

The BRONTE FARMERS MARKET VENDOR GUIDEBOOK



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BRONTE VILLAGE.

Welcome to Bronte Village! We're so happy you're here.

Bronte is a thriving community on Lake Ontario that is vibrant, unique and growing. A designated tourism location with a waterfront and marina that is considered one of the best in the GTA, Bronte is one of Ontario's oldest communities and has retained its "small-town-tight-knit-community-feel". Our commercial district, which is a mix of locally owned & independent shops, chain stores, destination retailers and restaurants, completes the overall character and charm of the neighbourhood.

Bronte is home to over 13,600 residents, 175 businesses and continues to grow, with 2,500 new residents expected to join the community within the next three years.

It is a 15-minute drive from anywhere in Oakville and easily accessible by transit. Bronte is a designated bike-friendly district and an appealing year-round environment for residents, businesses and visitors.



AN EVOLVING & CHANGING DEMOGRAPHIC.

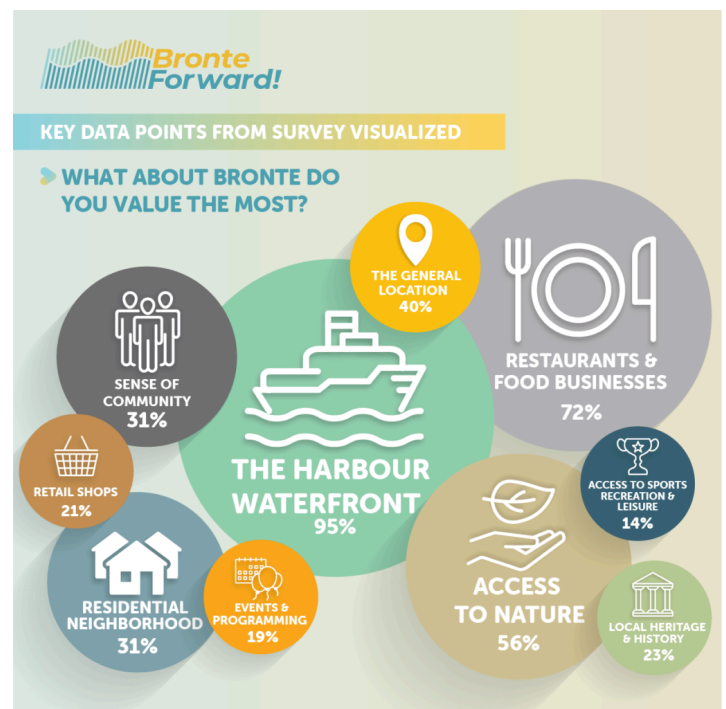
Considered one of Oakville's most sought-after neighbourhoods - an intersection of city life and suburban waterfront living - Bronte is transforming itself into an exciting, complete community designed for the future.

When people visit Bronte, they take-in green space, sports & recreation, arts & culture, robust retail offerings and heritage & history. It is a place people visit to gather and belong, define common purpose, and bridge across differences.

Projected growth within the next three years is 2,500 new residents, with development adding 1,224 residential units to our community. This resurgence in development is attracting boomers, young families and professionals that are active, financially comfortable, savvy residents living the good life.

At present, the neighbourhood is predominantly home to single-family homeowners (51%) and apartment dwellers (25%) with an average household income of \$127,372. Twenty-one percent of the population identifies as a visible minority. The median age is 48 and 18 percent of local residents are seniors.

The make-up of visitors is split evenly between hyper-locals (15-minute walk/5-minute drive) and people coming from the neighbouring municipalities of Burlington, Milton, Mississauga, Toronto and beyond.



ABOUT THE BIA.



The Bronte Business Improvement Area (BIA) is a non-profit organization that is dedicated to improving the economic prosperity and quality of life in Bronte Village. We work to make the district a better place to do business by advancing a livable, distinct and vibrant environment to work, shop, live and visit.

Digital Footprint

Instagram: 6,845+

Facebook: 9,600+

Average Engagement Rate: 4%

Community e-news Subscribers: 3,700

Member e-news Subscribers: 250

Average Open Rate: 56%

Our work is guided by the vision that Bronte is a place where everyone is welcomed and everything you need can be found.



ALL ABOUT THE BRONTE FARMERS' MARKET.



The Bronte Farmers' Market is a **Community Market** that aspires to provide residents and visitors with quality produce and products made by local farmers, baked goods and tasty eats, as well as one-of-a-kind products created by local crafters and artisans. The Market is a **vibrant gathering space** that celebrates all things local with live music and opportunities for community engagement.

Managed by the **Bronte BIA** and registered with **Farmers' Markets Ontario**, the 2025 Season will be the second annual launch of the Market.

- Operates every Sunday from July 6 to September 28 (except August 31)
- Market hours are 10AM to 2PM.
- Located in Bronte Market Square at 2445 Lakeshore Rd W in Oakville.
- Primary Contact is Kylie Wilson at info@brontevillage.net or 905-825-3258.
- Follow the Bronte BIA for updates:
 - Website: bronte-village.ca
 - Instagram: [@brontebia](https://www.instagram.com/brontebia)
 - Facebook: [@BronteEvents](https://www.facebook.com/BronteEvents)



GETTING STARTED.



This guidebook is designed to help you navigate The Bronte Farmers' Market, adhere to policies, and maximize your success. Whether you're a seasoned seller or a first-time participant, this resource will provide essential information to ensure a smooth experience.

VENDOR ELIGIBILITY:

- Vendors must produce, raise or source goods locally.
- Vendors must comply with Municipal, Provincial and Federal regulations regarding labelling, measures, health & safety, etc. for all products offered for sale at the Market. Compliance with Municipal, Provincial and Federal regulations is the responsibility of the vendor.
- Any person handling food products must be in compliance with the Health & Safety regulations of Halton Region Public Health. A full list of requirements can be found [here](#).
- Required vendor documentation includes business licenses, permits, and insurance proof.
- Vendors must submit an application and pay applicable fees before participating.

Application deadline is Friday, March 14, 2025;

Successful applicants will be notified by Friday, March 21, 2025.



VENDOR FEES.



STALL SIZE	FULL SEASON 12 Weeks	MONTHLY 4 Weeks	DAILY
10' x 10'	\$350 + HST	\$125 + HST	\$35 + HST
20 x 10	\$525 + HST	\$187.50 + HST	\$52.50 + HST

Hydro = \$5/day (if required)

PAYMENT: Vendors are required to submit their payment **after** receiving confirmation of application approval via cheque or e-transfer. **The payment deadline is May 16, 2025.**

Please Note: There is no pro-rating/reimbursement for missed Market days. Payments are non-refundable.



MARKET DAY OPERATIONS.



Allocation of Space:

- Stall sizes are 10'x 10' or 20' x 20' and subject to availability.
- Bronte Farmers' Market Staff are responsible for selecting stall locations and will consider the following:
 - Consumer traffic flow and product mix among vendors
 - Specific equipment requirements or set-up needs (hydro, vehicle on-site, etc.)
 - Market specific site restrictions
- Market Staff have the right to move market vendors if the need arises.
- Subletting of stalls is not permitted.

Attendance:

- The Bronte Farmers' Market is a rain or shine event.
- Vendors are responsible for letting the Market Staff know as early as possible if they are not able to attend on a specific day; 48-hours notice is appreciated.

Set-up:

- Set-up takes place between 8AM and 9:30AM on Market Days.
- No vehicles will be permitted into the area after 9:30AM.
- All vendors should be ready to sell when the Market opens at 10AM.
- Vendors are responsible for their own set-up and teardown; including any supplies such as a tent, weights, table, chairs, extension cord, etc.
- Tents must be secured with heavy weights; tents without weights won't be permitted to go up.

Teardown:

- Vendors are required to stay open until the Market closes at 2PM. No vehicle is allowed to enter the Market area until *after* 2PM.
- Vendors are required to remove everything from their space and dispose of waste.

The Bronte Farmers' Market cannot be held responsible for items destroyed by fire, vandalism, theft, adverse weather conditions or any other cause.

FAQs.



ANSWERS TO OUR MOST COMMON QUESTIONS ARE BELOW.

Who manages the Bronte Farmers' Market?

The Market is managed by the Bronte BIA. The BIA will employ two Market staff to oversee the weekly logistics and vendor/customer experience.

Who can apply to be a vendor?

Our vendors are farmers, food producers, growers, artists and craftspeople. Products include fresh fruits and vegetables, meat, eggs, dairy, seafood, hot and prepared food products, preserves, plants and flowers, and handmade non-food items such as soap, clothing, jewellery, candles, art and more. All vendors must re-apply each year.

Can a non-profit group be a vendor or fundraise?

The Bronte Farmers' Market values community. Every Sunday, we reserve one space for a non-profit organization. These spaces are in high-demand...*book early!*

How do I apply to be a vendor?

First, review this guidebook. *Check!* Next, complete our online application form. Any questions about the process can be directed to Kylie at info@brontevillage.net.

How long does that application review process take?

All applicants will receive a written reply by March 21, 2025.

How are vendors selected?

Various factors influence vendor selection, including the overall mix of vendors and the representation of each product category. Prior vendor status is considered, but does not guarantee acceptance. Priority will be given to vendors who sign-up for all 12 Market days.

What happens if my application is accepted?

An invoice will be sent with your total fee owing; due by May 16, 2025. An information package will be sent to all vendors in advance of the first Market day.

How do I pay my vendor fee?

We accept payments by cheque (please make cheques payable to “Bronte BIA”) and e-transfer (info@brontevillage.net). Payments must be received by May 16.

Please note: payments are non-refundable.

What are the hours of The Bronte Farmers’ Market?

The Market takes place every Sunday in July, August & September (except August 31) from 10AM to 2PM in Bronte Market Square (2445 Lakeshore Rd W, Oakville). Vendors must arrive at the Market in time to unload, set-up and park before Market opening. The set-up time is 8AM to 9:30AM. Teardown is 2PM. Absolutely no vehicular traffic is allowed in the Market from 9:30AM to 2PM. Vendors must keep their booth open for the entire Market hours

Are there bathrooms nearby?

A portable bathroom with a sink will be installed on-site in Bronte Market Square for vendor use.

Will I have hydro access?

Vendors requesting hydro access need to indicate this on their application. Access isn’t guaranteed and costs an additional \$5/day - and vendors are required to bring their own extension cord. Vendors permitted to use hydro will be notified by March 21, 2025.

What happens if it’s raining on Market day?

The Market operates rain or shine; however, should winds reach 40 km/hr, vendors will take down their tents. If the day has heavy rains that are not lifting, vendors will be permitted to pack-up and leave for the day.



What if I'm sick on Market day?

Please contact Kylie at info@brontevillage.net as soon as possible to let her know about your absence.

Where do vendors park after unloading?

Parking spots are not assigned; however, there is ample free, all-day parking at Bronte Heritage Waterfront Park (2340 Ontario St) and in front of the Bronte Marina building (2508 Lakeshore Rd W). Please don't park in the Farm Boy lot.

What equipment do vendors need to bring?

Vendors are responsible for bringing their own tent, table, weights, display tools and supplies needed for each Market day. Please note that tents without weights won't be permitted to go-up. We recommend a minimum of 25 lbs per tent leg.

What safety and food regulations do vendors have to follow?

Vendors must comply with all federal, provincial and municipal regulations applicable to your goods. All food vendors must receive written approval from Halton Region Public Health before you can sell at the Market. The Market will be inspected by a Halton Region Public Health Inspector at random.

What if I need to cook or heat my food product?

Any vendors using an open flame, electric grill or fryer will be assigned space in a designated area following the rules and regulations of the Oakville Fire Department.

Do I need insurance?

All vendors should carry liability insurance.

What documentation is required to be a vendor?

Vendors are required to have registration/license #s as applicable for their business. Vendors are responsible for obtaining all permits required in the production and sale of their goods.



VENDOR CODE OF CONDUCT.



The Bronte Farmers' Market emphasizes a respectful and professional environment for all vendors, staff, and visitors. Key expectations include:

Professionalism and Respect

- Treat customers, fellow vendors, and market staff with courtesy and respect.
- Maintain a positive and cooperative attitude to foster a welcoming market atmosphere.

Product Integrity

- Ensure all products are locally grown/raised/made products.
- Ensure products are fresh, properly labeled, and safe for consumption.
- Accurately represent products to customers, avoiding any misleading claims.

Booth Presentation and Cleanliness

- Maintain a clean and organized booth space that is visually appealing.
- Adhere to the market's setup and teardown schedules, ensuring punctuality.

Attendance and Punctuality

- Arrive on time and remain for the entire duration of market hours.
- Notify market management in advance of any absences or schedule changes.





By adhering to these guidelines, vendors contribute to a thriving and harmonious market environment that benefits the entire community. Thank you!



Bronte Parking Map



Let us help you find a place to park.

- Paid (2 hour max)
- Paid (9 hour max)
- 2hours Residential
-  Bike Repair Station
- Municipal Parking (free)
-  Accessible Parking
-  Private Lots (customers ONLY)
-  Underground Commercial Parking (customers ONLY)
-  Curbside Quickstop
-  Bike Corral
-  EV Charging Station

JOIN US IN 2025!

If you're interested in becoming a vendor, we'd love to hear from you!

Application Deadline:

March 14, 2025

All applicants will receive a written reply by March 21, 2025.

Questions?

Reach out to us at info@brontevillage.net.

We can't wait to welcome new and returning vendors for another fantastic season!



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APPLY NOW

