MCKINNEY FARMERS MARKET AT CHESTNUT SQUARE

RULES OF OPERATION FOR THE 2027 SEASON

The Market operates January–December year-round:

- January–March: 9am–12pm
- April–December: 8am–12pm
  *note: Holiday closures are listed in section 11 (Market Operations)

The Historic McKinney Farmers Market and McKinney Farmers Market are programs of the Heritage Guild of Collin County / Heritage Village at Chestnut Square, DBA Chestnut Square.

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1. Vendor Application

1.1 All persons wanting to sell at the McKinney Farmers Market at Chestnut Square must agree to the terms of these rules and show their agreement by checking the field on the application and submitting other required forms, if applicable.

1.2 Submission of application or previous participation does not guarantee acceptance into the market season.

1.4 Vendor acceptance is the responsibility of the Market Manager and when applicable, subject to review by the Vendor Committee.

1.5 Potential vendors may be asked to interview face-to-face and provide samples of their product with management and the vendor committee as part of the application process.

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2. Application Fees

2.1 **Returning Vendors:** A $20 application fee will be applied with each vendor application, when approved as a returning vendor.

2.2 **New Vendors:** A $35 application fee will be applied with each vendor application, when approved as a vendor.

2.3 Application fees are not refunded under any circumstances.

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3. Eligibility and Admission of Vendors and Products

3.1 Businesses operating a traditional brick-and-mortar retail storefront are generally not eligible to participate as vendors to maintain the uniqueness a farmers market brings to a community. Exceptions may be made for local farms, ranches, growers, producers, and similar businesses whose operations align with the mission of the McKinney Farmers Market. All vendor eligibility is determined by Market Management.

Having a farm store, farm stand, production facility, commercial kitchen, or similar business location does not automatically disqualify an applicant. Vendor eligibility is based on the overall mission, product mix, and goals of the McKinney Farmers Market, as determined by Market Management.

3.2 All persons or their designated representatives who grow or produce food, agricultural or other products, which have met the guidelines established in the McKinney Farmers Market at Chestnut Square Rules of Operation, are eligible to sell at the market.

3.3 It is the intention of the Historic McKinney Farmers Market to promote locally produced goods. All vendor applications will be reviewed and sorted into one of the following categories:

- **Farmers/Ranchers:** Vendors who grow or cultivate food products, including fruits, vegetables, meats, mushrooms, nuts, seeds or grains, eggs, herbs, and horticultural goods.
- **Food Specialties:** Vendors who produce food products, including baked goods, mixes, candies, jams/jellies, spices, condiments, cheese, beverages, honey, and pastas.
- **Artisans:** Vendors who handcraft items not for consumption. Products include soaps, lotions, candles, pet food/supplies, woodwork, pottery, artwork, jewelry, and leather.

- **Prepared Foods:** Vendors who provide made-to-order food, including reheating, or food having to maintain a certain cold or hot temperature.
- **Services:** Vendors who provide a service for a fee (do not sell a tangible item).

3.4 The Market Manager will also strive to limit the similar types of all items, to maximize variety for the consumer and regulate competition within the McKinney Market. Vendor acceptance is the responsibility of the Market Manager and when applicable, and may be subject to review by the Vendor Committee.

3.5 At least 60% of farm-raised products sold must be **homegrown** within a 150-mile radius of McKinney.

3.6 Exceptions outside of the 150-mile radius may be made based on overall product availability and are at the discretion of the Market Manager.

3.7 Up to 40% of farm-raised products may be acquired (purchased, traded, or co-op) from other local farms (within the 150-mile radius of McKinney, TX), as long as the participating farm name and location is disclosed with signage at the booth. Vendors are required to post signage deemed applicable/provided by the market management at all times during the market, allowing customers notification and opportunity to ask questions.

3.8 Commercial wholesale produce will not be allowed under any circumstances. Wholesalers or distributors will not be accepted as a vendor.

3.9 Vendors who violate the product standard rules are subject to disciplinary action as outlined in the Professional Standards section below.

3.9.1All vendors shall be subject to inspection of their farm or place of production. Visits will be scheduled with the Market Manager.

3.9.2 Vendors wishing to add a new product must submit a Change Request with product pictures through MarketWurks. Requests will be reviewed, and an approval or denial notification will be issued via MarketWurks. Vendors may be asked to present a sample of the new product to management for better examination. No selling items prior to approval.

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4. Sales Tax Certificate

4.1 Vendors shall, if applicable, provide a Sales Tax Certificate to the market representative. It is the vendor's responsibility to comply with the State Comptroller's requirements.

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5. Liability Insurance

5.1 All food vendors shall provide proof of $1 million of liability insurance with Chestnut Square named as additional insured.

5.2 Vendors shall be solely responsible for damages resulting from the sale of unsafe or unsound goods at the market.

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6. Texas Cottage Laws

6.1 Vendors of food items produced in their home must follow rules outlined in the Texas Cottage Food Legislation effective 9/1/2025 (SB541 or most current). Food must be labeled according to the provisions of the law.

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7. Updating Your Information/Forms/Certificates/Permits

7.1 All prepared food vendors must upload into MarketWurks a copy of their food handler's certificate into the MarketWurks system prior to selling at the market. Please make accessible at your booth during Market hours.

7.2 **It is the vendor's responsibility to keep all certifications, permits and insurance forms updated in the MarketWurks system.**

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8. City of McKinney Health Department

8.1 All vendors shall comply with the City of McKinney Environmental Health Department Regulations. For more information, please contact the Environmental Health Department at 401 E. Virginia St, McKinney, Texas 75069; phone (972) 547-7448 and fax (972) 547-2606; email foodinfo@mckinneytexas.org.

8.2 Vendors of temperature-controlled, or potentially hazardous food products must be approved and permitted by the City of McKinney Environmental Health Department. For more information, please contact the Environmental Health Department at 401 E. Virginia St, McKinney, Texas 75069; phone (972) 5477448 and fax (972) 547-2606; email foodinfo@mckinneytexas.org.

8.3 For all Health Department questions or inquiries go to: Health Compliance | McKinney, TX - Official Website

8.4 Market management cannot and will not interpret the City of McKinney Health code. Vendor certification status is between the vendor and the city.

8.5 Any fees or fines imposed by the City of McKinney on a vendor are the sole responsibility of the vendor.

8.6 **All permits must always be available upon request at the vendor's booth.**

8.7 All sampling must follow the City of McKinney Health Department regulations. **No sampling is to be done outside your rental area.**

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9. Vendor Commitments, Booth Fees, Invoicing & Date Changes

When vendors select dates on their application, we rely on those commitments when planning the market and managing available booth space. **Dates selected on the application represent a commitment for the market season and should not be removed or changed unless absolutely necessary.** Vendors should carefully consider their availability before submitting their application and are expected to honor the attendance commitments they make.

Excessive absences or repeated requests to change committed dates, whether with or without prior notice, may result in the loss of booth space or removal from the market.

Booth Fees

Booth Type	Booth Fee Per Market
Standard Booth	$35
Standard Booth with Electricity	$40
Service Business	$17.50
Pop Up Guest Booth (as available)	$45/$50 (w/electricity)
Type Of Service	**Fee Per Year**
Social Media (Billed annually in January)	$108

Note: Vendors paying for the year in advance will receive a 10% discount.

9.1 Electricity (at a cost) is available by request based on application submission.

9.2 Invoicing

- Booth fees are billed on the **15th of each month for the upcoming month** and must be paid in advance, as outlined in the chart below. **Billing dates do not change a vendor's commitment to the dates selected on their application.**
- **The annual social media fee will be billed on January 1, 2027 in the amount of $108.**
- **NOTE:** January 2027 booth fees will be applied on **January 1, 2027**, rather than December 15, 2026. This one-time adjustment is being made to ensure all monies collected for 2027 remain within the correct calendar year.
- Therefore, the January booth fees and the annual social media fee will be billed on January 1st, 2027.
- Beginning with February 2027, all booth fees will be applied on the **15th of each month for the following month**. Therefore, February booth fees will be invoiced on January 15th, and payment due by the last day of January.

Changes To Committed Dates:

- Removing A Date
    - If an unavoidable circumstance requires a vendor to request removal of a future market date that was originally included in their application, a **$20 change fee** will apply. This fee applies **only to future dates that have not yet been billed,** and does not apply to dates that have already been invoiced or paid.
    - The change fee is intended to cover the administrative work associated with making an exception to a vendor's original commitment. **It does not mean that committed dates may be routinely removed or changed.**
- Adding a Market Date
    - To add a market date that was **not included in the original vendor application**, the **$45 Guest Pop-Up Fee** will apply.

Market management understands that unexpected issues or circumstances may arise beyond a vendor's control. Please communicate any concerns to the Market Manager as soon as you become aware, so we can offer assistance or help find a resolution.

9.3 A late notice reminder and a $25 late fee will be assessed based on the Collection Timeline.

9.3 Vendors issued a "No Admittance" notice will not be allowed to participate starting the second Saturday market until payment, including any late fees, is made in full.

9.5 Failure to submit payment for 3 consecutive Saturdays (resulting in non-attendance) will result in removal from the market.

9.6 Vendors who are late in paying more than 2 times during a market season are subject to removal from the market.

9.7

McKinney Farmers Market Invoicing & Collection Timeline

Vendor Booth Fee & Monthly Marketing Fee Invoice issued	Payment Due Date	Late Notice Reminder & $25 Late Fee Assessed	Notice issued of No Admittance to market starting the 2nd Saturday Market until payment (including late fee) is paid in full prior to returning
15th	**LAST DAY OF THE MONTH THE INVOICE IS ISSUED**	**First Day of the Following Month**	**Wednesday Prior to the second Saturday of the Month**

EXAMPLE USING January 2026 VENDOR BOOTH FEES FOR BILLING:

January 15th, 2027 FOR February BOOTH FEES	**February 28TH**	**March 1ST**	**March 11TH (no admittance 3/13)**

No payment received for 3 consecutive Saturdays (which means you have also not been able to attend the market), you will be excused from the market entirely

If you are late paying more than 2 times during a market season, you are subject to being excused from the market entirely

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10. Booth Assignment

Vendor booth assignments are determined by market management with consideration for several key factors:

- Overall booth availability
- Product type/category, to support a strategic and engaging customer traffic flow that benefits all vendors
- Seasonal rotation to ensure balanced coverage in all areas of the market
- The need to temporarily fill open spaces due to vendor absence
- The need for electricity

Additional placement considerations may include weather sensitivity of products, safety concerns, and physical accessibility needs.

- Vendors may not sublet, trade, or share their booth space with another business.
- Each space is reserved for the approved vendor only.

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11. Market Operations

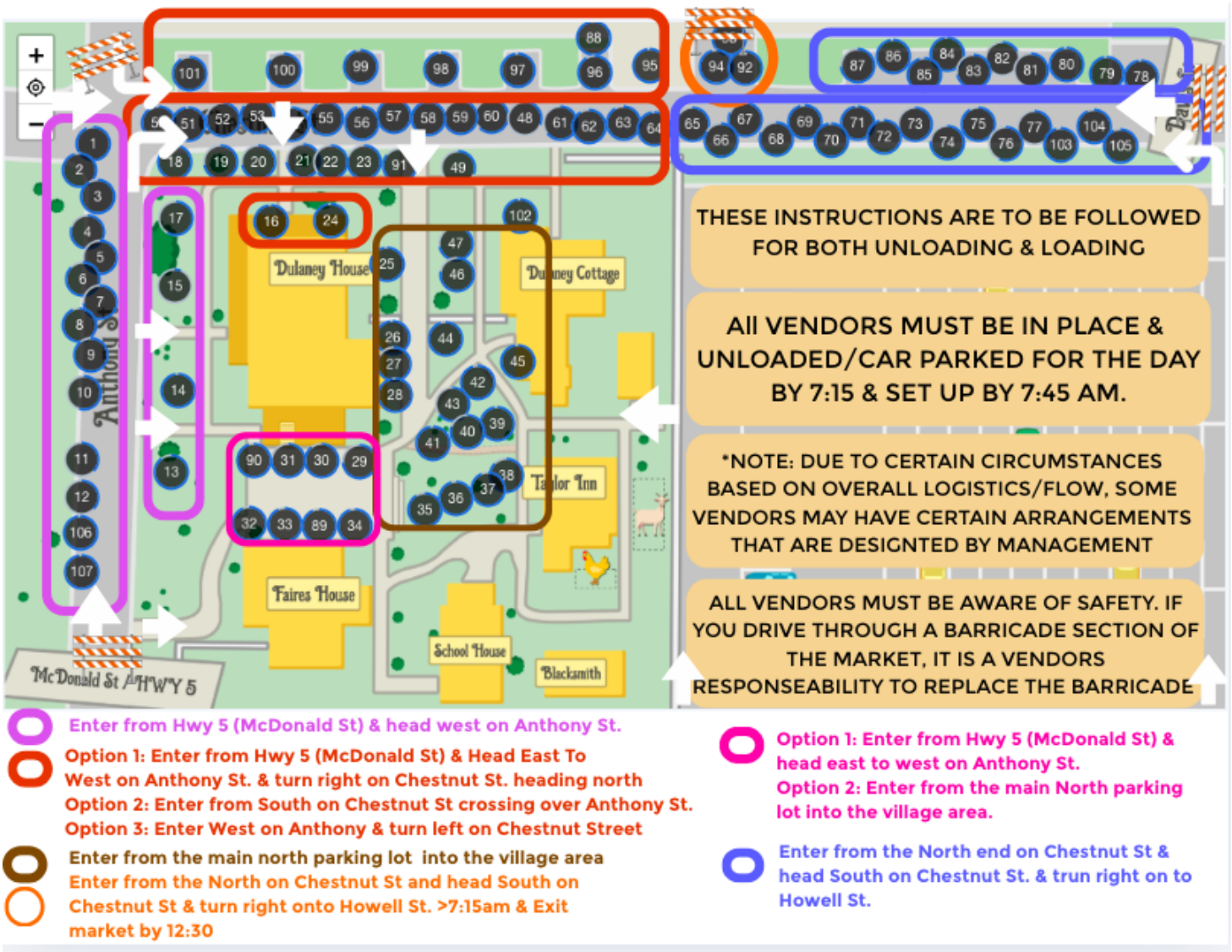
11.1 The McKinney Farmers Market at Chestnut Square operates each Saturday year-round except for the dates stated below:

- The Saturday following Christmas (12/26)

11.2 The hours of operation are:

- 9:00 am – 12:00 pm (January through March) • 8:00 am – 12:00 pm (April through December)

11.3 Loading in & Loading out must follow the set map illustrated instructions below to ensure a safe and uniform flow for all vendors:



11.4 It is the responsibility of the LAST vendor that enters in from a barricaded entrance to place the barricade is placed back to its original secure position to ensure safety measures are in place at all times.

Vendor Set-up & Breakdown Time Frames:

- Vendors may begin arriving as early as 5:00am to start setting up.
- All vendors must have all items unloaded and vehicle out of the market area by:
    - 8:15 am (January – March)
    - 7:15 am (April – December)
- All vendors must be set up and ready to sell no later than 15 minutes before opening:
    - 8:45 am (January – March)
    - 7:45 am (April – December)
- Vendors are required to remain open until the end of the market. **Late set-up or early tear-down is prohibited**—even if you sell out.

11.5 Vendor Space & Display

- The standard vendor space is 12 ft. x 12 ft. Vendors must supply their own tents, tables, chairs, signage, refrigeration, storage, and all sales materials.
- Vendors are encouraged to display their products in a clear, visible, and attractive manner. Tents, good quality signage, and tablecloths are mandatory.
- Vendors must not obstruct access to other vendors or extend signage beyond their booth space.
- Vendors are expected to control their lines so that they do not impact other vendors or the customer traffic flow of the market.
- Vendors determine their own pricing and display and may only sell items approved in their application.
- Vendors are responsible for:
    - Keeping spaces clean and safe.
    - Cleaning up and vacating within 1 hour after market close. ○ Not using public trash receptacles for produce boxes/unsold produce ($50 fee per violation).

11.6 All displays are subject to the discretion of the Market Manager.
11.7 No smoking, vaping, pets (except service animals), live animals, firearms, alcohol (except permitted wineries), or drugs are allowed.
11.8 No live animals may be sold or given away at the market.
11.9 Vendors are responsible for ensuring that all staff have reviewed these rules and regulations. Booth staff are held to the same standards and requirements as the vendor owner.

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12. Sampling & Giveaways Policy

12.1 All sampling must remain within your booth space.

12.2. Sampling must be in compliance with the City of McKinney health department.

12.3 Free items that compete with approved vendors are not permitted.

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13. Communications & Market Community Contributions

13.1 The primary method of communication between market management and vendors will be through email and the MarketWurks system. Click here to access Marketwurks.

13.2 A weekly newsletter will be sent with important updates. Vendors are responsible for checking their email regularly and staying up to date with market communications.

13.3 Requests for new products must be submitted via MarketWurks for review and approval.

13.4 May not display signage or distribute materials unrelated to the market.

13.5 Communications (e.g., lost child, accident, safety) will be sent via text.

13.6 Soliciting signatures, fundraising, or distributing non-approved materials is prohibited.

13.7 Participation is required of all vendors for the Farm to Table dinner or other McKinney Farmers Market fundraisers/events that directly benefit the market monetarily. Please be prepared to donate item(s) or time.

13.8 The annual vendor meeting, held each January, is mandatory for all vendors and important is an opportunity to connect, receive updates, and prepare for a successful year at the market.

13.9 Market management understands that unexpected issues or circumstances may arise beyond a vendor's control. Please communicate any concerns to the Market Manager as soon as you become aware, so we can offer assistance or help find a resolution.

Contact Information
Tracey Evans, Market Manager
email: marketmanager@chestnutsquare.org

Mobile #: 615-584-9991

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14. Parking

14.1After unloading, vendors MUST move vehicles to designated vendor parking. Closest spaces are reserved for customers.

14.2 No parking in the NORTH PARKING LOT, a fine of $50 may be assessed.

14.3 Do not drive in or out of the market area while customers are present.

14.4 Vendors may park in the parking spots designated in the Davis Parking Garage.

MAP CAN BE LOCATED ON THE MARKETWURKS VENDOR PORTAL

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15. Attendance/ Market Closure / Bad Weather

15.1 The market is a rain or shine event.

15.2 Cancellations may occur in cases of ice, sleet, lightning, or high winds. Vendors will be notified by **5:00 pm Thursday** before a Saturday market. Cancelled dates will be credited to future dates only when management cancels the market.

15.4 Vendors must notify management of any absence no later than 7:00 a.m. on the day of the market. Failure to provide notice (no show) will result in a written violation, and may incur a $50 fine at the discretion of the market management. Note: If cancelling 6 hours prior to market start time, vendor must notify the market manager via text or phone call.

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16. Professional Standards

16.1Vendors must act professionally at all times.

16.2 Offensive language, disrespectful behavior is prohibited.

16.3 Vendors and their representatives are expected to conduct themselves in a professional and respectful manner when interacting with McKinney Farmers Market staff, volunteers, vendors, customers, sponsors and other participants. Disparaging, harassing, threatening, abusive, or intentionally defamatory statements or conduct directed toward individuals or the McKinney Farmers Market, whether made verbally, in writing, electronically, or through social media, may result in removal to participate as a vendor.

16.4 Unsanitary practices are prohibited

16.4 Attire must be neat and appropriate.

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17. Violation Policy/Procedures

17.1 Violations of Market Rules may result in a verbal warning, written warning, written warning with possible suspension, or immediate removal from the Market, depending on the nature and severity of the violation.

17.2 Market Management reserves the sole discretion to determine the appropriate response to any violation of these Market Rules, including the type of notice issued and any disciplinary action deemed necessary based on the nature, severity, and frequency of the violation.

17.3 Violation of any Market Rules of Operation constitutes a material breach and default by the vendor. The Market reserves the right to revoke a vendor's participation at any time if found in violation of any rule or eligibility requirement. Vendors may be required to vacate the market immediately, with no refunds issued. Failure to vacate may result in civil and/or criminal remedies, including trespass enforcement.

The market management shall reserve the right to revise the Market Rules of Operation at any time and shall post notice of such revision to vendors.

Your success as a vendor is at the heart of our success as a market—and we truly grow together! Our shared goal is to keep the McKinney Farmers Market shining as the best market in Texas.

18. Emergency Policy/Procedures

- All vendors are required to download the approved GroupMe app to be used for emergency contact/information.
- Click link or scan bar code to download the app load: https://groupme.com/download or scan:
    - Once you have downloaded the app be sure to turn on "notifications"
- **Event-Day Emergency Action Checklist (1–2 pages)** – a laminated checklist for event managers with immediate actions for medical emergencies, severe weather, fire, evacuations, missing persons, and security incidents.

McKinney FARMERS MARKET

EVENT DAY EMERGENCY ACTION CHECKLIST

- **Chestnut Square Heritage Village**
- **Market Date:** _____
- **Manager on Duty:** _____
- **Assistant(s):** _____
- **Weather Forecast Reviewed:** □ Yes □ No

• BEFORE THE MARKET OPENS

• Safety & Site Inspection

- ☐ Barricades are in place and secured.
- ☐ Emergency vehicle access lanes are clear.
- ☐ Vendor vehicles have exited the market by designated time.
- ☐ Fire lanes remain unobstructed.
- ☐ Walkways are clear of trip hazards.
- ☐ Electrical cords are properly secured.
- ☐ Vendor tents are properly weighted and secured.
- ☐ Fire extinguishers are accessible.
- ☐ First Aid Kits are stocked.
- ☐ Restrooms are open and stocked.
- ☐ Drinking water stations are available.
- ☐ Trash containers are in place.
- ☐ Weather monitored and no immediate hazards exist.
- ☐ Staff and volunteers briefed on emergency procedures.

• DURING MARKET HOURS

- Monitor continuously for:
- ☐ Medical emergencies
- ☐ Heat-related illnesses
- ☐ Suspicious activity
- ☐ Unauthorized vehicles
- ☐ Weather changes
- ☐ Vendor tent stability
- ☐ Blocked exits
- ☐ Unsafe vendor practices
- ☐ Lost children
- ☐ Crowd congestion
- ☐ Trip hazards

• IF A MEDICAL EMERGENCY OCCURS

- □ Call **911 immediately**
- □ Notify Market Manager
- □ Assign staff member to meet EMS
- □ Keep area clear
- □ Do NOT move injured person unless necessary for safety
- □ Document incident (see attached Incident Report Form)

• IF SEVERE WEATHER DEVELOPS

- Monitor:
- ☐ Lightning
- ☐ High winds
- ☐ Heavy rain
- ☐ Tornado Warning
- Actions:
- □ Notify vendors
- □ Suspend activities if necessary
- □ Secure loose items
- □ Direct guests to shelter
- □ Follow evacuation procedures if required

• IF AN UNAUTHORIZED VEHICLE ENTERS

- □ Stop pedestrian traffic if safe
- □ Notify Market Manager immediately
- □ Contact Police if necessary
- □ Direct vehicle to safest exit
- □ Do not confront aggressive drivers

• IF FIRE OCCURS

- □ Call **911**
- □ Evacuate immediate area
- □ Use extinguisher ONLY if safe

- □ Keep guests away
- □ Meet Fire Department
-

• IF A CHILD IS REPORTED MISSING

- □ Notify all staff immediately
- □ Obtain:
- • Name
- • Age
- • Description
- • Last known location
- □ Check restrooms and nearby buildings
- □ Contact Police if child is not located promptly
-

• IF A SUSPICIOUS PERSON OR ACTIVITY IS OBSERVED

- □ Notify Market Manager
- □ Call Police if necessary
- □ Observe and document
- □ Do not attempt physical intervention
-

• IF A BARRICADE IS MOVED

- □ Replace immediately after vehicle passes
- □ Never leave access points unattended
- □ Verify barricade is secure before leaving the area
-

• END OF MARKET

- ☐ Vendors exited safely
- ☐ Guests cleared from market
- ☐ Barricades secured
- ☐ Grounds inspected
- ☐ Incident Reports completed
- ☐ Equipment secured
- ☐ Utilities checked
- ☐ Final property walk-through completed
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• IMPORTANT PHONE NUMBERS

- **Emergency:** 911
- **Market Manager:**
  Name: Tracey Evans
- Mobile: 615-584-9991

- **Executive Director:**
- Name: Jim Doyle
- Mobile: 972-832-0937
- **Assistant Manager:**

- **Chestnut Square Office: 972-562-8790**
- **315 S Chestnut St., McKinney, TX 75069**

- **McKinney Police (Non-Emergency): 972-547-2700**

- **McKinney Fire Department (Non-Emergency): 972-547-7500**

- **Nearest Hospital: Baylor Scott & White Medical Center**
- **5252 W University Dr., McKinney, TX 75071**
- **Phone: 469-764-1000**

• REMEMBER OUR PRIORITIES

- **1. Protect People**
- Safety of guests, vendors, volunteers, and staff always comes first.
- **2. Call for Help**
- When in doubt, call **911** first.
- **3. Notify Management**
- Immediately contact the Market Manager.
- **4. Secure the Area**
- Keep emergency access clear and prevent additional hazards.
- **5. Document the Incident**
- Complete an Incident Report before leaving for the day.

- **Safety Philosophy**
- **Every vendor, volunteer, and staff member play a role in maintaining a safe market. If you see something unsafe, don't assume someone else will address it. Speak up, take appropriate action, and notify management immediately. Working together is the best way to protect our guests, our vendors, and the McKinney Farmers Market experience.**