

## 2021 Waukesha Farmers' Market Letter

231 W. Main St., Waukesha, WI 53186

### Application Form

Dear Potential Vendor,

The Waukesha Downtown Business Association (WDBA) is planning the 2021 Waukesha Farmers' Market. In an effort to improve the farmers' market there are a few changes to the Guidelines, so please read them carefully. By signing the application, you are agreeing to follow the Guidelines set forth by the Waukesha Farmers' Market.

Enclosed with this letter are the 2021 Vendor Application and the Market Guidelines. The location of the Waukesha Farmers' Market will be along the Fox River in downtown Waukesha in the Waukesha State Bank Employee parking lot, the same spot as last year. All stalls will accommodate a **10'x10' tent**.

The spaces are numbered on the pavement. Do not go past the markings at the front of your space. Every effort will be made to create an appropriate marketing environment.

Hours for the Waukesha Farmers' Market are Saturdays from **8 a.m. to 12:00 p.m.**, May 1 through October 30, 2021.

- **Daily Vendors** (May 1 – Oct 30) \$40 per Saturday
- **New Vendors to our market should add a \$50 vetting fee to the above prices.**
- **Vendors from last year who changed their vendor name will be considered a new vendor.**
- **RETURNING vendors may subtract an Early Bird Discount of \$100 from above prices if full payment, application AND certificate of insurance liability for \$100,000/\$300,000 aggregate is received before March 15<sup>th</sup>, 2021.**
- **Vendors sending in their application after March 15<sup>th</sup>, 2021 will pay full price**
- Craft vendor prices are the same as above, but their applications will be processed after the produce and food vendors' deadline. Craft vendors are allowed to compose approximately 10% of the Farmers' Market vendors. **Craft vendors must supply photos of themselves creating and assembling their items before applications will be approved.**

Off-Peak Season is often difficult for produce farmers to have a large variety of product. We anticipate Off-Peak Season may include a higher percentage of flower vendors, arts & crafts, baked goods, etc.

Not all spaces have room to park a vehicle. For loading and unloading however you will be allowed to pull up as close as possible and then park your vehicle in the designated vendor parking area by the green space, east of Waukesha State Bank. All vehicles need to be out of the market footprint by 7:15 a.m. Please read the application carefully.

The application has a line to mark whether you must have your vehicle with you or not. If you do not need your vehicle, vendors will have a greater chance of getting a space if you're able to fill one of the non-vehicle spaces. We charge extra for the season to have your vehicle in your spot.

The Waukesha Farmers' Market will open on Saturday, May 1, 2021. It is important to have the vendor stalls full on that day. Even if your potential product is not available for purchase that day, we strongly encourage you to attend. Please consider providing information on the products that you will have available during the season. Produce vendors will be limited to two spaces.

Food and other vendors are usually limited to one space. Priority will be given to produce and food related vendors seeking Full Season and Peak Season space unless approved by market management.

Vendors wanting to rent space on a *daily basis* must complete the application and provide a Certificate of Liability Insurance, \$100,000/\$300,000 aggregate, listing the WDBA and Waukesha State Bank on the certificate as Additional Insureds. They must indicate that they will be a Daily Vendor at some point in the season. Vendors are strongly encouraged to pre-register. After registering, Daily Vendors pay on the day of their attendance providing there is apace available. The Daily Rental Fee is \$40. Daily Vendors should apply well before dates they want to come to the market to make sure they are approved as a vendor.

No brokers, agents, tiered sales, or commissioned sellers.

**If you are a new food vendor, you must include the necessary permits from the Health Department or your application will not be accepted. If you have any questions, contact the Waukesha County Division of Environmental Health at (262) 896-8326. You must also provide a 30 gallon or larger receptacle to accommodate waste.**

**Vendors who intend to use a generator must indicate that on the application form.** Generator use at the Market will be limited. You must have prior written or emailed permission from the WDBA to run your generator. Generators will be inspected by Market Management for noise level, fumes, disturbance to neighboring vendors, and safety. Inspections may be made throughout the season. If your generator does not meet approval, you will need to make arrangements for an alternative power source the following week. If your generator is deemed an immediate safety problem, you will be asked to stop the generator immediately. On a space available basis in following weeks, your stall assignment may be reassigned to a more appropriate location to run a generator. Use of a generator always requires approval from the Farmers' Market management team.

Final vendor approval and vendor locations in the market will be at the discretion of Market Management. **Once you are assigned your space it will not be changed.** Unresolved disputes over issues can result in cancellation of a vendor's contract.

**\*\*\*\*Please note: With your application, you must provide copies of all licensing required by the State of Wisconsin and Waukesha County as well as a Certificate of Liability Insurance listing the Waukesha Downtown Business Association and Waukesha State Bank as Additional Insureds. \*\*\*\***

If you are interested in being a part of the success of the 2021 Waukesha Farmers' Market, please return the enclosed application to the WDBA. Applications may also be dropped off in-person at Martha Merrell's Books, 231 W. Main St., Waukesha, WI 53186.

- **Application due by March 15<sup>th</sup>, 2021 to receive the \$100 Early Bird Discount.**
- **Vendors sending in their applications and payment after March 15<sup>th</sup>, 2021, or without their permits and proper Certificate of Liability Insurance will pay full price to participate in the market.**

When completing your application, please include the exact address where the produce is grown (not intersections or city only). Incomplete applications will not be accepted. Upon signing the form, you agree to an on-site inspection of your growing area and cooperation with the Market Management team.

If you have any questions please e-mail us, or call 262-547-1060. Preferred contact hours are between 10AM-2PM on Mondays and Wednesdays.

Thank you,

Waukesha Downtown Business Association