

2022 Pewaukee / Lake Country Farmers' Market Letter
W240N3103 Pewaukee Road, Pewaukee, WI 53072

February 24, 2022

Application Form

Dear Potential Vendor,

Christ Lutheran Church is planning to host the 2022 Pewaukee / Lake Country Farmers' Market. By signing the application, you are agreeing to follow the Guidelines set forth by the 2022 Pewaukee / Lake Country Farmers' Market.

Enclosed with this letter are the 2022 Vendor Application and the Market Guidelines. The location of the Pewaukee / Lake Country Farmers' Market will be Christ Lutheran Church's parking lot. 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 Pewaukee / Lake Country Farmers' Market are Wednesdays from **3:00 pm to 7:00 pm, June 1 through September 28, 2022.**

- **Daily Vendors** (June 1 – Sept. 28) \$40 per Wednesday
- **There will be an Early Bird Discount of \$50 from above prices if full payment, application and certificate of insurance liability for \$100,000/\$300,000 aggregate is received before March 26, 2022.**
- **Vendors sending in their application after March 26, 2022 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. All vehicles need to be out of the market footprint by 2:30 pm. 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 absolutely 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 Pewaukee / Lake Country Farmers' Market will open on Wednesday, June 1, 2022. 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 Christ Lutheran Church and the Pewaukee / Lake Country Farmers' Market 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 space available. The Daily Rental Fee is \$40. Daily Vendors should apply well before the 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 will be approved as vendors.

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 and ask for Trevor Quandt. 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 Pewaukee / Lake Country Farmers' Market 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 Christ Lutheran Church and the Pewaukee / Lake Country Farmer's Market as Additional Insureds.

- **Applications are due by March 26, 2022 to receive the \$50 Early Bird Discount.**
- **Vendors sending in their applications and payment after March 26, 2022, 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 feel free to contact us at 262-737-6170.

Thank you,

Pewaukee / Lake Country Farmers' Market Team

2022 Pewaukee / Lake Country Farmers' Market Application
W240N3103 Pewaukee Road, Pewaukee, WI 53072

Name _____
Business Name _____
Address _____
City _____ State _____ Zip _____
Phone _____ Email _____
Facebook _____
Website _____

* Address where produce is grown _____

(You must include this information to be considered for Farmers' Market vendor space.)

	Number of Stalls	Amount Due
Full Season (June 1 – Sept. 28) \$275 no vehicle; \$325 w/vehicle	_____	_____
Peak Season (June 22 – Sept. 28) \$225 no vehicle; \$275 w/vehicle	_____	_____
Minus Early Bird Discount (-\$50)	Total =	_____

* Vendors subtract an Early Bird Discount of \$50 from above prices if payment is received before March 16, 2022.

- I am applying to have my vehicle in my booth.
- I am applying as a Daily Vendor (\$40 per day. No fees due right now.) *Note: Please apply early to be approved.*
- I am applying to use a generator. (See Guidelines for restrictions.)
Generators need to be approved by market management. Generators deemed to be too loud will not be permitted. Check with Market Management.

Please provide a detailed list of specific items to be sold (“vegetables” is not sufficient). Use a separate sheet of paper if needed. Vendors will be chosen based upon products.

Please indicate which type of vendor you are:					
Produce: _____	Flowers: _____	Food: _____	Hot Food: _____	Arts/Crafts: _____	Other: _____

Please note: With your application, you must provide copies of all licensing required by the State of Wisconsin and Waukesha County along with proof of insurance including your insurance carrier and policy number.

The renter of a market stall(s) holds harmless the Pewaukee / Lake Country Farmers' Market and Christ 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 / Lake Country Farmers' Market and Christ 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 and understand the rules of the Pewaukee / Lake Country Farmers' Market.

Check Box indicate: 1. Application 2. Payment 3. Insurance Certificate naming Pewaukee / Lake Country and Christ Lutheran Church as additional Insured are all included for a completed application.

Signature _____ Date _____

Please return this form with all sections filled in, along with your Certificate of Liability Insurance listing Christ Lutheran Church and the Pewaukee / Lake Country Farmers' Market as Additional Insureds, \$100,000/\$300,000 aggregate, and **full payment by March 26, 2022 to get your \$100 early bird discount. Applications received by March 26, 2022** without a Certificate of Liability insurance will not receive the \$50 discount. Checks are to be made payable to: Christ Lutheran Church. Approved vendors will receive their assigned stalls and a vendor map at the Farmers Market Vendor Meeting on May 4, 2022 either at 4:00 pm or 6:00 pm at Christ Lutheran Church, W240N3103 Pewaukee Road, Pewaukee, WI 53072

2022 Pewaukee / Lake Country Farmers' Market Guidelines

- Every vendor participating in the 2022 Pewaukee / Lake Country Farmers' Market **MUST HAVE** a Certificate of Liability Insurance, \$100,000/\$300,000 aggregate, **listing Christ Lutheran Church and the Pewaukee / Lake Country Farmers' Market on the certificate as Additional Insureds.** Your insurance provider can provide you with this certificate. Vendors will not be allowed to participate in the market without the Certificate of Liability Insurance which must be provided to Christ Lutheran Church before the market begins on June 1, 2022.
- The Pewaukee / Lake Country Farmers' Market hours are 3:00 pm – 7:00 pm on Wednesdays from June 1 through September 28, 2022.
- Any on-site concerns should be directed to the Farmers' Market Management who are at the Market Information Booth.
- Pewaukee / Lake Country Farmers' Market welcomes vendors to participate who offer agriculture or craft-based products. No vendor is welcome to participate who has political or lifestyle-based agendas. All clothing, banners, and display materials must also reflect a non-political and /or non-lifestyle-based agenda. All vendor clothing must reflect modesty. Any vendor will be asked to leave if these requirements are not honored.
- Pewaukee / Lake Country Farmers' Market requires that all farmers/vendors produce 100% of the products they sell. Vendors shall sell only items that have been approved on the Application submitted. The Farmers' Market has sole discretion to add or delete items from the list. The sale of any goods not grown or produced by the vendor is prohibited. Products shall be locally grown, have seasonal integrity and are of high quality. Persons selling must be family members or paid employees. No brokers, agents, or commissioned sellers may sell produce or products at the markets. **Violation of these rules could result in suspension of your permit for up to one year. Vendors shall make available for inspection those lands or areas on which produce or products sold at the market are raised or produced.**
- **Vendors selling processed food products must provide a copy of their retail food license or food processing plant license at the time of application, this does not apply to those 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.**
- 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. Vendors must cooperate with Farmers' Market Management following all rules of operation.
- Radios may not be used during market hours. Broadcasting of any type of sound or music must first be approved by Christ Lutheran Church Farmers' Market Management. Live musical groups must apply and be placed on the Farmers' Market Calendar. All playlists must be submitted for approval.
- Vendors are responsible for collecting and paying any sales tax that may be assessed on their products. Vendors shall be solely responsible for filing any and all returns required by state or local governmental authorities.
- The Farmers' Market site will be located at Christ Lutheran Church's parking lot in Pewaukee. Approved vendors will receive their stall assignments and vendor maps at the **Vendor Meeting on May 4, 2022.** Notices will be mailed through USPS by request only. Produce vendors may request a maximum of two (2) stalls and exceptions must be approved by market management. All other vendors are limited to one stall. Each regular stall 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. The marks are there to provide an adequate amount of space in the event an emergency vehicle needs to get through. Every effort will be made to create an appropriate marketing environment.
- The Market Manager will be on-site by 1:30 pm each Wednesday. **All vendors must be parked by 2:00 pm and will remain until 7:00 pm.** Vendors may not be able access to their regular stalls after 2:15 pm. Stalls will be filled with Daily Vendors at 2:15 pm as necessary. Vendors not coming to the market

must notify the Market Management at 262-737-6170 by 12:00 pm the Tuesday before the market date. After 12:00 pm on Tuesday and on Wednesday by 8:00 am, call the Market Management if you are not coming. You will be given the contact information before May 5. If you are not at the Farmers' Market and we have not been contacted by you by 2:15 pm your stall may be given to a daily vendor. For the safety of other vendors/pedestrians, if you arrive after 2:15 pm you will not be allowed to drive into your space, and your product will have to be hand carried. See market management about safe entry into the market. Vendors who do not abide by this guideline may lose their stall assignment preference in 2022. Please cleanup immediately following event. All vendors must be cleaned and packed up by 7:30 pm.

- Only locally grown, in-season produce, and flowers may be sold at the Farmers' Market. No wholesale loads of produce may be marketed. No brokers, agents, or commissioned sellers. Selling products not locally grown and/or crafted in Wisconsin may result in expulsion from the Farmers' Market, by signing your application, you agree to participate in random location inspection.
- 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 and ask for Trevor Quandt. Inspections are performed by the Waukesha County Division of Environmental Health.
- **If you are a food/beverage vendor and your booth generate waste you must provide a 30 gallon or larger trash receptacle. Each vendor will receive one warning for failing to provide the required trash container, each subsequent occurrence will result in a \$25 fine.**
- Locally made arts and/or crafts may also be sold at the Farmers' Market. All products must be handmade. Craft items will be reviewed and will be rejected if found to not be handmade. All craft vendors must provide photos of you creating and assembling your items before your application will be approved. No flea market-type items are allowed. Non produce vendors are limited to one stall during peak season. Priority will be given to food and garden related vendors seeking Full Season and Peak Season stalls.
- Vendors are required to abide by all Federal, State, County or City laws and regulations regarding the sale of their goods. Copies of all required licenses and/or permits must be with you while attending the Farmers' Market.
- No livestock may be sold.
- When items are being sold by weight, an accurate scale must be used. Scales are subject to inspection by the Wisconsin Department of Agriculture.
- If serving food, which may leave grease drippings on ground, please place cardboard on the ground to collect drippings and provide the required trash containers to accommodate waste.
- **Smoking** by vendors is **not permitted** on the grounds of the Farmers' Market.
- Vendors may not bring pets and/or animals to the Farmers' Market.
- No alcoholic beverages and no firearms are allowed in the Farmers' Market.
- Please do not leave children unattended.
- Vendors are required to park in assigned vendor parking.
- We will offer gift certificates for the Farmers' Market and you agree to accept them by being a Farmers' Market vendor.
- **Garbage & Recycling: We require each vendor to supply a 5 gallon or larger container to be placed at the front of their booth.** The information booth will supply garbage signs. All vendors are expected to clean up & sweep their stall area after each market and **take their garbage and recyclables with them.** Failure to do so will result in a service fee of \$25.00 per occurrence. *****The Christ Lutheran Church garbage cans are NOT an option for vendors***.**
- Vendors found placing waste in the Christ Lutheran Church trashcans will be subject to a \$50 fine from the Farmers' Market. If a vendor is found placing waste in the Christ Lutheran Church trashcans a second time, they will be expelled from the Farmers' Market for the remainder of the 2022 season.
- **GENERATORS:** 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 Pewaukee / Lake Country Farmers' Market Team to run your generator.** Generators will be inspected by Market Management or staff 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.

- Vendors must cooperate with the Farmers' Market Management and obey all guidelines. IF a problem is reported or observed, a vendor will be notified verbally, and then in writing, stating the problem. Failure to respond to the problem will result in termination of the vendor at the Pewaukee / Lake Country Farmers' Market without any refund of any fees
- A vendor identification sign will be assigned to you. This sign is the property of the Pewaukee / Lake Country Farmers' Market and its purpose is customer navigation and vendor identification. **All vendors are required to display this sign in a prominent place in your booth while open in the market.** You will be charged \$10.00 for a replacement sign should the sign assigned to you become lost or destroyed. Repeated failure to display the sign in your booth will result in warnings and possible market termination for the season.
- Vendors may not offer food or drink items as promotional giveaways without prior approval from the Farmers' Market Management.
- **Tents/Displays/Booths must be appropriately weighted down at all times. Vendors will be given one warning for their first violation of not having their booth appropriately secured. Subsequent violations will result in a \$25 fine per occurrence.**
- The Pewaukee / Lake Country Farmers' Market has established these guidelines. Any concern should be addressed to Christ Lutheran Church at W240N3103 Pewaukee Road, Pewaukee, WI 53072, phone 262-737-6170, or farmersmarket@christpewaukee.org.

Thank you for participating in the 2022 Pewaukee / Lake Country Farmers' Market