

2026 Pewaukee Farmers Market Guidelines and Vendor Application

Hosted by Galilee Lutheran Church, N24W26430 Crestview Drive, Pewaukee, WI 53072

To all Potential Vendors,

February 2, 2026

Thank you for considering participation in the 2026 Pewaukee Farmers Market! We are excited to be launching our third year at our host site – Galilee Lutheran Church. The market will run every Wednesday **from June 3rd through September 30th from 3:00 to 6:00 pm**. The market will run “rain or shine.”

MARKET MISSION:

Our market mission is to provide visitors with quality locally made and grown produce, crafts, art, foods, and services. Market management will seek to involve the community, encourage frequent visits, and attract a variety of quality local vendors.

ACCEPTED ITEMS AND SERVICES FOR SALE:

Fresh quality produce and locally produced products are the primary focus for our market. We expect that all items will be produced and/or grown locally. No livestock will be sold. We ask vendors to avoid bringing any rummage, 2nd hand or flea market type items. Wholesale sales or items purchased from wholesalers do not meet market expectations. No political messaging or political booths will be accepted. Market management must approve all collection drives, and reserves the right to deny sales of anything deemed inappropriate to our audience.

MARKET DETAILS:

The Pewaukee Farmers Market (PFM) will be held in the upper parking lot of Galilee Lutheran Church. Market management will be on site by 2:00 pm, **please arrive by 2:30 pm and plan to stay until after 6:15 pm**. Please call in any daily cancellations to Galilee Lutheran (262-691-2380) or email (pewaukeefarmersmarket@galileelc.org) by 11:30 am on the day you will not be attending. If you are not at the Farmers Market and Market Management has not been contacted by you by 2:15 pm on market day, your booth may be given to a daily vendor. We will strive to hold the market, “rain or shine,” though some weather conditions might mean we need to cancel. If the market is cancelled, you will receive an email at the address on your application by 11:30 am on the date of the market. We will share this information with the public through the PFM Facebook page.

Every vendor participating in the 2026 Pewaukee Farmers Market **MUST submit 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 2026 market season. The Certificate of Liability Insurance must include your insurance carrier and policy number and must be provided to Galilee Lutheran Church with your application.

Approved vendors will receive their numbered booth assignments and vendor maps at a vendor meeting held the Wednesday before the market opens (May 27, 2026). The market reserves the right to limit the number of certain types of vendors approved. The 11' wide booths will be numbered on the pavement. There will be one parking space behind your booth. Staff will attempt to allow vendors the consistent use of an assigned booth space, but reserves the right to adjust locations on the market day, based on cancellations or other concerns.

Vendors will be expected to **provide everything needed** for their booth space. If you use a tent, you must **anchor every corner** of your tent for safety purposes. The market is held on asphalt, so weights are the best anchors. We also strive to keep the area clean so all booths are required to provide an appropriately sized **trash receptacle**.

If you need electricity for your booth, please **plan to bring a generator**. The PFM limits generators to inverter style generators. Generators will be inspected by Market Management for noise level, fumes, disturbance to neighboring vendors, and safety.

The PFM hosts live musical artists each week, so **radios may not be used** during market hours.

Please be sure **that all products are labeled appropriately**. The PFM requires vendors to follow all applicable State of Wisconsin rules for production, labeling, taxation, and sales. When items are being sold by weight accurate scales must be used. All scales are subject to inspection by the Wisconsin Department of Agriculture.

Food vendors are responsible for obtaining necessary permits from the State of Wisconsin or from the Waukesha County Division of Environmental Health (or your home county equivalent). For assistance please call the Waukesha County Sanitarian at 262-896-8326. The Sanitarian will show up – unannounced – at least once during the season to check for permits. Vendors must submit these permits with their applications. Vendors should have their most recent permit forms on hand during the market each week.

Frequent Shopper Incentive – PFM offers cash gift certificates to visitors that regularly attend the market. Vendors are required to accept these certificates as partial payment for their products. Gift certificates should be treated as cash. **Vendors can redeem the certificates** at the Market Information Booth daily.

Smoking is not permitted at the Farmers Market. Vendors may **not bring pets and/or animals, alcoholic beverages, or firearms** to the Farmers Market. Visitors will be allowed to bring pets to the market. If vendors bring children, please do not leave them unattended.

Vendors are expected to **clean up their booth** area at the end of each market. All vendors must be cleaned and packed up by 7:00 pm.

Market management will be on-site from 2:00 pm-7:00 pm each day. Management is responsible for

- Overseeing operation of the PFM
- Communicating with seasonal and weekly vendors about booth locations and details, and collecting daily vendors' payments
- Enforcing all guidelines in this document, and resolving any market issues
- Calling relevant authorities in case of any problem
- To capture information and images for marketing purposes
- Establishing a rapport with each of the vendors

Every effort will be made to create an environment that facilitates success for vendors and satisfies customers.

MARKET AND SITE FACILITIES:

- Accessible restroom facilities are located on the upper floor of the church. There is also a water fountain in the church for water bottles, etc. Vendors and PFM visitors are welcome to use these facilities.
- Market staff will maintain an Information Booth on site, nearest the northerly Church entrance. It will have PFM details and emergency contacts for first responders in the Pewaukee community.
- The market will set up and maintain a Kids Tent (near the Information Booth) which will host activities for kids.
- The Information Booth will have a container for donations for the Pewaukee Food Pantry.
- The Market will host a guest musician weekly.
- The Market will invite other guests, including HAWS, natural resource representatives, etc. PFM plans to host blood drives during the market – inside or outside.

APPLICATION SUBMITTAL:

The Application consists of pages 5 and 6 of this document, plus attachments. On page 5, vendors provide their contact information and tell the market what products they intend to sell to our market visitors. Next, the vendor elects his/her intention to attend as a daily vendor or as a seasonal vendor at one of three seasons (Early, Peak, or Full). If a vendor has a question (or has an alternate proposal – like every other week attendance) please contact the Galilee church office at 262-691-2380.

Please **complete and sign the Application Checklist** found on page 6, **Part C of the WI DOR Form S-240**, and attach any applicable forms. PFM uses the information from Part C of the WI DOR Form S-240 monthly to transmit information to the Wisconsin Department of Revenue (DOR), so please complete this form. Please ensure all entries are accurate and legible. 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.

A complete submission will require vendors to provide the following items:

1. 2026 Pewaukee Farmers Market **Application Form** (page 5)
2. **Application Checklist** (page 6). Form must be **signed** by the applicant.
3. **Liability Insurance Certificate** (with Galilee Lutheran Church and Pewaukee Farmers Market listed as also insured).
4. **Part C of WI DOR Form S-240**, filled out (page 6). (Market needs to submit monthly reports to DOR.)
5. **Payment**. (based on vendor choices - see chart on page 5).
6. Copies of **State and County licensing forms**, as appropriate.

APPLICATION TRANSMITTAL:

Applications will be accepted in person, by U.S. Mail, and online at pewaukeefarmersmarket@galileelc.org (need legible copies of all items).

Payments will be accepted in cash (in person only), or by check (in person and by U.S. Mail).

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

INCENTIVES FOR VENDORS:

Early Bird Discount: Vendors who submit a completed **application form**, including **all necessary documentation**, with **full payment by April 20, 2026** will receive a **\$25 early bird discount**.

Referral Award: If a new vendor reports that an established vendor referred them to the Pewaukee Farmers Market, market management will provide the referring vendor with a referral award. The **new vendor must list the referring vendor on their application** (on the line labeled “Referral”). The referral of a new **daily vendor will be rewarded by a \$20** reimbursement of referring vendor’s fees, and the referral of a **new seasonal vendor will be rewarded with a \$50** reimbursement of referring vendor’s fees.

Daily Vendor Loyalty Bonus: Daily fees will be reduced to **\$15/market** after 6 market attendances.

Seasonal Vendor Loyalty Bonus: Full Season vendors will receive a **\$75 refund** if they **attend at least 16** of 18 markets.

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, or call the church office at 262-691-2380.

2026 Pewaukee Farmers Market Vendor Application

Galilee Lutheran Church

N24W26430 Crestview Drive, Pewaukee, WI 53072

Name _____

Business Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Facebook _____

Website _____

FEES-Per Booth				Circle the booth plan that fits your operation. Enter the cost below	
ALL WEDNESDAYS SCHEDULED 3:00pm-6:00pm 6/3/2026 thru 9/30/26	Number of Wednesdays	SINGLE DAILY	SINGLE BOOTH	DOUBLE BOOTH	FOOD TRUCK
			\$50	\$100	\$100
			\$200	\$375	\$300
			\$250	\$400	\$400
			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 4/20/2026		

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			
Beets		Lettuce		Tomatoes			
Broccoli		Mushrooms		Turnips			
Brussel Sprouts		Okra		Vines			
Cabbage		Onion		Watermelons			
Carrots		Parsley		Yams			
Cantaloupe		Peas		Zucchini			
Cauliflower		Peppers-Hot					
Celery		Peppers-Sweet					
Celeriac		Pickles					
Collards		Potatoes					
Corn		Pumpkins					
Corn-popping		Radishes					
Cucumbers		Raspberries					
Eggplant		Rhubarb					

Interested in Optional Markets (no fee) on October 7 and 14 (Check Box)

Application Checklist

Please return the following documents to Galilee Lutheran Church to apply -

- Application
- Payment (make checks payable to **Galilee Lutheran Church**, on memo line write **Farmers Market**.)
- Part C of WI DOR Form S-240 (see below)
- Copies of State and County licensing forms
- Insurance Certificate naming Pewaukee Famers Market and Galilee Lutheran Church as additional insured (\$100,000/\$300,000 aggregate).

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 confirm that I have read, understand and will abide by the guidelines/rules of the Pewaukee Farmers Market. My signature on this document authorizes the PFM to use images and information gathered at the market for the purposes of promoting the market.

Referral: I am a new vendor. I was referred to the PFM by _____

Print Name _____

Signature _____ **Date** _____

Please return Applications with Documents and Payment to:

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

Part C of WI DOR Form S-240

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

3 - Nonprofit occasional sales exemption

2 - Multi-level marketing company pays sales tax

4 - Exempt occasional sales

Wisconsin Seller's Permit Number (15 digits starting with 456) 456 -	SSN (last 4 digits)	FEIN (last 4 digits)	Exemption Code
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)