

BILSTON

| CREEK FARM |

Thank you for your interest in joining our markets! In this document, we've tried to answer as many questions you may have as possible. Please take time to review and let us know if you have any further questions.

Dates and times are dependent on each individual market

How does set up and tear down work?

Please plan to give yourself plenty of time to set up your table.

Bump In: Usually the day before up until an hour before the market.

Please note: all vendors must unload in the upper parking lot and walk their products across the orchard to the barn. We have 1 wagon at the farm that can be used, however if you have your own and space in your car, it would be best to bring yours as ours may be in use when you need it. If you think you'll need help from staff with heavy items, please reach out ahead of time.

Bump Out: At market close, you can return to pack away your table immediately. If people are still shopping, you may be asked to wait until all customers have exited the barn.

We ask that you have everything packed by one hour after market close. Please take all garbage and recycling items - including empty cardboard boxes etc. Please contact the market coordinator if packing up at market close on your allocated date is not possible.

Do I need to be present during the market?

The market is designed as a retail pop up store, to keep in compliance with ALR (agricultural land reserve) guidelines. We recognise that sales are typically better when a maker is present and therefore are more than happy for you to be present for all or part of the market. That being said, as long as you set up your display, bring extra inventory if needed, and tear down your display, you do not need to be present during the market operating hours. Our staff handles all payment processing, spot cleaning, and restocking.

Why do the Bilston “markets” operate as a retail pop up store?

Our farm is located within the Agricultural Land Reserve (ALR), which puts strict zoning restrictions upon events and activities that can occur on the land. By operating in the retail store format, we are able to host our “markets,” as long as a certain percentage of products being sold are produced on the land. If we did not structure our markets this way, we would not be able to host them!

How does payment at the market work?

Customers will browse the store and pick up items as they shop, similar to a regular retail store.

There will be checkouts at the exit and Bilston Staff will be responsible for processing payments through our POS system. We will add your business to our system and each item will be checked out as a price per unit under your name. You will need to inform us if your business charges GST and/or PST, as we will set this up in our POS as per each vendor’s requirements.

At the end of the market, we will run a report and pay each vendor 70% of the retail price and taxes (if applicable) charged to the customer. Note that you will see only the total for weekend sales, not an itemised list of all products sold. We are required to charge GST on the commission rate.

Vendors are responsible for ensuring that each individual item is clearly tagged with prices and the name of your company.

What does the 30% commission cover?

The fee that Bilston retains on vendor sales covers operating costs such as processing fees, heating, staffing, marketing, and paid advertising.

How does inventory work?

You will be asked to bring a small inventory of items in a box that will be kept under your table.

Please make sure the box is secure (ie: plastic totes with secure lids) - as we are a farm and mice sometimes find their way into the barn if there are things to attract them.

Each item will need to be labeled with prices and easy to access. Bilston Staff will be responsible for restocking items on your behalf *if you are not present*, so please do your best to make it simple to do so.

If you are not present and we are running low on your extra stock, a staff member will contact you to inform you and ask if you can bring more. Aside from the end of the final market day, we don't want to have empty tables!

How big are the tables?

We will provide each vendor with one of our live edge tables ranging from 6-8' each (predominantly in the 6 foot range). The depth of tables is between 2.5 feet and 3 feet. We have 3 tables that are deeper than the others, at almost 4 feet deep. Most tables will be placed in the middle of the room with some located around the outside walls. We will do our best to allocate tables based on our knowledge of the products you are selling.

You are responsible for bringing all display items for your table and we do not permit any type of tape or tacks or nails to be put on the barn walls or into the tables.

If you do not need a table or have questions about spacing, what you can bring, or where you will be set up, please get in touch.

Will Bilston be providing bags for customers' merchandise at checkout?

We will have 2 sizes of paper bags available at the checkouts to provide customers. We will also have a roll of brown paper to provide a bit of cushioning around breakable items. Anything above this (jewellery boxes, bubble wrap, etc) vendors are responsible to provide. The brown paper is not intended as gift wrapping for customers.

What about theft?

While we will do everything we can to prevent it, Bilston will not be responsible for paying for lost, stolen or broken items, so by participating in the market you accept this risk.

Once the market weekend is complete, how do we arrange our payout?

24 to 48 hours after the completion of the market, our team will generate the sales report and email to inform you of your gross sales and what will be paid to you after the 30% commission rate. We will ask you to send back an invoice with these details, that will then be forwarded onto our accountant. Assuming you get your invoice to us in a timely manner, you will be paid within 7 to 10 days of the completion of your market dates.

Can I offer a deal, such as buy 2 get 1 free, or 3/\$20 for my products?

Unfortunately our POS system is not set up to accommodate special offers for individual vendors. In order to prevent errors occurring at the checkout, each item will be entered into our system as a single price. The price marked on the individual item is what our checkout staff will see and ring through.

Can I leave my price list at the checkout?

No. To keep it simple for our checkout staff and to avoid errors, we are not able to keep price lists for vendors at our checkouts.

How can you run a successful “market” without being present?

You are welcome to be present during the market days, it always helps increase sales. However we understand that you may not be able to attend in person. In this case, we suggest printing written descriptions for products that are not self-explanatory. You may also want to include a description of your business, where/how your products are made, a photo of yourself or your studio, and business cards.

What are the vendor expectations for promoting the markets?

Bilston will be marketing on various sites online, with email marketing, social media posts and vendor highlights, local outdoor signage, and listings on local event pages online including Destination Greater Victoria and Times Colonist website events page. In addition to this, having each vendor spread the word to their own networks will help every business involved. While we will prepare imagery you can use, we are aware that every business has their own aesthetic so if you prefer an image/style of your own to post, we have no issue with that.

We would like to see everyone sharing with their networks.

Thank you for being a part of our market! We are thrilled to have you and your business as part of our Bilston community and look forward to connecting further.