

WOODLAND PARK FARMERS MARKET

VENDOR HANDBOOK

SUMMER 2026

ABOUT TCFMA/WPFM

Teller County Farmers Market Association, (TCFMA) is a 501(c)3 organization which provides a forum for sales of local produce and items associated with agriculture, garden & food.

Our MISSION is to enhance the quality of life for Teller County residents and visitors by providing access to safe and affordable produce and other food, promoting agricultural land use through a direct market for growers, encouraging organic and pesticide-free growing techniques, and fostering health and well-being through community education. The summer market has been a lively and hugely popular part of Teller County life since 1991.

DATES, TIMES, LOCATION

The Woodland Park Farmers Market takes place:

Days: Fridays

Dates: June 5– September 25.

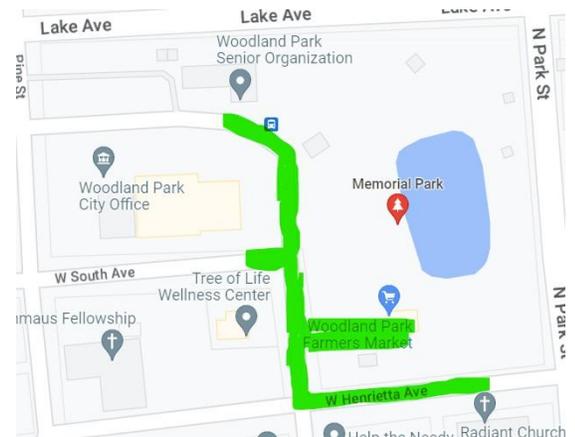
Times: 8:00am-1:00pm

Location: Memorial Park, Henrietta Avenue, and Center Street, Woodland Park, CO.

WPFM operates rain or shine and follows a consistent schedule, even during inclement weather.

APPLICATIONS

Applications for the market may be accessed through our website <https://wpfarmersmarket.com>. WPFM uses a market management online vendor management system specifically designed for farmers markets and vendors. This helps us streamline the registration, payment and accounting process for both WPFM and the vendor. Vendors register online, record their products and descriptions, upload required documents and product photos and pay fees via this system. In addition, the management program enables vendors to create



a public profile of their business which will be accessible through the market website. A map and list of all approved vendors will be generated weekly using the management program and will be available to the public through our website, <https://wpfarmersmarket.com>.

VENDOR SELECTION CRITERIA AND PRODUCT STANDARDS

WPFM is committed to creating a diverse market providing the highest quality, local produce, meats, eggs, specialty food products and prepared foods available, along with a limited selection of artisan crafts related to agriculture and/or food production.

Priority is given to Colorado farmers, ranchers, and artisans who create products using Colorado-grown agricultural goods. Farm products should be grown or produced within Colorado. Limited exceptions may be considered for specialty items or early in the season when local produce is not yet available. Any products not grown or produced in Colorado must be clearly labeled accordingly.

WPFM accepts a limited number of Young Entrepreneurs; local youth aged 8-18 who produce an agricultural product, specialty food, or craft. See our Young Entrepreneur section for more information.

WPFM also accepts a limited number of non-agricultural or specialty food vendors including local non-profit organizations, community partner organizations, special exhibitors, and occasionally local merchants providing information about their products and services.

VENDOR CATEGORIES

In the vendor portal, vendors will designate and apply using a specific vendor category. These categories are:

Agricultural: These include farmers and ranchers selling products grown/raised and processed by the seller; vegetables, fruit, meats and meat products and eggs as well as secondary products like cheeses, yogurt, honey, soap, salsa, cider, or fibers produced from their own produce or animals. The agricultural category may also include produce resellers purchasing directly from a Colorado grower with specific approval from WFMP Manager. NO PRODUCTS SOLD AT THE MARKET MAY BE PURCHASED FROM A MIDDLEMAN SUCH AS A COMMISSION HOUSE, WAREHOUSE (COSTCO, SAM'S CLUB ETC), FOOD BROKER, OR AUCTION.

Specialty Foods: These include freshly made products including yogurts, salsa, cheeses, cider, salad dressings, and baked goods, and herbal products.

Prepared Foods: Freshly made, ready-to-eat hot or cold food and drinks for sale and immediate consumption at the market.

Food Trucks: Prepared food vendors with licensed trucks.

Artisanal Crafts: Handcrafted items produced by the seller related to agriculture, gardening, or the kitchen.

Health and Wellness: Items created from natural products by the seller for health and wellness purposes such as lotions, soaps, tea blends, and herbal tinctures.

Non-Food/Miscellaneous: Dog treats and other items not covered by other categories.

Non-Profit/Community Partner: Non-profit organizations, community partner organizations.

Young Entrepreneurs: Vendors ages 8-18 are eligible and encouraged to take part in our YE program. See additional YE information below.

Seriously Senior: Vendors aged 70 and over are eligible for a reduced booth fee. A limited number of senior vendors may also be eligible for insurance coverage through TCFMA at an additional charge. If you require assistance with insurance, please reach out to the manager directly to make other arrangements.

Sponsors: Sponsors are eligible for additional days at the market based on sponsorship level.

Musicians/Special Exhibitor Non-Vendor Category: Musicians and other special presenters.

YOUNG ENTREPRENEURS PROGRAM

The Young Entrepreneurs (YE) Program supports youth ages 8 to 18 in developing entrepreneurial skills by creating, marketing, and selling their own products at the Farmers Market. Participation requires a commitment of 4 to 8 weeks during the market season. Youth are expected to lead the process, including completing the application, preparing products, and managing basic booth operations, with adult assistance as needed.

All accepted participants and a parent or guardian must attend a required orientation session prior to their first market day to review expectations, procedures, and program guidelines. Youth under 12 must have an adult present at all times, while participants ages 12 to 18 may attend without a parent at their family's discretion, provided a responsible adult is reachable by phone and market staff are informed in advance.

Booth spaces are assigned on a rotating schedule based on the number of participants. A signed YE agreement from both the participant and parent or guardian is required before participation. Due to program demand, participation may be limited to a maximum of six Young Entrepreneurs per market week.

FEES, DISCOUNTS, & FINES

Application Fee - \$15.00 (Sponsors, musicians, and special exhibitors excepted). Charge will be applied only to accepted vendors and will be required prior to coming to market.

Deposit – 1 Week's booth fee (sponsors, musicians, special exhibitors excepted). Payment will be required of all accepted vendors prior to coming to the market.

Weekly Booth Fees: to be paid online or in person either in advance or on the market day.

- Regular Vendor \$35

- Young Entrepreneur (ages 8-18) \$5

- Seriously Senior (aged 70+) \$20 (plus a nominal weekly fee if liability insurance is needed)

- Small Food Trucks (van or small trailer using just one regular vendor space) \$35

- Large Food Truck (large trailer, or trailer with truck attached, requiring more than one space) \$50.

- An additional space to park two vehicles is \$15.

*Food truck sizes and fees are determined based on how truck is able to park, whether or not vehicle can be detached and how many 10' spaces the trucks require.

Car Parked with Booth – \$15. Attempts will be made to accommodate senior citizens or the physically disabled by placing the booth closer to a parking area. However, if a car is required with a booth site, thus taking up a potential vendor spot, there will be an additional fee.

Non-Profit Discount - Non-profit organizations get one free week at the market. Application fee required and additional weeks charged at regular rate. Non-profit spaces will be provided based on availability.

Full-Season Discount-\$5 off per week when paying for the full-season up front.

Special Discount for Ranchers/Farmers-Ranchers and farmers may request one free space, in addition to their paid space.

No-show, or late cancellation fee – one week’s booth fee will be charged for those who do not cancel by 5:00pm on Tuesday prior to the market or who otherwise fail to show up at a market they are scheduled to attend. Illnesses and emergencies will be considered on a case-by-case basis. Repeated cancellations or absences will be cause for termination from the market.

City of Woodland Park Sales Tax (3.0%) – All vendors are required to pay city sales tax based on gross sales on all Food and Non-Food items. Vendors are encouraged to purchase a Woodland Park City business license and pay the sales tax on your own. You may purchase a city license for \$35 <https://www.city-woodlandpark.org/213/BusinessSales-Tax-Licensing>. WPFM will collect the sales tax for YEs and those unable to purchase a city license at the end of each market day. A list of all vendors will be provided to the city, at the city’s request.

TELLER COUNTY PUBLIC HEALTH

All food vendors must follow Teller County Public Health Guidelines and have appropriate certifications and licensing based on Vendor Type. All vendors of food for human consumption (including farmers, ranchers, and YE) must complete a screening application from Teller County Department of Public Health for approval. This approved application must be uploaded to the vendor portal to receive final approval to sell at the market. Failure to upload the Health Department Approval form will result in the vendor being denied or expelled from the market. At any given time, without notice, the health department may take a walk through the market and notify both the vendor and the market manager of any health violations.

INSURANCE

All vendors (except for Youth Entrepreneurs) are required to carry general liability insurance and submit a Certificate of Insurance through the vendor portal. The certificate must list TCFMA as an additional insured, as outlined below:

TCFMA/WPFM
PO Box 464
Woodland Park, CO 80866

There are many different companies through which you can procure vendor insurance. If you would like more information, please reach out to the market managers directly with questions and we can provide you with additional information.

Seriously Senior Vendors may be eligible for coverage under TCFMA insurance but will incur an additional charge for this. Contact the Market Manager for more information.

BOOTH INFORMATION/SET-UP & TAKE DOWN

Market-Day Schedule:

6:00am - Market staff/volunteers at park, vendors may arrive to set up no earlier than 6:00am

7:45am – Vendors should be set up and ready to sell.

8:00am – Market opens.

12:45-1:30pm - Check out is open.

1:00pm – Market closes, vendors may begin take-down.

2:15pm - All vendor booths should be cleared by this time

Barricades & traffic safety – The City of Woodland Park provides Type III barricades to help with traffic control and safety of our vendors and patrons. The barricades go up at 7:45 am and are taken down at 1:15 pm, by city employees. All vendors must be in place prior to the barricades going up. Vendors will not be allowed to set up at the market if they arrive late. There are areas for unloading and re-loading your vehicles. If you use these areas, please be mindful of others, move your product and equipment to your space, then move your vehicle. Please set up your booth after you have moved your vehicle to a parking space outside the market.

Check-out – At the end of each market day vendors will check-out with market staff. During check-out vendors will turn in any incentive coupons they receive during the market day, pay City sales tax (those without a WP business license), and any market fees due. Payments can be made through your vendor portal by credit card, or by cash or check.

Tent sizes and requirements - Standard vendor spaces allow for a 10x10 tent/canopy. Larger canopies cannot be accommodated unless vendor is purchasing more than one booth space. Each vendor is required to supply their own tent, table(s), and chair(s) and is responsible for setting up and taking down their tent and booth display on their own (YE excepted). **Tent weights are required.** We recommend at least 35 pounds per tent leg. Here is a link with instructions to make your own <https://www.youtube.com/watch?v=m5L3WYa8up8s>. Or you may purchase weights; here are some examples <https://www.stylecraze.com/articles/best-canopy-weights/>.

Booth Presentation and Signage – All booths must include at least one large sign that clearly shows the business name and can be read easily from several feet away. Vendors are encouraged to create an attractive and professional display and to be actively engaged with market shoppers.

Booth Assignment – Assignment of vendor booths takes place weekly. The manager will attempt to have space assignments finalized by Thursday afternoon, but last-minute changes do occur. The market manager will attempt to keep full-season regular vendors in a regular space; however, a specific space is not guaranteed. Please check with the market manager or volunteers for your booth assignment when you arrive for the market each Friday. An online map displaying vendor sites will be available on our website weekly.

Set-up & Take-down - Vendors are responsible for providing their own equipment, properly securing all items, and independently handling the setup and breakdown of booths and tents. In accordance with City ordinance, arrival for setup is permitted no earlier than 6:00 a.m. Booths must be fully set up and ready for sales prior to the market opening at 7:45 a.m. Late arrivals disrupt the flow of the market for fellow vendors and customers. In the event of extenuating circumstances causing a delay, the market manager must be contacted by phone at 719-400-9986 (not via Facebook Messenger). Space cannot be guaranteed for late arrivals, and repeated tardiness may result in removal from the market. The market concludes at 1:00 p.m. Displays are expected to remain in place for the full duration of the market and should not be dismantled early, even if products sell out (Youth Entrepreneurs under age 12 may be eligible for shorter booth times). Booths must be fully taken down, cleaned, and cleared by 2:15 p.m. Each vendor is responsible for removing and properly disposing of all trash from their space.

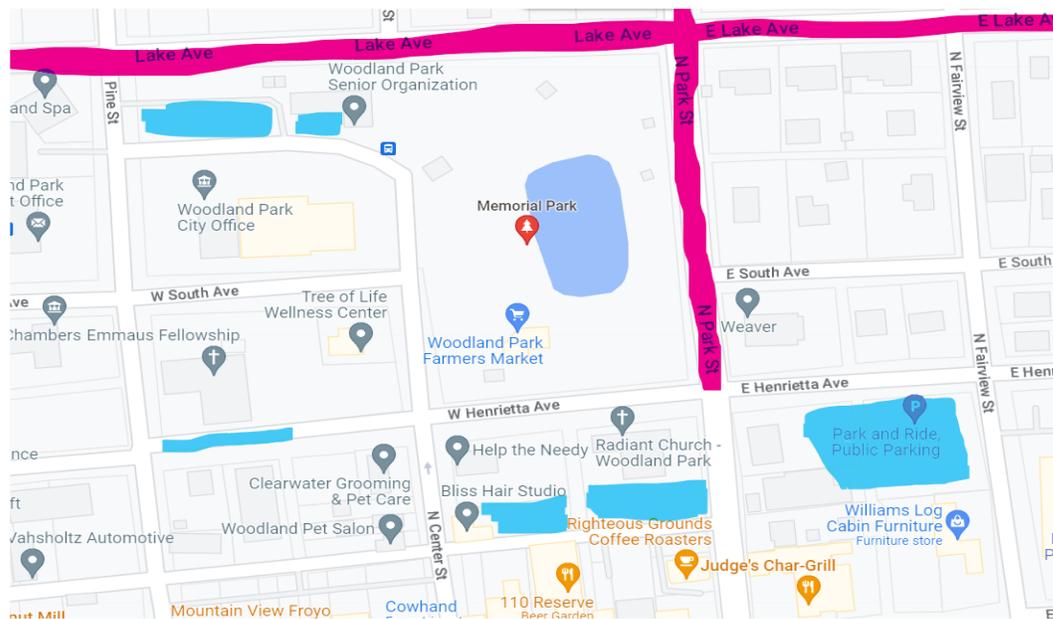
Electricity – Electricity is available in a limited number of locations throughout the park. Any need for electricity should be indicated on the application, and placement near an outlet will be accommodated when possible. Vendors requiring power are encouraged to bring a generator and inverter as a backup. Please be mindful that excessively loud generators may be disruptive to neighboring vendors and could impact booth placement. Food trucks are expected to supply their own generators.

VENDOR CONDUCT

All vendors are expected to conduct themselves in a professional, courteous, and respectful manner toward customers, fellow vendors, city employees, community members, and market staff and volunteers. Inappropriate behavior, language, or any form of threatening conduct, whether in person, by phone, or through electronic communication, will not be tolerated and may result in immediate removal from the market. A separate Code of Conduct will be provided at the start of the season. This document must be reviewed, signed by the vendor, and kept on file by the Market Manager.

VENDOR PARKING

Vendors may park in the parking lots behind City Hall and near the Senior Center as well as behind Radiant Church and in other public parking areas (see areas marked in blue on map, the pink is additional street parking). We are not anticipating any street closures on the streets surrounding the park. We will update the map if the City of Woodland Park advises differently. Please be sure to arrive early to be able to park and be set up on time.



MARKET BUCKS/SNAP/DOUBLEUP

WPFM accepts three forms of coupon currency: MarketBucks, SNAP, and Double Up Food Bucks. All vendors are required to accept MarketBucks, and any vendor offering SNAP- or Double Up-eligible products must participate in those programs in accordance with federal and state guidelines. Only coupons stamped "Woodland Park Farmers Market" should be accepted; coupons issued by other markets are not valid. Vendors will be reimbursed for all eligible coupons collected on a monthly basis.

Type	Market Bucks	SNAP	DoubleUp Food Bucks
Appearance	Blue Paper Bill	Light Pink Bill	Green and Orange
Value	\$5	\$1	\$1
What can it purchase?	All market products	Most grocery products that can be taken home to prepare meals including baked goods, jams, jellies, honey, salsas, salad dressings, oils, vinegars, pasta, cheeses, vegetables, fruits, mushrooms, meats, seasonings, herbs, & plant starts.	Colorado-grown fruits, vegetables, herbs, vegetable plant starts, mushrooms.
What can't it purchase?	Cannot be used at WP Arts & Crafts Fair.	Hot and cold prepared foods meant for immediate consumption, alcohol, flowers, candy, non-food items.	Any prepared foods Anything that is not a fresh fruit or vegetable. Ornamental plants.
Other	Treat as cash and make change.	Treat like cash, but do not make change.	Treat like cash, but do Not make change.

THE LONGER TABLE – WPFM has a partnership with the Aspen Mine Center in Cripple Creek, Colorado. The Aspen Mine Center provides a variety of services to meet the needs of seniors, families, and low-income individuals in the Southern Teller County area including hosting a food bank. At the end of each market day our vendors are invited to donate to the Aspen Mine Center’s food bank. Customers may also purchase products to donate to this cause.

POLITICS AT THE FARMERS MARKET

The Woodland Park Farmers Market (TCFMA/WPFM) is a *federally tax-exempt nonprofit organization under IRC 501c3 and thus prohibited from political activity*. We are specifically prohibited from involvement with any candidate or legislation. The prohibition extends to influencing, engaging, supporting, opposing, or taking any position, on any candidate, campaign, issue, legislation, party, or platform.

Under current City policy, consistent with applicable laws and practices in other Colorado communities, Memorial Park is considered a public space where free speech cannot be prohibited but may be reasonably regulated. Accordingly, WPFM does not provide booth space within the market for political or religious activities. However, political or religious expression on park sidewalks is permitted, if it does not disrupt, interfere with, or intimidate vendors or their customers.

CONTACT INFORMATION & MARKET COMMUNICATION

How to Reach Market Staff - On market days, the most effective way to contact the Market Manager is by calling 719-229-3767. If the call is not answered immediately, please leave a voicemail or send a text message, and a response will be provided as soon as possible. During the week, staff can be reached at the market phone number or by email at info@wpfarmersmarket.com

How Communication Will be Handled - Every effort will be made to keep vendors informed of important updates related to market operations. The primary method of communication will be in-person conversations at the market on Fridays. Additional updates may be shared via email, text message, phone, website announcements, or notices included in weekly envelopes. To ensure important messages are received, info@wpfarmersmarket.com should be added to vendors email approved sender lists, as market emails may occasionally be filtered into spam or junk folders.

FINAL THOUGHTS

We are thrilled to have you as part of the Woodland Park Farmers Market! Together, we do more than offer Teller County greater access to fresh, local produce, specialty foods, and unique goods — we help create a welcoming space where the community can gather, connect, learn about local programs and resources, and enjoy the beauty of our mountain town. On behalf of the TCFMA Board of Directors, thank you for being an essential part of this market and for joining us in making this season meaningful for our entire community.

Sincerely,
Amanda