

# BEFORE YOU VEND

*Vending in your first market is exciting! Here are some things to think through and check off to ensure you are ready for a successful season.*

- ✓ **Expectations.** Manage your expectations. Markets can vary with good days and disappointing days, and while fun, markets can be stressful too.
- ✓ **Licenses.** Make sure you have the proper licenses to vend in a market. For those selling food this will be a license from the Department of Health.
- ✓ **Taxes.** Set up the correct tax accounts and charge customers any necessary taxes. Currently in Burlington, sales tax is 7% and gross receipts is 11.5% for meals.
- ✓ **Insurance.** Most markets will require a certificate of insurance. Typically this will be a personal liability of \$1 million and a general liability insurance with a minimum of \$2 million aggregate, but check with the market organizer first.
- ✓ **Price and Payment.** Determine what you will charge for your products to make sure you are making a profit. How will you display prices? How will your customers pay? Will you use Venmo or a credit card reader? Make sure to bring a printout of your Venmo or your card reader along with your phone and cash for change.

- ✓ **Display.** Prepare your market display. How will you display your product? Do you have access to tables, a tent, tent weights, and decorative items to complete your market display? Practice at home, and for more tips, check out this recording.
- ✓ **What to bring.** Markets can be hot or rainy and windy. Make sure to bring sun and rain protection for you and your items as well as something to eat! Think about bringing wrapping material if your customers would benefit from that.
- ✓ **Setting up.** Know who the market manager is. Plan ahead where to park, how you will transport your things, and what time to load in. Organize your items so they are packed light and easy to find. Setup and breakdown is physical, so consider asking friends and family for help.
- ✓ **Communication.** Engage with both customers and vendors around you. How will you greet people and talk to them about your business? Share marketing materials, and let them know where they can find you (Instagram, Facebook, etc.).