Electricity | $50.00 annual one-time fee |
Tent Rental
A limited number of portable tents are available for rent each market day at the City Market and Holiday Market only. Rentals are made on a first-come, first-served basis on each market day, and for that market day only. Vendors are limited to rental of one (1) tent per market day. Renters are responsible for any damages to tents during the duration of the rental.

Tent Rental $ 20.00 per tent per day

3.0.7 VENDOR SPACE PLACEMENT

3.0.7.1 Vendor Space Dimensions
The minimum space permitted per Market Vendor will be assigned by market management based upon vendor applications.

Market Vendors are required will keep all items within the designated space. Additionally, Market Vendors are required to comply with any request to move made by the Market Manager. The City of Charlottesville is not responsible for any damage to or the loss of any personal or other items in any market space. 16’ X 23’ spaces may be offered to the top reporting agricultural vendors.

3.0.7.2 Entry to Market
No Market Vendor is permitted to enter the Market location until all vehicles have been removed from the area. The Market Manager and/or their designee will be on site no later than one hour and fifteen minutes before prior to opening time of the market(s).

3.0.7.3 Waitlisted Vendor Access
Waitlisted Vendors who call are assigned spaces by the Market Manager or his/her designee on:

1 - Quotas concerning the distribution of vendors at the market(s)
2 - Diversity of products to be offered at the market(s)
3 - Availability of slots at the market(s)
4 - Order in which requests for admittance to the market(s) are received by market management.

3.0.7.4 Vendor Relocation within the Market
Vendor relocation shall be at the discretion of the Market Manager and shall be based on reasons regarding feasible and practical distribution of Market Vendors and/or products. The Market Manager may designate vending locations for all market vendors with or without vehicles, and may request a vendor to relocate at any time. Market Vendors are required to comply with any request to relocate from the Market Manager.

3.0.7.5 Reserved Vendor Participation and Absences
Reserved vendors are required to attend a minimum of seventy (70) percent of the market days listed below. Vendors who do not meet the minimum requirements will forfeit their reserved status for the following market year and will only be considered for waitlisted vendor status.

Participation Requirements:

Winter Market – 12 total market days (vendor must attend 8 market days)
City Market – 33 total market days (Artisan and food vendor must attend 23 market days. Agricultural vendor must attend 14 market days between May - September). A Co-op vendor must attend 70% of their allotted days or be removed from their co-op status and only be considered as a non-reserve vendor.

Farmers in the Park – 20 total market days (vendor must attend 14 market days)

Reserved Vendors are required to e-mail the Market Manager at citymarket@charlottesville.org for any absence from any market no later than three (3) business days prior to the market day for which they will be absent. All absences will count against the minimum participation requirements at all markets.

There will be an absence fee equal to the base space fee for any Market Vendor who fails to inform Market staff of intended absences. Reserved Vendors will be permitted two (2) unexcused absences without prior notice. Upon the third (3rd) unexcused absence, the Market Vendor will lose their Reserved Vendor status and their assigned vendor space for the remainder of the year. The Market Manager may waive this requirement when a Market Vendor has experienced an emergency or an extenuating circumstance. Such waivers will be documented in writing by the Market Manager and provided to the Vendor. Failure to pay this fee within (ten) 10 business days from notification shall result in forfeiture of reserved vendor status.

3.0.8 VENDOR RESPONSIBILITIES

3.0.8.1 Agreement to Abide by Rules and Regulations
Market Vendors including employees and/or other representatives, as a condition of application to become a Vendor, agree to abide by all Market Rules, Regulations and the Market Vendor Standards of Conduct. Violations of the Rules, Regulations and Standards of Conduct will be addressed as outlined in paragraph 3.0.10.

3.0.8.2 Registration to Sell at City Markets
Market Vendors are required to complete a Registration to Sell at City Market(s) form that will be forwarded to the Commissioner of Revenue by the Market Manager. A copy of this Certificate will be provided to the vendor and must be available at all times for inspection upon request of the Market Manager.
3.0.8.3 **Timeliness**
All Market Vendors are required to have their space prepared and ready for customers no more than fifteen (15) minutes prior to the advertised start of the market(s). Failure to do so results in a write up for tardiness (beige card).

3.0.8.3 **Cleanliness and Appearance**
Each Market Vendor is responsible for setting up his/her stand in an attractive manner and keeping boxes and supplies stored out of sight. All displays and food items must be raised at least twenty-four (24) inches from the ground, with the exception of those items approved by the Market. All baked goods must be covered. Vendors are responsible for all equipment and materials required for the display of items. Additionally, vendors may not use nails or other methods of adhesion or any other action which permanently damages the space.

Each Market Vendor shall be solely responsible at all times for the cleanliness around and their vending area regardless of the origin of the debris in that location. Market Vendors are responsible to ensure that their vending space is left in a clean and orderly manner at the end of each market day, including the removal of all overhead protective coverings.

Failure to comply will result in the Market Vendor bearing the cost of any and all clean up that is required.

3.0.8.4 **Conducting Business at the Market**
Market Vendors shall not leave their space to acquire signatures, promote their cause, sell/accept donations, or conduct any other business pertaining to their organization. No market vendor is allowed to use amplified sound or any other method that could disturb the peace.

3.0.8.5 **Compliance**
It is the Market Vendor’s responsibility to know and comply with all applicable Federal and State laws and regulations for the products they sell at the City Market, including any required licenses. The City of Charlottesville makes no warranty or endorsement of any Market Vendor’s product, and assumes no responsibility for any consequences resulting from a Market Vendor’s failure to comply with the laws or regulations applicable to the sale of their products. As a condition to participating in the City Market, Market Vendors shall agree to indemnify and hold harmless the City of Charlottesville from any damage or injury resulting from their use of the approved Market area.

3.0.8.6 **Parking**
The City of Charlottesville offers all-day parking validation for market vendors at the Water Street parking garage (also include Market Street parking garage for Winter Market?) on Saturdays. The City of Charlottesville is not responsible for any fees incurred due to failure of a vendor to get their parking pass validated during regular market hours.

3.0.8.7 **Conduct of Market Business**
All Market related business must be resolved on market premises or in the Parks and Recreation Administrative offices, or via Telephone, email or fax. Market Vendors are not to attempt to communicate with Market Staff at their personal residences. Such attempts will be considered trespassing, and violators will be prosecuted. Additionally, such Market Vendors will be immediately and permanently barred from participation in any City Market.

3.0.8.8 Assumption of Financial Risk
Market vendors understand and assume any and all financial risks of participating at each market. The City of Charlottesville does not guarantee any amount of customers or revenues at the markets.

3.0.8 CITY RESPONSIBILITIES

3.0.8.1 Market Management
The City of Charlottesville Parks and Recreation Department shall be responsible for the management of the day-to-day operations of the market(s), including administrative, management and oversight of the market(s).

3.0.8.2 Marketing and Advertising
Charlottesville Parks & Recreation is committed to make all of the markets successful and will advertise as effectively as possible within the adopted budget. Charlottesville Parks & Recreation is responsible for the creation, selection and purchasing of all advertisements for the Market(s). This includes both paid and non-paid advertisements in print publications as well as electronic media. Market Management at their discretion may have a media sponsor(s) to help promote the market(s) and may provide them with a space at the market.

Market Vendors may, at their own expense, advertise their products and presence at the market(s). However, such advertising must be specific to the Market Vendor and their products, not to the market(s) at-large.

3.0.9 VENDOR APPLICATION PROCEDURE

3.0.9.1 Reserved Vendor Application
In order to obtain reserved space, a Reserved Market Vendor must have participated in a minimum of seventy (70) percent of the Market days during the previous year at the market the Vendor participated. A completed Reserved Vendor Application and signed Market Vendor Standards of Conduct must be submitted by deadline set by the Market Manager for receipt of Applications.

3.0.9.2 Waitlisted Application
All waitlisted vendors and all new vendors must submit a Vendor Application form annually for each market they wish to attend.
3.0.9.3 New Vendor Application
All new vendors must submit a Vendor Application form annually for each market they wish to attend.

3.0.10 VIOLATIONS OF RULES AND REGULATIONS

3.0.10.1 Violations

The following procedures shall be in place to address violations of the Market Rules and Regulations and the Market Vendor Standards of Conduct. Violations may result in the suspension and/or revocation of a Market Vendor’s right to participate in any market.

3.0.10.2 Violations of the Market Rules and Regulations and Standards of Conduct
Market Vendor(s) will receive a written notification of Rules and Regulations violations via the Market’s system of the color-coded enforcement postcards. These cards are meant to provide Vendors with a notice of violation and to allow Market Vendors and Market Managers an opportunity for discussion in a busy marketplace.

Yellow Cards
Yellow cards will address infractions recognized by Market Manager: E.G., not conforming to food handling guidelines, sanitation requirements, cooking without a fire extinguisher; not wearing gloves while preparing food, etc.

Green Cards
Green cards will address queries raised by market customers regarding Market Vendors: E.G. produce that is not in season, authenticity of products, other violations of the Market Rules and Regulations, etc.

Pink Cards
Pink Cards address unexcused absences of Market Vendors who fail to appear on Market days they are expected to be in attendance.

Beige Cards
Beige Cards are used for vendors that fail to arrive, setup, tear down, or leave the market lot in a timely fashion.

Blue Cards
Blue Cards will be used address late market fees.

Market Vendors who do not respond to the color-coded enforcement postcard from Market Management or continue to disregard the Market rules may have their right to participate at the Market(s) suspended and/or revoked.
It is within the sole discretion of the Market Manager to determine if a Market Vendor has violated the Market Rules and Regulations or Standards of Conduct. If a violation has occurred, the Market Manager will contact the name(s) or company listed on the vendor application for resolution of the violation.

Vendors with a confirmed violation of any of the stipulations in the City Market Rules and Regulations or the Standards of Conduct will be given a written warning. A second confirmed violation for the same, or for a different confirmed violation, will result in suspension from the Market for a period of thirty (30) days. A third confirmed violation will result in the termination of the Authorization to Sell without refund of any monies paid therefore; and immediate and permanent expulsion from all market(s).

Notwithstanding any other provisions of this section, the Market Manager(s) retains the right to immediately revoke a vendor’s right to participate in any Market(s) without prior warning due to any violation of law (including, but not limited to, applicable state regulations pertaining to food preparation), or of the Market Rules and Regulations or the Market Vendor Standards of Conduct, if the Market Manager determines in his or her sole discretion that such revocation is necessary to ensure the health and safety of Market customers, vendors, staff, or the general public. The Market Manager may suspend the right of a vendor to participate in a Market pending the outcome of an investigation regarding any such violation, should the Market Manager determine in his or her sole discretion that such an investigation is necessary.

3.0.10.3 Complaints
Specific complaints against any Market Vendor regarding the origination of their produce or goods, or any other matter, must be directed by the customer in writing to the attention of the Market Manager(s).

Resolution of customer complaints is the responsibility of the Market Manager(s). The Market Manager(s) shall determine, at their sole discretion, what type of investigation, if any, shall be conducted to determine the validity of the complaint. The Market Manager will respond in writing to the complainant, no later than ten (10) business days from the receipt of the written complaint.

3.0.10.4 Vendor Appeal Procedure
Vendors who have had their right to participate at the Market(s) suspended or revoked may appeal in writing to have their right to participate reinstated. All appeals must be made in writing and must be submitted to the Market Manager within five (5) business days of the notice of suspension or expulsion. The Market Manager will make a determination on the appeal request and notify the appellant in writing within five (5) business days of receipt of the appeal if the appeal has been granted or denied.

If the appeal is denied by the Market Manager, the Market Vendor may make a secondary appeal of the decision to the Director of Parks & Recreation. An appeal to the Director of Parks and Recreation must be made in writing and within (5) business days of receipt of the Market Manager’s appeal ruling. The Parks and Recreation Director will then make a determination or
the appeal request and notify the appellant in writing within five (5) business days of receipt if the appeal has been granted or denied.

If the appeal is denied by the Director of Parks and Recreation, the Market Vendor may make a final appeal of the decision to the City Manager. An appeal to the City Manager must be made in writing and within (5) business days of receipt of the Director of Parks and Recreation’s appeal ruling. The City Manager will then make a determination on the appeal request and notify the appellant in writing within fifteen (15) business days of receipt if the appeal has been granted or denied.

APPENDICES

Appendix 1 – Vendor Standards of Conduct
APPENDIX 1 – VENDOR STANDARDS OF CONDUCT

CITY OF CHARLOTTESVILLE
MARKET VENDOR
STANDARDS OF CONDUCT

COMMITMENT TO OUR CUSTOMERS:
Why do people visit the Charlottesville Markets? There are many reasons, including fresh healthy foods, socialization, unique arts and crafts, and a fun family friendly environment. A sincere and helpful management and vendor team is a major area of focus for our markets. As a participant in Charlottesville Markets, the customer is our NUMBER ONE priority. The goal of the staff & vendors is to ALWAYS be friendly, understanding and willing to serve.

As a condition of participation in the City Market(s), Market Vendors are expected to:
• Greet and welcome customers, make eye contact and smile. Thank each and every customer.
• Display appropriate body language at all times
• Treat Market Management, fellow Market Vendors and customers with respect, courtesy and tact.
• Promote safe operations and comply with all appropriate safety and health regulations.
• Promptly report safety and health hazards so that they can be corrected before injuries result.
• Render full and efficient service and provide the highest level of customer service possible.
• Comply with all Market Rules and Regulations.

The following conduct is expressly prohibited:
• Carelessly or willfully causing destruction of market or vendor property.
• Manufacturing, distributing, possessing, using or being under the influence of alcohol or illegal drugs while at the market.
• Threatening or assaulting a fellow vendor/staff or the public.
• Participating in mischievous actions such as horseplay, disorderly conduct or similar undesirable conduct.
• Using obscene language toward fellow Market Vendors, Market Management or customers.
• Arriving late consistently.
• Using racial, sexis: or ethnic slurs.
• Sexually harassing fellow Market Vendors, Market Management or customers.
• All Market related business should be resolved on market premises or in the Parks and Recreation offices in the City Hall Annex, or via Telephone, email or fax. Do not attempt to communicate with Market Staff at their personal residences. Such attempts will be considered trespassing, and violators will be prosecuted.

Market Vendors in violation of the Market Vendor Standards of Conduct or the City Market Regulations are subject to suspension and/or expulsion from the Market and revocation of their Authorization to Sell in accordance with the City Market Regulations.

I have read, understand, acknowledge and will comply with these Market Vendor Standards of Conduct.

SIGNATURE

PRINT NAME

DATE