

King Street Market Policies

2026 Season

Updated: February 2026

1. Purpose

King Street Market's purpose is to operate a popular, sustainable weekday marketplace that will delight customers from around the region, and facilitate access to quality food to low income families.

To support and promote a sustainable and vibrant local agricultural industry by providing a carefully managed market for the sale of locally grown and locally produced products, and by educating the community about its agricultural heritage and agriculture today.

To create a positive experience for people who come to market, and to provide opportunities for local non-profit groups to tell their community story, thereby contributing to a sense of community in the Boone area.

2. Governance and Operations

King Street Market (KSM) is operated by Blue Ridge Women in Agriculture (BRWIA) with guidance from the Market Advisory Committee and its established policies.

2.a.Farmers Market Advisory Committee

The Farmers Market Advisory Committee, composed of both vendor and community representatives, is charged with providing strategic direction, guidance, and support for King Street Market program staff as well as making recommendations to the BRWIA Board of Directors. The group will serve as a sounding board for market policy, utilize their unique expertise to provide consultation to the King Street Market Staff and the BRWIA Board, act as liaisons for the communities which they represent, and advocate for the success of the market. The Advisory Committee is not a governing body, but may conduct voting in order to determine consensus on matters to be recommended.

The Committee should include equal representation from both market vendors and non-vendor community members and will include up to three vendors and up to three non-vendors, nominated by current Advisory Committee members and/or the Market Manager and appointed by the BRWIA Board. Committee members serve for two year terms, but may not serve for more than four consecutive years. If a committee member does not attend two of the 4 quarterly

meetings, they can be removed from the Committee by a vote of the remaining committee members.

Desired Personal Characteristics:

- Ability to listen, analyze, think strategically and creatively, and work well with people individually and in a group
- Ability to consider multiple viewpoints about controversial issues and to communicate KSM's perspective effectively with members and stakeholders
- Possess the willingness to consider issues independently of personal business interests
- Demonstrates a commitment to the King Street Market mission
- Willingness and ability to prepare for and attend quarterly meetings, and engage effectively and responsibly in discussions
- Familiarity with technology tools (e.g. Google docs,, group email, etc.) to fulfill the responsibilities of the position

Primary Responsibilities:

- Be informed about BRWIA's mission, services, policies, and programs, specifically those related to the King Street Market
- Advise the Market Manager and BRWIA Board of Directors on issues that need to be considered as the organization engages in strategic or forward planning
- Provide advice on issues the Market Manager brings to the Advisory Committee, including formal complaints issued by vendors or patrons
- Review the King Street Market's approved budget and forecasts and provide input and recommendations on budget items to consider in the development of the next year's budget
- Participate in the review of all King Street Market policy documents
- Review and comment on policy documents prior to final consideration by BRWIA Board of Directors
- Recommend targets for number of vendors and vendor category mix and evaluate final vendor list
- Evaluate site use management and provide guidance to the King Street Market Staff
- Engage in activities and conduct discussions throughout the year via electronic communication tools (e.g. email, Google docs, etc.)
- Attend and participate in quarterly Advisory Committee Meetings. If a Committee Member misses two meetings without notifying the Manager, they may be replaced.
- Support King Street Market advocacy efforts

2.b. King Street Market Staff

The Market Manager is an employee of BRWIA. BRWIA retains employer responsibility for the Market Manager position. The Market Manager reports directly to the Operations Director of BRWIA and is responsive to direction from the BRWIA Board of Directors. The Market Manager will consult the Advisory Committee on matters including, but not limited to: market policy, vendor recruitment, formal complaints, and strategic planning.

Primary Responsibilities:

- Recruit vendors in accordance with established membership preferences standards
- Receive, evaluate, and approve or deny vendor applications based on category mix, membership preference standards, and other recommendations from the Advisory Committee
- Maintain site use plan including assignment of vendor spaces
- Promote effective communication with the market community
- Oversee daily operations and resolve operational issues
- Enforce market rules and regulations
- Receive formal grievances and consult Advisory Committee when necessary
- Collect fees, market attendance, foot traffic, and income data
- Establish budgets, maintain financial records, and issue reports
- Schedule special events and determine market calendar
- Create and implement a comprehensive marketing plan
- Coordinates with Finance Coordinator to manage billing for vendor fees and payments to vendors for EBT/Market Tokens and DUFB funds

3. Membership

Prospective vendors can apply as one of three categories; Weekly, Bi-Weekly, and Floater Vendor. All three categories require a one-time \$25 application fee and pay weekly booth rental fees for the weeks they attend. New produce vendors are able to waive their \$25 application fee to encourage new produce vendors to join the market.

In addition to application and booth fees, there will also be a one-time \$50 annual membership fee for all vendors.

3.a. Weekly Market Membership Provisions and Requirements:

- An assigned space on reserved market dates

- Participation in vendor meetings
- Must commit to the entire season and agree to miss no more than 3 market days.
- Requires a one-time \$50 annual membership fee.
- Requires \$18 weekly booth rental fee to be paid at the end of each month.

3.b. Bi-Weekly Market Membership Provisions and Requirements:

- An assigned space on reserved market dates
- Participation in vendor meetings
- Must commit to the entire season and agree to miss no more than 2 market days.
- Requires a one-time \$50 annual membership fee.
- Requires \$18 weekly booth rental fee to be paid at the end of each month.

3.c. Floater Vendor Provisions and Requirements:

- Space allotted for available dates at the discretion of the King Street Market Staff
- Participation in vendor meetings
- Must commit to a vending schedule at the beginning of the season and miss no more than 2 committed market days.
- Requires a one-time \$25 annual membership fee
- Requires \$22 weekly booth rental fee to be paid at the end of each month.

3.d. Vendor Fee Summary:

Vendor Category	Application Fee*	Membership Fee	Weekly Booth Rental
Weekly Member	\$25	\$50	\$18
Bi-Weekly Member	\$25	\$50	\$18
Floater	\$25	\$25	\$22

*Application fee is waived for new produce vendors in their first season.

4. Market Operations

4.a. Market Schedule

Tuesdays, May through October, 3:30 pm to 6:30 pm

Opening Day: May 5th, 2026

Final Market: October 27th, 2026

4.b. Site Use Plan

The purpose of the site use plan is to ensure a positive experience for customers and a successful market for vendors.

- a) Location: 126 Poplar Grove Connector (at park in front of Social Services Building)
- b) Layout: An average of twenty 12' x 12' vendor booth spaces will be made available, with an additional six 12' x 12' Craft Vendor booths on market dates.
- c) Space Assignment: Vendors are not guaranteed a reserved location. Vendor locations for both Member Vendors and Floater Vendors are assigned by the Market Manager each week. Member vendors will, in most cases, be assigned the same location week-to-week, and the Market Manager will make every effort to preserve a regular spot for vendors with consistent, regular attendance. For biweekly vendors, consistent attendance means committing to either the 1st and 3rd markets or 2nd and 4th markets of the month.
 - i) A parking lot space can not be reserved for vendors. Only a grassy spot can be reserved.
- d) Modifications: Weekly modifications to the site use plan, including vendor placement, are made at the discretion of the Market Manager.
- e) Promotion, Entertainment, and Education: Promotional events and activities may include, but are not limited to, cooking demos/tastings, musical performances, non-profit tabling, and yoga classes on the lawn.
- f) Amenities: A port-a-john will be provided at all times.
- g) Parking: Ample parking will be made available to KSM patrons. Vendors are expected to move their vehicles to the front of the health department after unloading.
- h) Pets: Only pets on a static leash that are well behaved (i.e. not barking or jumping) are allowed at the market. People who bring pets are responsible for immediately cleaning up and disposing of pet waste should that be an issue.
- i) Smoking: Smoking is not permitted on the market premises at any time.

5. Vendor Eligibility and Product Policies

King Street Market was established by farmers to improve direct sales opportunities for farms and artisan food producers, including those unable to find market access options elsewhere.

The market's product mix management efforts aim to assure product quality, and supply what appeals to customers, which enables a sustainable market mix for many years to come.

Membership preference is given to farms and vendors that:

- a) reside or produce in Watauga County
- b) are not approved for participation in Watauga County Farmers' market

- c) are supportive of product mix categories
- d) who are represented primarily by the owner (or family member) listed on application at over 50% of market dates.

Preference is also given to products and foods produced, prepared, or processed locally (within 50 miles of Watauga County), and to prepared foods made with locally produced ingredients or featuring local farm products. KSM will encourage a diversity of products.

Producers may only sell products they themselves have grown, processed, harvested, or crafted. For example, a producer may not buy wholesale from someone else and then retail the product through the King Street Market.

Producer members may only sell value-added products that they themselves make. Purchasing ingredients for value-added products is permitted. Value-added products must use as many ingredients as possible produced by the member or purchased from High Country producers. Simply changing the form in which the product is offered for sale, such as repackaging into a smaller size, does not add value and is not permitted.

Every producer is responsible to know and be in compliance with all appropriate federal, state and local inspections, licenses, statutes and ordinances. Products must be produced in a way that follows North Carolina state laws.

Producer membership is non-transferable and producer application and membership fees are non-refundable.

Producer vendors must be the producer of items being sold or their listed representative (e.g. family member, employee, intern involved in production, or farm co-op partner) as stated on their application. Vendors may only sell products listed on their application. Requests to list a new product must be submitted in writing or by email at least one week prior to sale and are approved at the discretion of the Market Manager.

5.b. Vendor Requirements

1. All vendors are expected to participate in KSM promotional efforts (including social media, volunteering to put up market signs, word of mouth, etc.).
2. All eligible market vendors participate in the market's SNAP/EBT, WIC FMNP, and Senior FMNP Program.
3. Vendors must clearly display prices.

4. KSM is a rain or shine market, and vendors are expected to participate regardless of weather. If the weather is deemed to present a danger to vendors or customers, the Market Manager will make the decision to cancel the market and notify vendors through email and customers through social media.
5. Vendor arrival is allowed no earlier than 2pm on market day, and no later than 30 minutes prior to opening. Market setup must be completed by market opening.
6. Clean-up and close space by one hour after market close.
7. Vendors may not set up after the market opens or close before the market ends. Sales should occur only when the market is open at 3:30pm and end when it closes, promptly at 6:30pm (unless customers have formed a line).
8. Approved vendors may share a space at the market with the King Street Market Staff's prior approval. No vendor who is not on the approved member or day vendor list may vend at the market. Vendors may 'carry' other vendors' products to sell in their own booth space if another vendor is unable to attend the Market, assuming that vendor is on the vendor list, with prior approval from the Market Staff. These items must be clearly marked for customers as products carried for another vendor. Prior notification and absence rules still apply.
9. Vendor spaces are 12 x 12 and may contain a **properly weighted** 10 x 10 pop up tent. **No vendor vehicles or trailers are allowed on the grassy area.** Vendors must supply all necessary tables and display items and maintain a safe space for vendors and customers.
10. Vendors are responsible for keeping their vending area tidy, and are responsible for removing all trash to designated trash receptacles after the close of the market.
11. Vendors may not park in the road next to the market to unload their vehicle prior to the market. A loading/unloading space will be managed by the Market Manager for vendors during market setup.
12. Vendors are to use the unloading area to unload their market setup only. Once unloading has occurred, vendors must park their vehicles uphill in front of the health department. Vendors who have a vehicle parked in the loading/unloading/customer space will lose their next scheduled market date after 1 warning.
13. Members are allowed to miss no more than 3 of their total market dates, during the course of the entire season, or no more than 2 scheduled dates for Floater Vendors. The market vendor fee will be due for dates missed over the limit (based on the application schedule submitted and updated by June, or for Floater Vendors by the start of each month). If the Market Manager is notified in a timely fashion and an absence is approved for a market date that has already been paid for, that amount will be credited toward the vendor's next booth rental payments or reimbursed if necessary. Long-term absences due to exceptional circumstances may be reviewed by the Market Manager. If a Member Vendor misses more than 3 markets during the season, they are subject to removal from

the market. If a Floater Vendor repeatedly misses scheduled markets, they are subject to removal from the Floater Vendor list.

14. A vendor may petition the Market Manager for an excused absence by written request submitted within thirty days of the missed market date. If approved, booth rental fees may be refunded.
15. Vendors must provide at least 48 hours advance notice for a market absence (notification must occur by 4:00pm on the Sunday before Tuesday Market). The weekly vendor fee is due for absences with no prior, or lack of, sufficient notification. The missed market fee will be collected before the start of the following market, if it has not already been collected. Appeals due to circumstances beyond the vendor's control will be reviewed by the Manager and must be presented in writing or by email no later than two weeks from the missed market.
16. KSM requires that all vendors comply with standards of professionalism that promote open communication, mutual respect, inclusivity and the best interests of the market. Disruptive actions or remarks that undermine the shared success of any or all of our community of vendors or market staff are unprofessional and unacceptable. Failure to comply with these standards could result in suspension or removal from the market.
17. Anti Harassment Policy: The market does not tolerate any sexual, physical, psychological or verbal harassment of our members or customers. Inappropriate, rude, discriminatory, and/or intimidating behavior towards vendors, staff, or customers will not be tolerated, whether on or off KSM premises. This includes social media posts or messages toward other vendors, KSM staff, or customers. Such behavior will result in immediate suspension from the market and an investigation will take place. Any member found guilty following an investigation will be subject to further disciplinary action, up to and including termination.
18. Vendors must clear all debt with Blue Ridge Women in Agriculture before starting the market season.
19. Vendors not in compliance with the above policies are subject to the following:
 - First Offense: Verbal warning
 - Second Offense: Written warning
 - Third Offense: \$25 fineAfter the third offense a vendor may be subject to removal from the market.

5.c. Craft Vendors

1. Participating artists must be willing to build their business following at the market and follow all market rules just like all other vendors.
2. Craft vendors should recognize that KSM is primarily a farmers' market.
3. All crafts must be produced from original materials by the seller, representing original work – no assembled items, kits, or resale items are permitted.

4. All craft products must be of acceptable quality standards. All products must meet basic expectations of product life, function, and safety.
5. Pictures of finished crafts and in-process production should be submitted with applications.
6. KSM reserves the right to regulate the type and nature of products offered for sale and display, in order to maintain the diversity and quality of the market.

5.d. Community Groups and Organizations

1. A maximum of three spaces will be kept open for education/community tables at each market. These tables are for non-profit organizations, including governmental agencies, which in some way contribute to the environmental, social or cultural health of the community.
2. Attendance at each market must be pre-booked. Priority may be given to groups who have not yet had a table at the market in the current season.
3. While the Market welcomes a diversity of non-profit organizations, it will not permit the promotion of specific political causes, including the signing of petitions or letters of support, or direct fundraising (ex. soliciting cash donations). The purpose of the Market is to build community.
4. Groups strictly promoting one political party or religious perspective are not considered education/community groups. Local politicians are welcome to set up a community table at the Market, representing their constituencies, but not the political party to which they belong.
5. The Market Manager will have discretion to decide which non-profit/education groups may participate at the Market and to what extent.
6. Items for sale at education tables must adhere to all Market policies and be approved by the Market manager. Items which appear to directly compete with market vendors may not be permitted. Exceptions are locally-produced or printed items such as pamphlets, t-shirts, bags, etc., which enhance the education program of the organization. These items must be locally designed, printed, screened, etc. Exceptions may also be considered for products which are uniquely identified with Community Groups.
7. Persons who physically manipulate the body, may bring an assistant to demonstrate on. For reasons of liability, they may not physically manipulate the bodies of members of the public, unless an insurance rider is provided to the Market Manager by the practitioner that names as an additional insured, and gives indemnity to King Street Market.
8. Service vendors must supply copies of their certifications, attesting to their qualifications to offer the service being applied for, if certification is mandatory for providing said service with the state of NC.

6. Liability and Legalities

BRWIA maintains general liability insurance for King Street Market. This insurance DOES NOT cover vendor spaces or products. Vendors must maintain their own insurance covering liability for their person and products during market participation. Vendors that require insurance include those that sell anything that can be consumed or applied to the body (like soaps, creams, etc.).

7. License, Permit, Certification, and Inspection Requirements

Vendors may be subject to farm and production site visits conducted by Blue Ridge Women in Agriculture. Vendors are required to comply with all applicable Federal, State, and Local laws and must retain valid and current documentation of required licenses, permits or certifications. NC State offers [this resource](#) to navigate the jurisdiction of most products sold at farmers markets. Examples of applicable documentation as required include:

- NCDA Kitchen Inspection (processed foods including baked goods, jams, vinegars, juices, coffee, etc)
- NCDA Division of Meat & Poultry – meat handlers license
- FDA Short Course Certification for acidified foods (pickles, relishes, etc)
- USDA Organic Certification
- NCDA Nursery Certification

8. Weather Policy

- The King Street Farmers Market is a rain or shine market. Absences due to weather will not be accepted.
- However, if there is severe weather in the forecast, the market will make a final decision about the status of the market by 11am the day of the market and will announce the cancellation via social media and by emailing all vendors.
- BRWIA staff will cancel the market if there is an active tornado warning, or if tornados are in the forecast.
- BRWIA staff will make a decision based on the forecast if there are severe storms or severe flooding in the forecast.