



## The Villages® Hometown Market Guidelines

Brownwood Paddock Square® is the center of many activities and plays an important role in contributing to our friendly, hometown atmosphere. These guidelines are established to ensure the fair, continued, and profitable participation of our valued vendors in The Villages Hometown Market.

### Vendor Space & Rates

- Monthly fees vary by space size (10'x10' to 40' x 10') and location (Standard or Premium).
- **Premium Spaces** are on the square at utilize a parking spot and receive the most foot traffic
- **Standard Spaces** are spaces along the square that do NOT utilize a parking spot and side streets with lighter foot traffic
- Rental Fee structure based on 10' x 10' spaces per space per month:

Premium Spaces		Standard Spaces	
Size	Rate	Size	Rate
10x10	\$225	10x10	\$150
10x20	\$450	10x20	\$300
20x10	\$450	20x10	\$300
30x10	\$675	30x10	\$450
20x20	\$900	20x20	\$600
40x10	\$900	40x10	\$600

- **Corporate Spaces** are designated for vendors that do not sell a product that is handmade/homemade and cannot be purchased on-site, it requires consultation or custom orders to be made. This is also designated for vendors who are looking to hand out pamphlets or informational materials to attendees. Corporate Spaces are three times the standard 10x10 rate.

Corporate Space	
Size	Rate
10x10	\$450

### Space Use Rules

- Vendors may not share, sublet, or sell spaces.
  - Vendors are not permitted to sublet their booths to other current or prospective vendors. Vendors are not permitted to sell the space to someone else if they will no longer be using the space. If a vendor decides to sell their business to another entity, all parties must meet with The Villages Entertainment prior to any agreement being made.
- Only pre-approved products may be sold.
- To add Items, vendors must get preapproval from 'TVENT' staff.
- Vendors will have 1 foot of space between other tents.
- All products must fit under the given tent space, if it cannot fit under your tent, 'TVENT' staff will require the product to be removed from the space and placed back into your vehicle.
- Once you are given your space number and location, that will be your location. Vendors will not be moved around based on absent vendors.



### Payment & Attendance

- The Hometown Market runs every Saturday from 9:00am EST to 1:00pm EST year-round.
  - **Invoices & Payment**
    - Invoices are sent via Square, monthly on the 15<sup>th</sup> and are due on the 7<sup>th</sup> of the following month.
    - Invoices paid anytime from the 8<sup>th</sup> – 15<sup>th</sup> will receive a \$15 late fee.
    - Accounts **2+ weeks overdue** will receive 1 reminder via email that payment is due.
    - Accounts **3+ weeks overdue** will be suspended from the market.
    - Three late payments may result in removal from The Market.
    - Payments by check must be submitted by mail to The Villages Entertainment at 3619 Kiessel Rd. The Villages FL 32163.
      - Please, make checks payable to “The Villages Entertainment”.
  - **Attendance**
    - Weekly attendance is expected.
    - Vendors must notify staff if they are ill or on vacation.
    - Two consecutive no-calls, no-shows result in removal from The Market.
      - If you leave the market early by walking your product out, without prior authorization by the TVENT Coordinator, it will be reflected in the attendance log as a no-call, no-show for the market.
    - Telling the coordinator on-site you will be out on a scheduled market day does not qualify as letting us know. It must be written and sent via email to be excused.
  - **Returned Check**
    - First returned check fee: \$35
    - Second and subsequent returned check fee: \$45
    - Following a returned check, payment must be made by money order or online.

### Set Up & Tear Down

- **Entrance**
  - Use the barricade between **World of Beer & the Sales Center**.
  - Vendors will receive a **Vendor Pass** to help with market entry:
  - Place it in your **driver’s window** or **hold it up** for staff to see upon arrival.
  - Vehicles may be used to drop off products and equipment, but may not remain on site during setup. Vehicles must be parked in the approved parking lot.
- **Setup Time**
  - Setup is from 6:00 AM to 8:30 AM. Vehicles may be used to unload but must be moved immediately.
- **Tear Down Rules**
  - Vendors may not leave early or begin teardown before 1:00 PM without the approval of TVENT Special Event Coordinator (The Market Coordinator) Market Coordinator.
  - Two warnings in a 12-month period will result in suspension from the market.
  - All merchandise must be packed before vehicles return to the Square. **Vehicles cannot enter the square before 1:15 PM.**
  - Vehicles cannot idle near chains, stop signs, or intersections.



### **Tent & Equipment**

- Vendors must use a minimum of 25 lb per leg.
  - No setup is allowed without proper weights.
- Weights must be at the base of your tent legs – they cannot hang from your tent.
  - Weights must be on each leg, if you have a 10x20 or larger and are connecting tents to create that size, your middle two legs will count as one and it will need 25 lbs on each one.
- Missing weights:
  - **1st offense:** You'll be asked to pack up and leave for the day (no refund).
  - **2nd offense:** Suspension from the market.
  - **Continued issues:** Further action will be taken.
- Vendors must provide their own tables, chairs, and lighting.
  - Use of square-provided chairs is not permitted.

### **Display Restrictions**

- No tying off to structures or landscaping.
- Nothing may be stored in landscaped areas.
- Signage must be approved by TVENT, not impede foot traffic, and remain close to the booth.
- Feather flags are not permitted.

### **Power & Safety**

- No power is provided.
- Power must come from a whisper-quiet (60dba) generator, inverter system, or battery-powered lights.
- Using square outlets is prohibited.
- No open flames or flammable materials are permitted.
- Gas cans cannot remain in vendor areas.

### **Clean-Up**

- All trash must be bagged and removed by the vendor.
- Do not leave trash near containers or storm drains.
- Non-biodegradable items must be disposed of properly.

### **Weather Policy**

- Delays or cancellations are decided by TVENT.
- If The Market is cancelled, vendors do NOT get the option to stay open.
- Once set up, vendors must remain until the market ends unless released by The Market Coordinator.
- If the Market is canceled once staff is on-site, no credits will be given for that day's market.

### **Parking**

- Vendors must park in the rear of the parking lot behind World of Beer, Cody's or Gator's Dockside.
- Parking near the square or businesses is prohibited.



THE VILLAGES ENTERTAINMENT  
3619 Kiessel Rd | THE VILLAGES, FL 32163  
P: (352) 750-5411 | F: (352) 750-3024

### Vendor Required Documentation

- Documentation for new vendors is required to be turned in prior to market start date, failure to do so will postpone your start date – without a refund of monies.
- Required Documentation
  - Financial & Tax
    - Current Florida State Tax ID form (if applicable)
    - Completed W-9
  - Insurance
    - Certificate of Insurance Certificate listing the following as Additionally insured Holder/Loss Payee:
      - Operating Company of The Villages, The Villages Entertainment / Special Events  
3619 Kiessel Road | The Villages, FL 32163
        - Required to have \$1 million per occurrence \$2 million aggregate
  - If you need insurance: [statics.teams.cdn.office.net/evergreen-assets/safelinks/2/atp-safelinks.html](https://statics.teams.cdn.office.net/evergreen-assets/safelinks/2/atp-safelinks.html)
  - Food Vendor
    - Florida Department of Agriculture and Consumer Services Certification
    - Cottage Food Information (Labeling, Allergens, Florida Statutes Section 500.80, Federal Regulations 2017 Food Code)
    - Health Department Permit
    - Temporary Event License
    - Fire Certificate
    - Florida Business License for Food Vending Food Handlers Permit
  - Failure to comply with health and safety requirements, such as – no Temporary Event License, proper sanitation, hand wash station, etc. may result in immediate **closure of your booth by the inspector**. In addition, the following penalties will apply:
    - **1st Shutdown:** \$100 fee
    - **2nd Shutdown:** \$200 fee
    - **3rd Shutdown:** Removal from the market
  - If the Health Inspector requires you to shutdown your booth space for any reason, no credits will be given for that time.



### Vendor Required Documentation Continued

- Important Notes
  - Specific documentation requirements may vary based on your products.
  - Please contact us with any questions regarding required documents.
  - It is the **vendor's responsibility** to know and follow all health and safety regulations.
    - TVENT Staff will not provide your documentation at Hometown Market. You are required to have it at your booth space – per your license/certificate requirements.
  - Vendors must have **all required paperwork and documentation on hand at all times** (licenses, permits, insurance, etc.).
  - Vendors are responsible for knowing **what they are permitted to sell** under their licensing.

### Product

- All items must be pre-approved by TVENT.
  - After approval has been given for a particular product line, vendors are not permitted to alter their merchandise or bring in new merchandise without prior written approval by The Villages Entertainment.
- Changes to inventory require written approval by TVENT.
- **Exclusivity is not guaranteed.**
- It is recommended but not required that all vendors accept credit cards as a form of payment.
- Vendors selling anything by weight must use a scale that is certified and meets all Florida and Federal requirements for commercial scales.
- Any vendor using a scale must have their certificate on-site
- Any and all produce should be displayed in attractive containers.
- Seafood vendors should clearly identify where the product is from and the process that was used to keep the product fresh while bringing the product to the market.
- All cottage food products must be labeled in accordance with the United States Code of Federal Regulations, Title 21, Part 101.

### Spills

- Vendors are responsible for keeping their space clean and tidy. Should a vendor have any kind of spill or breakage, they are to notify the on-site manager immediately.
- The vendor is responsible for the cleaning up of the spill or breakage.
- Any stains that occur and are left by the vendor will be cleaned by The Villages Entertainment and an appropriate bill will be sent to the vendor that occupied the space for immediate payment.



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### **Solicitation**

- **Designated Sales Area**
  - All sales transactions must occur within your assigned vendor space.
- **No Solicitation**
  - Solicitation activities are prohibited on all squares.
- **Restricted Distribution**
  - Flyers and advertisements may only be distributed from your designated vendor space.
- 2 warnings in a 12-month period will result in suspension from the market.

### **Dress Code & Conduct**

- Attire is to be kept clean and neat and shall not be revealing or distracting.
- While participating as a vendor within The Villages, you are a representative of the ideals and image of The Villages and your dress should reflect accordingly.
- The use of drugs and/or alcohol by a vendor or their helpers is strictly prohibited.
  - No smoking cigarettes or nicotine products near or at your tents. Vendors must find the nearest designated smoking section.
- The use of vulgar language or disrespectful comments will not be tolerated.
- Anyone to be found in violation of these rules of dress code and/or conduct will be addressed accordingly.
- All vendors must be respectful to all staff and adhere to direction from staff of The Villages and its various partners. These parties are there to assist you and make sure the event is as safe and efficient as possible.
- Three written warnings will result in vendors termination from market.



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### **Termination Without Cause**

- **Right to Termination**
  - The Villages Entertainment reserves the right to terminate any vendor's participation in events at any time, with or without cause.
- **Notification**
  - If termination is exercised, The Villages Entertainment will provide written notice to the vendor.
- **Refund Policy**
  - If The Villages Entertainment terminates a vendor's participation, and it is not due to the vendor's violation of these guidelines, a refund of prepaid monies may be issued.
  - **Refunds will be addressed on a case-by-case basis.**

### **Entire Agreement**

The Villages Entertainment may terminate any vendor's participation at any time without cause. Refunds for prepaid fees will be considered case-by-case.

- **Agreement & Acknowledgment**
  - Participation confirms the vendor has read and agrees to all guidelines. Violation may lead to termination from future events.
- **Hold Harmless Agreement**
  - Vendors agree to hold The Villages and all related entities harmless for injuries, damages, or claims arising from participation.
- **Trademarks**
  - The Villages® names and logos may not be used without written permission.
- **Jurisdiction & Legal**
  - These guidelines fall under Florida law.
  - Legal disputes will be handled in Sumter County, Florida.
  - The prevailing party in any legal action is entitled to attorney's fees.