



RULES & REGULATIONS | 2025

Hello local growers and artisans!

We are excited to invite you to bring your homemade goods and homegrown foods and produce to sell at the Market on the Plaza in Mountain Village. The Town of Mountain Village is a pedestrian-friendly community at 9,545 feet elevation under majestic mountain peaks. Mountain Village is connected to the historic Town of Telluride by a free, environmentally-friendly gondola offering stunning views of the Telluride valley, sits adjacent to Telluride Ski Resort and the majestic San Juan Mountains.

The Market on the Plaza is a way to enhance the town's sense of community and vibrancy and create local tradition. The market provides an avenue to support regional and local businesses that offer homegrown and homemade products, while also bolstering foot traffic through Mountain Village Center and its local businesses.

Thank you for your thorough review of these Market on the Plaza Rules & Regulations.

Market on the Plaza Vendor Rules & Regulations

Participants must comply with all Town of Mountain Village rules and regulations and provide copies of all insurance policies and/or state permits your operation holds.

Participants must comply with directions from Town of Mountain Village staff before, during and after each event.

Participation in the market may be revoked at any time for non-compliance with the Market on the Plaza Rules & Regulations.

Market Details & Fees

Where: The Market on the Plaza is held in Heritage Plaza, the center of Mountain Village. Heritage Plaza is considered the heart of our community and is surrounded by quaint shops and hotels. A map of the Heritage Plaza vending locations is provided in this packet.

When: Market dates are set annually. Market on the Plaza is typically held every Wednesday from the 2nd Wednesday in June through the 2nd Wednesday of September. Hours of operation are 11 a.m. to 4 p.m. * Note: setup will run from 8:30 a.m. to 10:30 a.m. and breakdown from 4:00 p.m. to 5:00 p.m.

Vendor Attendance:

Vendors are responsible for attending all approved market dates. If you are unable to make any dates, it is your responsible to contact the Market Manager.

Vendors must give notice by 10:30 the Tuesday prior to the Wednesday market date in order to avoid a \$25 missed market fine if we are unable to fill your booth space.

Fees:

Fee Amount:

Booth Fee

Standard Seasonal Booth Fee	\$250
Partial Season Vendor Booth Fee	\$250 (committed to 11 or less markets)
Full Season Vendors	\$250 but will receive a \$75 rebate (final booth cost \$175) at end of season for attending 12 or more total Markets.
Alternate Vendor Season Booth Fee	\$125 (vendors accepted as alternates for fill-in market days – vendors offered dates based upon availability)
One-Day Vendor Booth Fee	\$25 per booth (one day maximum participation – more than one day of participation will be considered an alternate, partial or full season vendor depending on number of markets attended)
Non-Profit Vendor Booth Fee	\$25

Deposit \$150

A \$150 deposit will be charged to all new vendors and returning vendors who did not meet their Market on the Plaza vending requirement in 2024. The deposit will be returned to vendors who meet their attendance requirement at the end of the season. The deposit will be used towards fee and fines for vendors who do not meet their attendance requirement or other market requirements. (See “Fines” below.)

Special Event Business License Fee \$25

Vendors have the option of purchasing their own [business license](#) with the Town of Mountain Village or using the Mountain Village Winter Market [special event business license](#). If you opt to use the special event license, the market will collect and remit town taxes on your behalf. The Mountain Village Winter Market charges a fee of \$25 to use its special event business license, good only for the event for which applying. This fee helps to cover the expense that the market incurs from administering the payment of your town taxes.

NOTE: Vendors who do business outside of the Market in the Town of Mountain Village are not permitted to use the special event business license and must purchase their own business license.

Town of Mountain Village sales tax 4.5% remitted to Town

Participants are required to pay Colorado state sales tax and Mountain Village sales tax on all applicable sales. Sales tax will be collected at the end of the Market month. Those who are unable to satisfy the monthly remittance requirement will be subject to standard fines and will be subject to review.

2025 Sales Tax rate will be UPDATED prior to the season!

Total Sales Tax to collect is **8.65 percent. Mountain Village (Town) sales tax is **4.5 percent** remitted directly to Mountain Village. San Miguel County sales tax is **1 percent** and State of Colorado sales tax is **2.9 percent** which are remitted to the state of Colorado Department of Revenue. SMART tax of **.25 percent**, payable to the state.

Mountain Village also has a restaurant tax of **2 percent** on prepared food or drink sales which is submitted directly to Mountain Village.

Vendors will see an additional remittance requirement on the sales tax form. Vendors are required to remit 60% of all bag fees collected with each month’s sales tax form. More information on this requirement can be found in the policies below under: Single Use Plastics Ordinance.

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Payment Procedures:

Paying Fees and Fines

All fee payments of either cash or check made out to Town of Mountain Village can be delivered to the Market Manager in person or mailed by certified mail to Town of Mountain Village, ATTN: Market on the Plaza, 455 Mountain Village Blvd. Suite A, Telluride, CO 81435 or paid [ONLINE](#).

Paying Sales Tax

If using a Special Event Business License: Vendors will use the sales tax return form provided by the Market Manager and available online. All sales tax payments of either cash or check made out to Town of Mountain Village can be delivered to the Market Manager in person or mailed by certified mail to Town of Mountain Village, ATTN: Market on the Plaza, 455 Mountain Village Blvd. Suite A, Telluride, CO 81435.

If using a Town of Mountain Village Business License: As a Town of Mountain Village Business License holder, you have a [MUNIRevs](#) account. You will remit your sales tax through your account.

Fines:

Fee Amount:

Due Date:

Late Payment Fine

\$25

With fee payment

Any booth or special event business license fee given after established deadlines will incur a late fee. Late payment of sales tax will be subject to the Finance Departments late fee structure. Late fees for sales tax are outlined on the sales tax remittance form.

Missing Tent Weights

\$25

Prior to attending next Market

A \$25 fine will be charged for booth spaces that fail to provide tent weights for their structure. This rule is in effect regardless of the weather that day. Flyaway tents are the leading cause of injury at farmers' markets across Colorado. Violation of this rule will not be tolerated. If a booth operates from a trailer, TMV requires the use of official tire chocks. These are to be placed in their appropriate locations before the trailer is unhitched from the vehicle. Failure to do so will result in a \$25 fine.

No Call/No Show:

\$25

Prior to attending next Market

Vendor must contact Market Manager (Molly Norton) by **10:30 a.m. on the Tuesday before the Wednesday market** if unable to attend the Market. Any cancellation or no call/no show after this time will incur a \$25 per missed day fine.

Market Policies (in alphabetical order)

Booth Spaces: All items shall be displayed and contained within the 10 foot by 10 foot space or weighted tent at the location approved by the town staff. Tents are optional but are highly recommended for protection from elements such as rain or wind. All canopies must be weighted with a minimum of 35 lbs. at each leg. Tent weights must be in place immediately after erecting tent. A vendor may not participate in the market that day if they do not have adequate tent weights. Booth spaces are assigned by Town staff and subject to change. At Town's discretion, booth spaces may need to be adjusted.

Community & complaints:

Any seller who displays any harmful activity or is the subject of a consumer or vendor complaint will have his or her membership reviewed.

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- Electricity:** Vendors who need refrigeration or electricity will be assigned to those spaces that are most easily accessible to a power outlet; Mountain Village will supply power free of charge. Please indicate these needs on your application form.
- Getting Here:** Mountain Village is located adjacent to Telluride and approximately 70 driving miles from Montrose, 70 driving miles from Cortez and 35 driving miles from Norwood. Take Highway 145 south to the Mountain Village entrance. Drive approximately two miles on Mountain Village Boulevard to our downtown district, Mountain Village Center, where Heritage Plaza is located. From here our town staff will meet you at a designated loading zone near Heritage Plaza to assist with set up and breakdown of your site.
- Health regulations:** Agricultural products licensed, inspected, or otherwise regulated by the federal government, the State of Colorado, San Miguel County, or the Town of Mountain Village, may be sold only upon receipt and acceptance of required documentation of compliance. Specific rules on processing food and labeling shall be as required by San Miguel County or Colorado State Law. Contact San Miguel County Health Official Chris Smith at (970) 728-0447 or chriss@sanmiguelcounty.org to make sure your product is acceptable. A copy of all applicable licenses must be included in your membership application.
- Insurance requirements:** All food vendors are required to carry product liability insurance and shall be required to provide to the town evidence of such coverage for the term of the market dates. The Town of Mountain Village will be carrying general liability insurance for the Market on the Plaza events; however, in the event any action or inaction of a vendor or a vendors agent or employee, which results in a claim under the Town of Mountain Village's insurance, the vendor shall be required to pay the town's deductible for any such claim in addition to any other legal remedy available to the town.
- Licenses:** Vendors are responsible for being knowledgeable of and submit the necessary licenses forms and certificates applicable to their business.
- Load In & Out Procedures:** See below. Plaza vehicle access is a privilege and not a right. Not following the load-in/load-out rules and Town staff direction may result in additional fines and/or immediate dismissal from the Market.
- Organic Labeling:** Those vendors who wish to identify their products as "organic" must enclose a current copy of their organic certification from an approved certifying agency with their application and should have an additional copy available at their booth for inspection by customers.
- Safety and conduct:** Vendors are expected to conduct themselves in a courteous and professional way that represents Market on the Plaza. Courtesy and professionalism are expected amongst fellow vendors, customers and guests of the market, Town residents, and all market and town officials. All vendors must be onsite at the market to sell and explain their products. Mountain Village is one of Colorado's higher-end markets and we are proud of the positive feedback we receive from our visitors. Vendors are responsible for their selling area and especially making sure that their selling area is safe. All canopies and umbrellas must be weighted with a minimum of 35 lbs of weight at each leg (see "Booth spaces"). Displays including tables are not to protrude beyond the allotted 10 foot by 10 foot space to ensure traffic safety throughout the market. Vendor shall maintain emergency and fire access and egress around the event and no structures may be placed within designated fire lanes, as approved by the Town of Mountain Village. Any sandwich signs must not impede traffic flow. Any electrical cords necessary which cross public walkways shall be protected with cord-protectors to the Town's satisfaction to minimize hazard.
- Signs and presentation:** Each vendor must have an identifying sign at least 8.5 inches x 11 inches in size. The sign must include the vendor's name and the location of business. Further information is at the vendor's discretion. The sign must be placed in a highly visible location at vendor's booth.
- Single Use Plastics Ordinance:** Mountain Village has an ordinance banning single-use plastic bags and polystyrene (e.g. Styrofoam) takeout food containers and implementing a bag fee of \$0.20 at all retailers. What this means for vendors:

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- Any disposable carryout bags provided by the vendor are required to be 100% recycled content and 100% recyclable (i.e. no stickers).
- A bag fee of \$0.20 needs to be charged for all disposable carryout bags provided to customers at point of sale.
- 60% of the collected fees need to be remitted to the Town each month as part of the sales tax return form. The vendor retains the other 40% and can use their portion however they choose.
- Signage must be posted clearly and visibly to customers. Town has signage available and will be provided to all vendors.
- Read more on the Town's [website](#) and these [FAQs](#).

**Trash/
clean up:**

Sellers are responsible for their stall space and its surrounding perimeter. All prepared food vendors are required to have, maintain, and remove their own trash and recycling containers at their booth (must adhere to zero-waste rules). Before leaving, be sure your area is clean and trash-free. If possible, leave it cleaner than you found it.

**Types of
Goods Sold:**

The market will accept locally grown produce and locally produced/handmade arts and crafts. All products sold at the market must be grown/made within a 100-mile radius (as the crow flies) of Mountain Village. Prepared foods will be accepted from existing Mountain Village restaurants and cafes and other prepared food vendors.

Unprocessed agricultural products: This category includes fruit, vegetables, grains, flowers, bedding, plants, and potted plants.

Prepared foods/value-added agricultural products: Concessionaires must make everything they sell (i.e. no canned sodas, bottled water, bagged chips or the likewise) so that we lessen negative impacts to Mountain Village businesses. Menu items must be approved by TMV, and prices should be listed.

Documentation required: Vendors selling prepared or value-added foods must provide proof of your commercial kitchen and retail food establishment license or maintain compliance with the provisions of the Cottage Food Act. A copy of your menu and prices must also be provided.

Additionally: Mountain Village is a “zero waste” community and all service ware and paper goods should be reusable or recyclable and then reused, composted, or recycled after use. All cardboard, paper, plastic 1-7, aluminum, tin, metal, and glass (including all caps, lids, tops whether plastic or metal) must be reused or recycled.

Meats/animal foods: Any meat sold must be processed in a USDA-inspected facility, except for poultry, which has a federal exemption. However, poultry must be processed at a Colorado Department of Agriculture inspected facility and the product label must be in accordance with the federal exemption. Vendors must abide by all applicable federal, state, and local health regulations and adhere to all federal or other regulatory label guidelines. Please refer to cofarmtomarket.com for more information or contact our health inspector Chris Smith at chriss@sanmiguelcounty.org.

Documentation required: Animal foods producers must include any required licenses.

Cottage food: Non-potentially hazardous foods such as spices, teas, dehydrated produce, nuts, seeds, honey, jams, jellies, preserves, fruit butters, candies and certain baked goods may be able to be prepared from home kitchens. For more information on the Cottage Food Law and how to become a certified cottage food producer, visit <https://www.colorado.gov/pacific/cdphe/cottage-foods-act>.

Documentation required: A copy of your Cottage Food Certification is required.

Artisans: Only handmade crafts designed and created by the vendor or a member of the seller's immediate family or by members of an artists' cooperative for which the seller acts as representative may be considered. Resale by artisan vendors is not permitted. Preference will be given to those artisans using sustainable and eco-conscious materials.

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Documentation required: Artisans are required to include a statement describing your craft, materials and where product is created/manufactured. Please also provide photos of products.

Simple services (e.g. massage) of use to our customers are also welcomed at the market.

Nonprofit and community service organizations: Market on the Plaza offers booth space to a limited number of non-profit and community-service oriented organizations that are educating the public about their organization. Items may be sold if they are relevant to the education being provided by the non-profit organization. Items sold must be approved and all details included within the application. All organizations must keep track of sales of taxable.

Wine/Alcohol: The Town of Mountain Village Center, home to the Market on the Plaza, is a [common consumption area](#). However, alcohol vendors are not allowed to utilize the open container use as they are not part of the Mountain Village Promotional Association. Alcohol vendors may sell sealed retail containers, such as bottles, cartons, boxes and cans.

Documentation required: State liquor license for location and dates.

Branded merchandise: (e.g. tee-shirts, caps, shopping bags) that display the vendor's logo and/or company name may be sold or given away at the market.

Resale/non-product list items: Resale is not permitted for non-farm vendors. Re-sale is not encouraged and will be approved only under special circumstances. Selling non-approved items at the market will not be tolerated and is grounds for dismissal.

Documentation required: Copy of your Colorado Resale License




Vehicle policy:


All vendors must follow the load-in and out procedures if utilizing a vehicle on the plaza. Please see load-in/out procedures below. We ask that vendors use hand dollies or wagons to transport their tent and goods from their vehicle to the market site, whenever possible, to preserve our pedestrian environment. If it is necessary to drive your vehicle onto the plaza, please indicate so on your application and we will make the appropriate arrangements for vehicle access onto the plaza. Parking will be provided near the market site; you will be provided with a location map and a free parking pass for the season once accepted.

Vendors are discouraged from bringing trailers and/or oversized vehicles. The Market may put in place restrictions on eligible booth spaces and load-in/out times for vendors requiring trailers and/or oversized vehicles on the plaza.

Zero-Waste:

Mountain Village is a zero-waste community and all service ware and paper goods at the event should be reusable or recyclable and then reused, composted, or recycled after event. All cardboard, paper, plastic 1-7, aluminum, tin, metal, and glass (including all caps, lids, tops whether plastic or metal) must be reused or recycled.

LOAD IN PROCEDURES	
Step 1: 	Drive your vehicle to the Blue Mesa Parking lot and meet a Town staff person for daily check in. Keep an eye out for the red 'Vendor Load-In' sign. The address for this lot is: 117 Lost Creek Lane, Mountain Village, CO 81435. If no staff member is present, you may proceed to Step 2 (please always drive through Blue Mesa first before proceeding to Step 2)
Step 2: 	Town staff will direct you to the staging location in the fire lane adjacent to the Madeline Hotel for temporary staging.
Step 3:	A staff person will escort you to your vendor location. Please stay with this staff person and use extreme caution while driving across the pedestrian plaza.
Step 4:	Unload your vehicle promptly as others will be waiting to access the plaza. Do not begin setting up your vending space until your vehicle is removed from the plaza.
Step 5: 	Once unloaded a staff person will escort you off the plaza. Do not attempt to exit the plaza without a town staff escort. Proceed to the Heritage Parking Garage for daily parking during the market and return to the plaza to set up your vending space. You will receive a parking permit for free daily parking during market hours. Be sure to have your hang tag clearly visible to avoid being ticketed. Note that oversized vehicles, or vehicles with trailers will need to park in the Gondola Parking Garage and ride the free gondola back to Heritage Plaza.
Step 6:	Vendor's may begin selling their products at 10:30 a.m.

LOAD OUT PROCEDURES	
Step 1:	Please break down vending area promptly at 4:00pm. Please break down completely before bringing in your vehicle to streamline the load-out process for all vendors. Please respect the closing time of the market.
Step 2: 	After breaking down your booth space, retrieve your vehicle and proceed to the fire lane where you will meet a Town staff person for temporary staging.
Step 3:	A staff person will escort you to your vendor location. Please stay with this staff person and use extreme caution while driving across the pedestrian plaza.
Step 4:	Load your vehicle promptly. All vehicles must be removed from the plaza no later than 5 p.m.
Step 5:	Once loaded a staff person will escort you off the plaza. Drive home safe!



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