



# MUKWONAGO FARMERS MARKET

EVERY WEDNESDAY FROM 2PM - 6PM

MAY 15TH - OCTOBER 9TH

AT FIELD PARK

## 2024 Vendor Application

Farm/Business Name \_\_\_\_\_ Business Phone \_\_\_\_\_

Owner Contact Name \_\_\_\_\_ Mobile Phone \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_

Farm/Growing Location: \_\_\_\_\_

\*\* The following individual will be our day-to-day contact to correspond with should weather be an issue

Representative at Market \_\_\_\_\_ Mobile Phone \_\_\_\_\_

E-mail \_\_\_\_\_

List ALL items to be sold, with description if necessary (**Note: items not listed on this application may NOT be sold at the MFM without further approval**):

\_\_\_\_\_

\*Seller Permit Number (if applicable) 456-\_\_\_\_\_ \*Last four of SSN \_\_\_\_\_ \*Last four of FEIN \_\_\_\_\_

New State Requirement: State of WI Sales Tax Exemption Codes (If applicable): 1—Exempt sales or display only  
2 –Multi-level marketing company 3-Nonprofit occasional sales 4-exempt occasional sales \*Exemption Code \_\_\_\_\_

Are you a WIC/FMNP Vendor? Circle one YES NO If so, WIC/FMNP permit number \_\_\_\_\_

### Producers – Welcome to join any/all markets

\_\_\_\_\_ Seasonal Vendor \$250 per booth (limit 2) for all 21 weeks (May 15<sup>th</sup> – October 9<sup>th</sup>) (No June 12<sup>th</sup>)

Note any dates you know you will NOT attend Market: \_\_\_\_\_

Payment due in full at time of application. **No Refunds.**

\_\_\_\_\_ Weekly Vendor \$30 per booth per week. **Vendors are required to attend 3 market weeks.** Payment due at time of application and prior to set up beyond 3 weeks. **No Refunds.**

**Submit Application and check** made out to Mukwonago Area Chamber of Commerce, Amount: \_\_\_\_\_

(Initial) \_\_\_\_\_ I have read the 2024 Farmers Market guidelines and agree to comply.

(Initial) \_\_\_\_\_ I have included a Certificate of Liability naming MACC as additional insured.

(Initial) \_\_\_\_\_ I understand the following repercussions should I repetitively miss market day without prior notification to the Mukwonago Chamber of Commerce.

First Offence: Verbal Warning - Second Offence: Written Warning - Third Offence: Possible Removal

The renter of a market booth holds harmless the Mukwonago Area Chamber of Commerce & Tourism Center and the Village of Mukwonago, from and against all causes of action, claims, demands, suits, liability, or expense by reason of loss or damage to any property or bodily injury to any person, including death, as a direct or indirect result of use of any rented or occupied market space or in connection with any action or omission of the renter who shall defend the above (Mukwonago Area Chamber of Commerce and Tourism Center) in any such cause of action or claim.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Mail to: Mukwonago Area Chamber of Commerce, 100 Atkinson St. Mukwonago, WI 53149  
(262) 363-7758

Email to: [assistant@mukwonagochamber.org](mailto:assistant@mukwonagochamber.org)

# 2024 Mukwonago Farmers Market Guidelines

The Mukwonago Area Chamber of Commerce (MACC) strives to host a Market that benefits our local growers, producers, consumers, and our community. The MACC & Mukwonago Farmers Market (MFM) Committee supports the following guidelines to ensure we host the best market possible. A Market Manager will be available at each market to oversee set up, enforce guidelines, and manage weekly activities at the Market.

## Market Location & Operation

The Mukwonago Farmers Market is located at Field Park, the corner of State Hwy 83 and NN/Veterans Way. The Market will operate every Wednesday from May 15<sup>th</sup> through October 9<sup>th</sup>, 2024 except for June 12<sup>th</sup> from 2 - 6pm, "rain or shine."

## Vendors

To qualify as a producer, you must own or rent land on which your products are grown or raised. You must plant, maintain, harvest and market the produce you sell. Products other than plants or farm produce must be made or produced locally by the vendor. The MFM Committee reserves the right for a location inspection. Resale is not permitted.

Set up begins at 1pm. Vendors **MUST** be set up by the start of the Market at 1:45pm. Selling to the public shall begin **promptly at 2pm and not before**; vendors may sell to one another prior to 2pm. Vendors **MUST** remain set up until the close of the Market at 6pm. Any early departures or late arrivals must be approved by the MFM Manager.

Vendors shall only occupy the booth space they have been assigned. Each booth space is 10ft x 10ft with room for one vehicle to park directly behind their assigned booth. Tents must be weighted for safety.

At times, MFM may need to adjust the position of a booth to accommodate traffic patterns in the park or if there is a natural hazard such as a tree or mud puddle in your booth space. The MFM has the final say as to where your booth will be located.

If the vendor does not occupy the booth space by 1:45pm, the vendor forfeits the booth and any prepaid fees for that day.

No electricity will be provided.

All vendors are expected to display professionally, post all prices of products, and clean up their booth after each market.

## Insurance/Licensing

It is the Vendors responsibility to have ALL the necessary paperwork, such as licenses and permits, filed with the County and State prior to selling at the market and must comply with their rules and regulations while selling at the Market. The Health Department may conduct random inspections. A Certificate of Liability Insurance is required to be provided to the MACC office before the first market naming MACC as additional insured. Vendors who use a scale must have the scale inspected and licensed and comply with all regulations as determined by the Department of Weights and Measures.

## Contracts/Attendance

Contracts are approved by the MFM Committee based on the following (in no particular order): date of application received, previously approved vendor, attendance of previous year, and types of products sold. Seasonal vendors have priority over weekly vendors. The Market operates "rain or shine".

While no Vendor is given 100% exclusivity, there may be a waiting period until product demand grows or current vendors withdraw from the Market. The MFM Committee determines vendor balance and Market expansion.

Every effort should be made to note attendance plans on the originally submitted application. Any changes to attendance should be brought to the attention of the Mukwonago Chamber office as soon as possible. We understand emergencies can happen; however, MFM strives to eliminate gaps in the market for the benefit of all vendors.

- Seasonal vendors must inform the Chamber office by 10am on Market Day if you will NOT attend.
- Weekly vendors must inform the Chamber office by 10am on Market Day if you WILL attend. Check-in and payment will be required PRIOR to setting up.
- If three (3) markets are missed, the Farmers Market Committee will review and vote as to your further participation in the market.

**\*\*First Offence: Verbal Warning - Second Offence: Written Warning - Third Offence: Possible Removal**

Failure to comply with the rules of the Market can result in the vendor's dismissal from the market. MFM maintains right to change the rules and regulations, as necessary.

### **Entertainment**

Entertainment and activities are planned by MFM. Vendors may not play radios or other sources of music.

### **Fee Schedule**

MFM has established the following fee schedule for the 2024 Market Season:

Seasonal Vendor Fee (21 weeks): \$250 per booth space to be paid in full at time of registration.

Weekly Fee: \$30 to be paid at the time of registration/ the day of Market, PRIOR to set up

All effort will be made to keep Seasonal vendors in the same booth space week to week. Vendors paying a weekly fee will be placed in available booths as the Chamber assigns. **No refunds will be given.**

### **Programs:**

MFM encourages Vendors to participate in the WIC Farmers Market Nutrition Program (FMNP). This program was established to provide fresh, unprepared, locally grown fruits and vegetables to WIC participants. MFM maintains the right to add additional programs as necessary.

### **Market Staffing**

The MFM Manager will be on site every Wednesday beginning at 1pm during Market Season and is responsible for the following:

- Oversee operations of the MFM during operating hours.
- Work with vendors on weekly and seasonal booth assignment and fee collection.
- Enforce Guidelines.
- Call the Mukwonago Police Department in the event of a problem.
- Report to and carry out other related duties as assigned by the MFM Committee.

### **Promotion**

The MFM runs ads in various media, and makes and distributes signs, posters, and flyers. MFM reserves the right to share vendor names and images taken at the Market with media outlets for Market promotion.

### **Notice of Nondiscrimination**

The MFM Committee is committed to the policy that all persons shall have equal access to programs, facilities, and employment without regard to personal characteristics not related to ability, performance, or qualifications, as determined by organizational policy or by local, state, or federal authorities. It is a policy of the organization to maintain an environment free of discrimination, including harassment MFM prohibits discrimination and harassment against any person because of their sex, race, color, creed, religion, national origin, disability, ancestry, age, sexual orientation, pregnancy, citizenship, military status, or any other protected classification. Discrimination or harassment will not be tolerated at the MFM.