

# 2024 Pewaukee Farmers Market Guidelines

At Galilee Lutheran Church N24W26430 Crestview Drive Pewaukee, WI 53072

March, 2024

## To all Potential Vendors,

We are excited to announce that Galilee Lutheran Church is planning to host the 2024 Pewaukee Farmers Market (formerly hosted by Christ Lutheran Church). The market will run every Wednesday from May 15<sup>th</sup> until Oct 16<sup>th</sup> 3:00 to 6:30pm

**MARKET MISSION:** Our market mission is to satisfy visitors coming from locations both local and afar, with quality locally made and grown produce, crafts, art, foods, and services. In doing so, we seek to build the reputation of our vendors to each other and the community. Market Management will pursue the involvement of the community and strive to involve them in frequent visits and repeat purchasing.

**ACCEPTED AND DENIED ITEMS AND SERVICES FOR SALE:** Fresh quality produce is a primary focus for our market. We expect that all items will be grown locally and at times we will inspect your operations to verify this. No livestock will be sold. For craft and art vendors, we will insist that all items are made locally. Market management will ask for photos of you producing your crafts. That follows that we ask vendors to avoid bringing any rummage, 2<sup>nd</sup> hand or flea market type items. Wholesale sales or items purchased from wholesalers do not meet market expectations. Products must be appropriate for our audience. We will deny any clothing items, displays or signage that reflects offensive language or expresses political agendas. Everyone working at the market should dress accordingly in a modest fashion. Don't confront a customer with your personal agenda who might then leave in anger and not stay to find other vendors to purchase from. Success means that we all support all of our neighboring vendors and their effort to sell products. Vendors are also expected to sell from their own booth space without pursuing customers outside the immediate entrance to their space. Market management will not create booths for collection drives or political purposes. Market management reserves the right to deny sales of anything they deem inappropriate to our audience.

**VENDOR ADVISORY / MARKET GUIDELINES:** To create the right atmosphere for our market, we need all vendors to realize their contribution that makes all of us successful. This is facilitated by holding and agreeing to these specific values:

- **SAFETY:** Vendors all need to help keep our customers and each other safe as they visit and engage with us and hopefully purchase from us. Make sure the space we provide for you [10' by 10'] is set up for easy and safe shopping. Keeping items marked with price or ingredients keeps confusion low. Tents must be anchored on the corners to keep the Wisconsin wind and gusts from sailing them off. Every market holds tales of tents flying up and being damaged. AT times they fall on customers. Please make this weighing down tents a priority for all booths. Since safety is a focus, you can expect that market management will be around to remind everyone.  
**\*Potential Market Violation**
- **CLEANLINESS:** Our spaces are visual attractions to our visitors. A clean and organized booth draws people closer to products we want to sell. Please keep the area around your booth as clean as possible. Every booth should have at least a 5 gallon bucket dedicated to collecting trash. If your business generates waste, please have a 30 gallon or larger waste container ready for visitors to use. Place these containers for easy use by visitors. Each vendor must take away their own trash and clean their booth space before leaving.. Please do not dump your trash in the church garbage cans or dumpsters. Cleanup must be completed by 7:00pm **\*Potential Market Violation**
- **CONSISTENCY / TIMELINESS:** Visitors will hear or read about our market. If we do not show up, that great product they told their friends about won't be able to be found and they will leave disappointed. They might not come back. If we don't come or open late or leave early, we stand a chance of losing our visitor base. If all vendors sign this agreement, we need to hold ourselves to be at market on time (2:15pm is the parking time limit for vendors) **NOTE: arriving after 2:15 will require that vendor to walk their equipment and product to their booth from the parking area.** Leaving the parking area is also held to a 6:45 exit time. This is true even if you sold out of products early. We expect visitors to be wandering the market until closing time. They are not looking to avoid traffic. SAFETY rules dictate that we give them time to leave before we (the vendors) start to rush out to go home. **\*Potential Market Violations**

- **COMPETENCE:** Our Vendors are some of the best in the Pewaukee and surrounding areas. They should own or rent their own growing or production space. They must design, produce, plant, nurture, harvest, transport, and market only the goods they produce that they list on their application. They will provide their own tents(with weights), tables, stands, and chairs. Their products will all be clearly marked and priced with food ingredients being shown on labels or signage as needed. They will design and utilize a quality booth space that will sell products only from the vendor listed on the application. They will clean their booth space before leaving the market. While they may state that their product is organically or naturally grown, they will not label products 'organic' unless they are certified organic.
- Vendors and their employees shall conduct themselves in a pleasant and courteous manner to other vendors, customers, and Farmers Market management. Foul language, profanity, or other rude behavior is not permitted.
- Church property is smoke-free. Smoking by vendors is not permitted on the grounds of the Farmers Market.
- Vendors may not bring pets and/or animals, alcoholic beverages, or firearms to the Farmers Market. If vendors bring children, please do not leave them unattended. **\*Potential Market Violation**
- Radios may not be used during market hours. Broadcasting of any type of sound or music must first be approved by Pewaukee Farmers Market Management. Live musical groups must apply and be placed on the Pewaukee Farmers Market Calendar. All playlists must be family friendly.
- When items are being sold by weight, an accurate scale must be used. Scales are subject to inspection by the Wisconsin Department of Agriculture.
- Cleanup is immediately following event. All vendors must be cleaned and packed up by 7:00 pm.
- If serving food, which may leave grease drippings on ground, please place cardboard on the ground to collect drippings. After the event, clean up the cardboard and transport all of your waste to your site.
- Vendors who intend to use a generator must indicate that on the application form. Generator use at the Pewaukee Farmers Market will be limited to Inverter style generators. You must have prior written or emailed permission from the Pewaukee Farmers Market to run your generator. Generators will be inspected by Market Management for noise level, fumes, disturbance to neighboring vendors, and safety. If your generator does not meet approval, you will need to plan 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. **\*Potential Market Violation**
- We will be offering gift certificates for the Farmers Market. You agree to accept them by being a Farmers Market vendor. Management will expedite complete re-payment to vendors.
- Various ads and media publicity efforts will be more successful when we are able to submit vendor names and images. Signing this document will authorize us to include your information in these efforts. No other use of images or information outside of our own media promotion efforts will be permitted.

**INCLEMENT WEATHER POLICY:** We live in Wisconsin. Our weather is often unpredictable. We plan to hold the market regardless of cold, heat, rain, wind, or snow and ice. If our situation becomes dangerous as described by the National Weather service, we will communicate that the market is cancelled. On days with those risks, Market Management will monitor the weather services. When the weather moves in during the hours of market, we might then decide to curtail market operation for the remaining hours. An example might be a fast-moving extreme lightning storm or tornado warning. Those vendors with weights on their tents may still need to add their own body weight to keep the tents from sailing away. This is Wisconsin!

We need all vendors to try to attend every week – our success with building loyal customers depends on that consistency. Remember that customers who come out in those dire Wisconsin extremes are people very serious about spending their hard-earned dollars. Let's give them reasons to be loyal to us!

## MARKET DETAILS

The location of the Pewaukee Farmers Market will be Galilee Lutheran Church's upper parking lot located at N24W26430 Crestview Drive, Pewaukee, WI 53072. Approved vendors will receive their numbered booth assignments and vendor maps by **May 10, 2024**. The booths will be numbered on the pavement. The marks identifying a booth space(10'x10') are there to provide the right booth space as well as an adequate amount of space in the event an emergency vehicle needs to get through. When you setup, do not go past the markings at the front or sides of your space. Every effort will be made to create an appropriate marketing environment.

Hours for the Pewaukee Farmers Market are Wednesdays from 3:00 pm to 6:30 pm, May 15 through October 16, 2024.

- Produce vendors may request a maximum of two (2) booths and exceptions must be approved by market management. All other vendors are limited to one booth, unless approved with Farmers Market Management.
- Daily Vendors pay \$20 per Wednesday. Daily Vendors pay on the day of their attendance.
- Full Season (May 15 – October 16) vendors pay \$250.
- Peak Season (June 19 – October 16) vendors pay \$200.
- Early Season (May 15 – June 12) vendors pay \$50.
- Vendors who send in their application after April 5, 2024 will pay full price.
- Craft vendors are allowed to compose a controlled percentage of the Farmers Market vendors.
- Craft vendors must supply photos of themselves creating/assembling their items.
- The Market Manager will be on-site by 2:00 pm each Wednesday. All vendors must be parked by 2:15 pm and will remain until 6:45 pm. Vendors not on-site and accessing their regular booths by 2:15 pm may find their booth to be filled with Daily Vendors. Please make it your practice to be on time.

For Full & Peak season, there will be an Early Bird Discount of \$25 from above prices if full payment, full application, and certificate of insurance liability (for \$100,000/\$300,000 aggregate) is received before April 5<sup>th</sup> of 2024

**ABSENCE NOTIFICATION:** Vendors not coming to the market must notify the Market Management at 262-309-3607 by 12:00 pm the Tuesday before the market date.

- If you are not at the Farmers Market and Market Management has not been contacted by you by 2:15 pm on market day, then your booth may be given to a daily vendor. Your fees will not be refunded.
- **If you are a 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.
- Baked goods, canned goods, and on-site prepared foods must follow all Health Department rules. Necessary permits must be included with your application. For further assistance, please contact Environmental Health Sanitarian, at 262-896-8326. Inspections are performed by the Waukesha County Division of Environmental Health.
- **Vendors selling processed food products must provide a copy of their retail food license or food processing plant license at the time of application.** Unless vendor is under Wisconsin's Pickle Bill.
- If any vendor is deemed to be in violation of health codes pertaining to such products the vendor will be immediately removed from the market for the day and the proper regulatory agency notified.

**\*POTENTIAL MARKET VIOLATIONS:** Any organization that performs well needs strong management and strong rules. The management at this market has more than 30 years of experience managing markets. There will always be management representatives on-site during the market hours of operation. All vendors should feel free to call on them to help with any problems, site, vendor, or customer. Solutions could be simple or may require serious actions to solve. Some of the actions are:

- Management discussions to mediate between conflicting individuals: either vendors and/or customers
- Vendors must cooperate with Market Management and follow the guidelines that they have agreed to. If a problem is reported or observed, there will first be a documented verbal discussion and warning. If not resolved, a written warning will be given. If not resolved, then further action will be taken that most likely will involve fines for non-compliance. Fines start at \$25. Failure to comply could result in termination of the vendor without any refund of any fees.
- Management may find a need to call authorities into the site for assistance. Relationships with public services will be established and utilized.

These Guidelines are subject to review and modification at any time without notice. Please address concerns to Galilee Lutheran Church at N24 W26430 Crestview Drive, Pewaukee, WI 53072, email at [pewaukeefarmersmarket@galileelc.org](mailto:pewaukeefarmersmarket@galileelc.org), or text Norm at 262-309-3607.

## **The Pewaukee Farmers Market will open on Wednesday, May 15, 2024**

**It is important to have the booths full on that day. Even if your product is not available for purchase that day, we strongly encourage you to attend and consider providing information on the products that you will have available.**

# 2024 Pewaukee Farmers Market Application

Galilee Lutheran Church  
N24W26430 Crestview Drive, Pewaukee, WI 53072

Name \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Facebook \_\_\_\_\_

Website \_\_\_\_\_

Show the exact address where the produce is grown, or product is produced (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

(You must include this information)

FEES-Per Booth							Circle the booth plan that fits your operation. Enter the cost below
ALL WEDNESDAYS SCHEDULED 3:00pm-6:30pm Snow, Rain or Shine 5/15 thru 10/16/2024	Number of Wednesdays?	SINGLE DAILY		SINGLE BOOTH	DOUBLE BOOTH	FOOD TRUCK	
<b>Early Season (May 15 – June 12)</b>	<b>5</b>	<b>\$20</b>		<b>\$50</b>	<b>\$100</b>	<b>\$150</b>	
<b>Peak Season (June 19 – Oct 16)</b>	<b>17</b>	<b>\$20</b>		<b>\$200</b>	<b>\$400</b>	<b>\$400</b>	
<b>Full Season (May 15 – Oct 16)</b>	<b>22</b>	<b>\$20</b>		<b>\$250</b>	<b>\$400</b>	<b>\$450</b>	
Peak & Full Season vendors can subtract Early Bird Discount of \$25 if payment, complete application, and certificate of insurance liability (for \$100,000/\$300,000) is received before 4/5/2024							

Produce Products I will Plant, Grow & Sell locally				Other items I have produced locally			
Apples		Garlic		Shallots		Cut Flowers/Arrangements	
Arugula		Gourds		Spinach		Bedding Plants	
Asparagus		Greens		Squash-Summer		Hanging Plants	
Blueberries		Herbs		Squash-Winter		Vegetable plants	
Bitter Melon		Kale		Strawberries		Microgreens	
Bok Choy		Kohlrabi		Swiss Chard			
Beans		Leeks		Tomatillos		Art/Crafts	
Beets		Lettuce		Tomatoes		Bakery	
Broccoli		Mushrooms		Turnips		Candles	
Brussel Sprouts		Okra		Vines		Clothing	
Cabbage		Onion		Watermelons		Coffee/Tea	
Carrots		Parsley		Yams		Cold Food	
Cantaloupe		Peas		Zucchini		Dog/Cat Treats	
Cauliflower		Peppers-Hot				Frozen Meats/Eggs	
Celery		Peppers-Sweet				Hot Food	
Celeriac		Pickles				Liquids/Juices	
Collards		Potatoes				Non-Profit (MAX:6x per year)	
Corn		Pumpkins				Services	
Corn-popping		Radishes				Soap	
Cucumbers		Raspberries					
Eggplant		Rhubarb					

## MARKET VENDORS INSURANCE REQUIREMENTS

Every vendor participating in the 2024 Pewaukee Farmers Market **MUST** have a **Certificate of Liability Insurance** (\$100,000/\$300,000 aggregate), **listing Galilee Lutheran Church and the Pewaukee Farmers Market on the certificate as Additional Insureds for the duration of the 2024 market season.** Your insurance provider can provide you with this certificate. The Certificate of Liability Insurance must include your insurance carrier and policy number and must be provided to Galilee Lutheran Church with your application.

## APPLICATION SUBMITTAL

With your application, you must provide copies of all licensing required by the State of Wisconsin and Waukesha County. Copies of all required licenses and/or permits must be with you while attending the Farmers Market. Vendors are responsible for collecting and paying any sales tax that may be assessed on their products.

Please return this completed form along with all documents listed below, and **full payment by April 5, 2024 to get your \$25 early bird discount.** Applications received by April 5, 2024 without all documents will NOT receive the \$25 discount.

### Please return Applications with Documents and Payment to:

Galilee Lutheran Church  
Pewaukee Farmers Market  
N24 W26430 Crestview Drive  
Pewaukee, WI 53072

Make checks payable to **Galilee Lutheran Church**, on memo line write **Farmers Market.**

Approved vendors will receive their assigned booths and a vendor map by May 10, 2024 via email unless requested to be mailed through USPS.

## CHECKLIST TO MAKE SURE YOUR APPLICATION IS PROPERLY SUBMITTED

### Documentation Required with Application

Application  Payment  WI DOR Part C of the S-240 form  Copies of State and County licensing forms  Craft vendors – Photo of operation  Insurance Certificate naming Pewaukee Farmers Market and Galilee Lutheran Church as additional insured

The renter of a market booth(s) holds harmless the Pewaukee Farmers Market and Galilee Lutheran Church 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 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, Pewaukee Farmers Market and Galilee Lutheran Church in any such cause of action or claim. By signing this form, I agree to an inspection of my growing/producing area and confirm that I have read, understand and will abide by the guidelines/rules of the Pewaukee Farmers Market.

Print Name \_\_\_\_\_

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

The Department of Revenue requires all vendors to provide their information on Part C of form S-240. Part C is used to report all vendors attending the event. If the event operator is making taxable sales, they should complete a vendor report for themselves. An operator may be assessed a penalty for an incomplete report for failure to obtain information about each vendor.

**Part C: Vendor Information**

If the vendor does not have a Wisconsin seller permit number and claims their sales are tax exempt, enter the exemption code number provided by the vendor.

- 1 - Exempt sales only or display only
- 2 - Multi-level marketing company pays sales tax
- 3 - Nonprofit occasional sales exemption
- 4 - Exempt occasional sales

Wisconsin Seller's Permit Number (15 digits starting with 456)		SSN (last 4 digits)	FEIN (last 4 digits)	Exemption Code
456- -				
Legal Business Name (if not sole proprietor)		Doing Business As (DBA) Name (if applicable)		
Vendor/Contact Name (Last)	Vendor/Contact Name (First)	Vendor Phone Number		
Mailing Address		Email Address		
City	State	Zip	Multi-Level Marketing Company (if claiming Code 2 above)	