



Summer, 2010

Greetings, and thank you for your interest in the 2010 season of the Lake Mills Farmers' Market!

**2010 Lake Mills Farmers' Market Schedule**

**May 5-October 27**

May 5-May 26	Wednesday	2:00PM-7:00PM
June 2-August 25	Wednesday	2:00PM-8:00PM
September 2-October 27	Wednesday	2:00PM-7:00P

Many exciting changes have been made this year in order to continue to grow our market. Among other things, we've implemented assigned spots, designated times for arrivals and departures, and hired a Farmers' Market Manager to facilitate the orderly operation of the market overall. An extremely modest booth fee schedule has been implemented, as well, to help defray the costs associated with this growth.

***Please read through the entire application packet carefully  
so as to maximize your opportunities for a successful season.***

The Lake Mills Farmer's Market (LMFM) was created to showcase the best of local goods---from fresh produce to original works of art---and to connect them with our vibrant downtown community. It is organized and supported by the Lake Mills Main Street Program (LMMSP), a nonprofit community-based program dedicated to the enhancement of downtown Lake Mills, Wisconsin.

The LMFM Committee, with approval from the LMMSP Board of Directors, is responsible for the decisions governing the Farmers' Market. The LMFM Committee consists of vendors, downtown business owners, volunteers, and LMMSP staff, and carefully considers comments received throughout each season in setting directions for the betterment of the Farmers' Market as a whole.

Please direct any questions about the enclosed application procedures, product standards, rules and regulations to me at [lakemillsfarmersmarket@gmail.com](mailto:lakemillsfarmersmarket@gmail.com) or by phone at (608) 695-7408. To be part of our best season yet, fill out and return your completed application with vendor fee as soon as possible to:

**Lake Mills Main Street Program 200 Water Street Lake Mills, WI 53551**

Let's get growing!

*Jeff Price*

Lake Mills Farmers' Market Manager  
[www.lakemillsfarmersmarket.com](http://www.lakemillsfarmersmarket.com)

Another fine event brought to you by:

Lake Mills Main Street Program 200 Water Street Lake Mills, WI 53551 (920) 648-2344

[www.lakemillsmainstreet.org](http://www.lakemillsmainstreet.org)

[www.whylegendary.com](http://www.whylegendary.com)





## LAKE MILLS FARMERS' MARKET

### RULES & REGULATIONS

Please keep for your records.

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#### Market Dates, Times and Location

- The market season begins Wednesday, May 5, 2010 and ends on Wednesday, October 27, 2010.
- The market operates on Wednesdays, from 2:00 p.m. to 7:00 p.m. for the months of May, September and October and 2:00 pm to 8:00 pm for the months of June, July and August.
- Set up is one hour prior and tear down is half hour after the above times.
- The market is held in Commons Park, downtown Lake Mills.
- The Market will be held each Wednesday rain or shine.

#### Rental Payment

- Seasonal rate is \$75.00 per space. Daily rental is \$5.00 per space.
- Daily vendors must pay before they are assigned a space on the day of the market.

#### Market Stall Assignments

- Each space will be approximately 10' x 10' along the sidewalk surrounding the park.
- Spaces will be located & marked off by the Farmers' Market Committee.
- Vendors must stay within these boundaries and not encroach on the sidewalk itself or other areas of the park.

#### Market Set Up Procedures

- Seasonal Vendors:
  - Please contact the Market Manager by Monday prior to the market day if you will **not** be able to attend.
- Daily Vendors:
  - Please contact the Market Manager by the Monday prior to the market day you wish to attend.
  - Unoccupied spaces will be rented on a daily basis after 1:15 p.m.
  - Meet the Farmers' Market Manager at 1:15 p.m. at the Information Booth for space availability.
- Parking:
  - Vendors may park near their space to load and unload.
  - Vehicles must then be moved to the parking lots off-site for the duration of the market.
  - Booth sitters will be available throughout the market to assist in replenishment activities.
- Spaces are not transferable without appropriate permissions from the LMFM Committee.
- Vendors must furnish their own booth items such as tent, tent weights, tables and chairs.
- All products sold at the market must be displayed and sold in a manner which prevents contamination.
- Vendors may only sell products submitted on their application. Additional items require approval from the LMFM Committee prior to bringing product to the market.
- Some electrical outlets are available; if you need electricity please state this on your application. There will be a \$15 seasonal and a \$1 daily surcharge for use of electricity in the park. All generators must be "whisper quiet" variety.
- LMFM will provide a laminated identifying sign that must be displayed at your booth every week at the market. The first sign is free, replacement signs are \$5 each.

#### Market Closing Procedures

- The Market will close at 8:00 p.m. in June, July and August and will close at 7:00 p.m. in May, September, and October.
- Vendors will have an additional 30 minutes to clean up. Vendors must be packed and cleaned up by 8:30 p.m. (7:30 p.m. in May, September, and October).
- No vendor may leave early unless given permission from the Market Manager.
- Disruption of the Market during regular Market hours or actions leading to the endangerment of the safety of pedestrians may result in the termination of your attendance at the Market.

- ❑ The stall must be cleaned up, taking all waste and garbage with you. Vendors will be charged a minimum fee of \$50 for any items left behind that require clean-up.
- ❑ If the LMMSF committee closes the Market for any reason, there is no refund and vendors must leave.

### **Insurance**

- ❑ LMMSF carries no insurance coverage for individual vendors. All vendors will be held liable for damage caused by their product, equipment, etc.
- ❑ We strongly recommend that each vendor carry personal liability and product liability insurance.

### **Legal Requirements**

- ❑ Vendors are responsible for full compliance with all applicable federal, state and local laws. It is the vendor's responsibility to obtain all licenses and permits and pay all fees required by government agencies, including licensing for goods sold for which the state & county sales taxes must be collected. Permits must be displayed in your space as required by law.

### **Vendor Approval Criteria**

*The LMFM Committee uses the following criteria to evaluate each vendor in terms of acceptance into the Market and placement therein. In order to be a vendor at the market, the committee will need to check all boxes within each applicable category. However, the committee reserves the right to refuse any product or application at any time for any reason. This includes vendors who may have been accepted in the past.*

#### **Produce Vendors:**

Vegetables, fruit, flowers, plants, etc

- ❑ Must be locally grown (Wisconsin).
- ❑ Must be personally cultivated by you or the business you own.
- ❑ Must own or lease the property the produce is grown on
- ❑ Organic vendors: include proof of certification
- ❑ Provide copy of Temporary or Mobile Food Establishment permit from Jefferson County Health Department, if applicable. *Must obtain a Temporary or Mobile Food Establishment permit from the Jefferson County Health Department if the products are potentially hazardous or includes any preparation such as cutting, mixing, reheating, or cooking on site. All Processed Food Vendors must contact the Jefferson County Health Department at 920-262-8094 for permit requirements prior to the event.*
- ❑ Provide copy of all licenses obtained through the Department of Agriculture, Trade and Consumer Protection, where applicable.

#### **Processed Food:**

Jams, meats, honey, baked goods, etc.

- ❑ All food must be processed by you or the business you own.
- ❑ Provide copy of Temporary or Mobile Food Establishment permit from Jefferson County Health Department, if applicable. *Must obtain a Temporary or Mobile Food Establishment permit from the Jefferson County Health Department if the products are potentially hazardous or includes any preparation such as cutting, mixing, reheating, or cooking on site. All Processed Food Vendors must contact the Jefferson County Health Department at 920-262-8094 for permit requirements prior to the event.*
- ❑ Provide copy of all licenses obtained through the Department of Agriculture, Trade and Consumer Protection, where applicable.
- ❑ Provide copy of Certificate of Liability Insurance
- ❑ Bona fide processed food vendors that have seasonal stalls can sell non-native shrimp and other shellfish. These products must be obtained from an approved source.

### **Art & Handmade Products:**

Jewelry, paintings, clothing, dog food, etc.

- Must be of original design, or creation.
- Must be made by the person displaying it.
- Must be of a quality conducive with the Farmers' Market standard.
- Provide images of each type of product.
- Provide description of items used to create each type of product.
- Provide description of how each product is created.

### **Prepared On-Site Food:**

Egg rolls, tacos, soups, lemonade, etc.

- All foods and beverages must follow Jefferson County Health Department Guidelines and be sold by the vendor preparing it. *A Temporary or Mobile Food Establishment permit from the Jefferson County Health Department is required if the products sold or processed are potentially hazardous or includes any sort of cutting, mixing, reheating, or cooking. All Prepared Food Vendors must contact the Jefferson County Health Department at 920-262-8094 for permit requirements prior to the event.*
- Provide copy of Temporary or Mobile Food Establishment permit from Jefferson County Health Department
- Provide copy of all licenses obtained through the Department of Agriculture, Trade and Consumer Protection, where applicable.

### **Space Assignment Criteria:**

*After the LMFM Committee approves your product to be sold at the market, we will assign spaces(s). In order to be fair to all vendors, the LMFM Committee has established a set of priorities that we use when deciding what vendor receives what space location. Within each priority section, the LMFM Committee reviews each vendor's space placement preference and products sold to decide what space(s) the vendor receives.*

- 1<sup>st</sup> Priority: 2009 Vendor who has paid for the 2010 season and whose previous stall is available.
- 2<sup>nd</sup> Priority: 2009 Vendor who has paid for the 2010 season and whose previous stall is NOT available.
- 3<sup>rd</sup> Priority: NEW Seasonal Vendor who paid by due date.
- 4<sup>th</sup> Priority: NEW Seasonal Vendor who paid after due date.
- 5<sup>th</sup> Priority: Daily Vendors

### **Entertainers and Performers**

- Entertainers and performers must be approved by the LMFM Committee prior to the Monday of the next market day.

### **Termination**

- The LMFM Committee will handle any problems related to the administration of these rules and regulations.
- Repeated or continuing violations of Market Rules and Regulations will be grounds for termination of the right to rent space in and vend at the Market.



# LAKE MILLS FARMERS' MARKET

## Application



**PLEASE PRINT CLEARLY**

Vendor Name (s): \_\_\_\_\_ Farm/Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Farm Address (required for produce): \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_ E-mail Address: \_\_\_\_\_

License Plate Number(s): \_\_\_\_\_

List *all* crops and/or items (description) you wish to vend: (attach additional sheets if needed)

_____	_____	_____	_____
_____	_____	_____	_____

10' x 10' space (apx.)    Season Rate: \$75    Daily Rate: \$5    **Electrical Needed** (Circle): \$15 Seasonal    \$1 Daily

The Market runs May 5-October 27<sup>th</sup> 2010: Indicate YOUR start and end dates, and any dates you know you may be unable to attend:

\_\_\_\_\_

If you have a space preference, please explain or show on map provided. The committee will do its best to accommodate your request. You will receive space placement confirmation in as soon as possible after receiving and reviewing your completed application.

Please contact the Jefferson County Health Department at 920-262-8094 for permit information. Enclose copies of all necessary permits and insurance certificates where applicable. **Be aware that additional inspection fees may apply, depending on your permit status!**

I, \_\_\_\_\_, have received, read, understand and agree to abide by the Lake Mills Farmers' Market Rules & Regulations. I agree to only sell the products listed above. I further acknowledge full responsibility for all my activities (and those assisting me) in the Market throughout the term of this permit. I understand that vendors selling or processing any kind of food or beverage must adhere to Jefferson County Health Department Guidelines and regulations and that some vendors may need permits to do so.

To the fullest extent permitted by law, I agree to defend, pay on behalf of, indemnify and hold harmless the elected and appointed officials, employees and volunteers and others working on behalf of the Lake Mills Main Street Program and/or the City of Lake Mills, against any and all claims, demands, suits, or loss, including all costs connected therewith, and for any damages which may be asserted, claimed or recovered against or from the City of Lake Mills and/or the Lake Mills Main Street Program., by reason of personal injury, including bodily injury or death and/or property damage, including the loss of use thereof, which arises or is in any way connected or associated with the Farmers' Market.

Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please return your application form, with a check\* payable to The Lake Mills Main Street Program to reserve your space(s).**

**Mail to: Lake Mills Main Street Program, 200 Water Street, Lake Mills, WI 53551**

**Phone number: 920.648.2344    Fax: 920.648.2347**

**Market Manager Direct: 608.695.7408**

\*Checks returned Non-Sufficient Funds (NSF) will be assessed a \$25 returned check fee by the Lake Mills Main Street Program.

<b>ADMINISTRATIVE USE ONLY:</b>	
____ Seasonal Vendor	Insurance: ___ yes ___ no
____ Daily Vendor	Permits Received _____
Payment: \$ _____ check # _____ cash _____	Date Received ____/____/____
Approved _____ Declined _____	Space Number _____



Another great Lake Mills Main Street event!  
[www.lakemillsfarmersmarket.com](http://www.lakemillsfarmersmarket.com)

