



Vendor Guidelines and FAQ

Visitor FAQ

Please note: The market alternates between two locations, so be sure to check each date carefully.

What are the market hours?

Day markets run from 9:30 AM to 1:30 PM. Night markets run from 4 PM to 9 PM.

Why are there two locations?

Alternating locations allows us to host a market every Sunday.

- Oakwood Salon & Aesthetics and Amy's Cake Pop Shop: 7987-7967 Big Bend Blvd
- Maypop Coffee & Garden Shop: 803 Marshall Ave

Where can I park?

Oakwood/Amy's: Public parking lots are available off N. Old Orchard Road (behind Balkan Treatbox and Imo's Pizza), plus nearby street parking.

Maypop: There is public parking available on Summit Ave. and Marshall Ave. and also in the Deer Creek Park parking lot off Dutton Ave.

What kinds of vendors will be there?

Oakwood/Amy's: Expect a variety of local farmers, bakers, artisans, food trucks, handmade goods, fresh produce, flowers, and more.

Maypop: You'll find a vibrant mix of food-related vendors, such as local farmers offering fresh produce, eggs, and meats, alongside artisan food makers with handmade jams, seasonings, marinades, fresh baked breads, sweets, savory treats, and local honey. Including made-to-order meals from on-site food vendors, and at Maypop we offer our full menu of handcrafted beverages, locally sourced baked goods, and seasonal brunch offerings too!

Are the vendors the same every week?

Each market features a mix of returning and rotating vendors.

Is food available to eat on-site?

Yes! Enjoy a rotating selection of food trucks, food vendors, and ready-to-eat options.

Are drinks available?

Oakwood/Amy's: Yes, including non-alcoholic options and a full bar provided by Off Elm.

Maypop: Yes! We have recently acquired our liquor license. We will be offering a selection of ready-to-drink alcoholic beverages, with handcrafted cocktails coming soon!

How many vendors will be there?

Oakwood/Amy's: Typically 55–65 vendors

Maypop: Maximum of 15 at this time.

Are children allowed?

Yes! The market is family friendly.

Are dogs allowed?

No. Due to St. Louis County health regulations, pets are not allowed at farmers markets.

What forms of payment are accepted?

Payment methods vary, but most vendors accept credit/debit cards and Venmo. Bringing cash is always a good idea just in case.

Are restrooms available?

Oakwood/Amy's: No public restrooms available for visitors.

Maypop: Yes! We have two restrooms available for customer use, and both are handicap accessible.

Does the market happen rain or shine?

Yes! The market runs rain or shine unless severe weather is expected. Check our Facebook or Instagram for updates.

How can I stay connected?

Instagram: @wg_farmers_market

Facebook: Webster Groves Farmers Market

Vendor FAQ

What licenses or permits do I need?

- A valid federal, state, or local business license or a 501©(3) certificate (if you're a nonprofit)
- A St. Louis County Health Department certificate (if applicable to your products)
- A Farmers Market License listing Webster Groves Farmers Market
- A temporary liquor license (if selling alcohol)
- A signed market agreement

What kind of products are allowed?

Oakwood/Amy's: Locally grown produce, meats, fish, dairy, baked goods and prepared foods, handmade crafts, flowers, and artisanal items

Maypop: We're all about locally made, high-quality goods and we ask that everything you sell is harvested by or made by *you*. We welcome food-focused items like fresh produce, meats, eggs, baked sweet and/or savory treats, handmade jams, seasonings, local honey, and made to order food cooked on site. We also happily make space for handcrafted skincare and body products, because we believe in feeding the skin just like we do the body. These should be made by you and labeled with ingredients as well!

Are vendor restrooms available?

Oakwood/Amy's: Yes, vendors may use restrooms inside Oakwood Salon, Amy's Cake Pop Shop, and First House.

Maypop: Yes! We have two restrooms available for customer & vendor use, and both are handicap accessible.

How much does it cost?

- Vendor fee: \$45 per market
- Young entrepreneurs (kids and teens): \$25 per market
- Night markets: \$65-\$75 (listed on specific dates)

There is no fee to apply. Payment is due within 7 days of being offered your spot.

What are the booth requirements?

- 10' x 10' booth space
- Tent with an NFPA-701 fireproof certification (check the tag on your tent)
- Tent weights
- Fire extinguisher
- Vendors must bring all tables, chairs, tents, and other needed equipment

What about Marketing?

Marketing is a group effort and we want every week to be prosperous for every vendor! We are currently utilizing organic marketing strategies on Instagram, where we are seeing considerable growth. Please post to your socials and your email list at least once, and at least 7 days prior to the event. More is better, though.

We are working on providing vendors with graphics to use but until then, please get creative! We love seeing each vendor expressing themselves and adding their twist to the event.

Keep in mind, please tag us @wg_farmers_market on Instagram!

Cancellation Policy:

This is a rain or shine event and will only be cancelled for extreme weather. If you need to cancel for your own reasons, we require 7 days notice. This allows another vendor a chance to be moved off of the waitlist.

We understand that there are some situations that cannot be planned for and last minute cancellations might happen. In these cases, we have a 3-strike policy. *If you have to cancel last-minute 3 times, you will not be invited back.*

Day-of Info:

We will send the layout and load in/out info 2-3 days prior to each market. This email will also include your point of contact for that event.

Contact:

As of now, we have several organizers so you might be contacted by any of the following people:

Vendors Admin Email - vendors@visitwgfm.com

General Admin Email - hello@visitwgfm.com

Caity Lueken (Oakwood Salon) - caitylueken@gmail.com or 314-320-4407

Amy Gamlin (Amy's Cake Pop Shop)

Rachel Closson (Maypop/Sylvie Dee's)

Julia Valleroy (Maypop) - admin@maypopshop.com

Lexie Toomey (First House) - shopfirsthouse@gmail.com

Anything else I should know?

We highly recommend bringing chairs, fans for warm days, and creating a clean, welcoming booth setup. Vendors who pay attention to detail and presentation tend to have the most successful days!

We're so grateful to have you as part of the Webster Groves Farmers Market community. This market only works because of the energy, care, and creativity each of you brings to the table—literally.

Here's to a season full of fresh connections, great conversations, and unforgettable events.

See you at the market!

-The Webster Groves Farmers Market Team