



# 2012 Waukesha Farmers' Market Letter

Waukesha Business Improvement District [www.DowntownWaukesha.com](http://www.DowntownWaukesha.com)  
802 N. Grand Ave. Waukesha, WI 53186 (262) 549-6154



January 2012

## Application Form

Dear Farmers' Market Vendor,

The Waukesha Business Improvement District (BID) is planning the 2012 Waukesha Farmers' Market and we look forward to working with many returning vendors and also many new vendors. To make the Market even better this year, there are a few changes to the Guidelines, so please be sure to review them. By signing the application, you are agreeing to follow the Guidelines set forth by the Waukesha Farmers' Market.

Enclosed with this letter are the 2012 Vendor Application and the Market Guidelines. The location of the Waukesha Farmers' Market will remain the same as last year (south of the Fox River on Riverfront Plaza, at the site of the former transit center).

**NEW!** Due to expected Waukesha Farmers' Market expansion, and in order to make pedestrian movement easier, **you may not be assigned to the same stall(s) in 2012.** Because of Market logistics, stalls are not uniform. Each stall will accommodate a 10'x10' tent. The spaces are numbered on the curb line. Do not go past the white markings at the front of your space. Every effort will be made to create an appropriate marketing environment.

We will operate the Waukesha Farmers' Market on Saturdays from 8 a.m. to 12:00p.m., May 5 through October 27, 2012.

**NEW!** In 2012, a new pricing structure is in place.

- Off Peak Season (May 5 – June 16) \$70.00 per stall
- On Peak Season (June 23 – Oct 27) \$125.00 per stall Priority given to produce vendors.
- Whole Season (May 5 to Oct 27) \$150.00 per stall
- Daily vendors (May 5 – October 27) \$25 per Saturday

Off-Peak Season is often difficult for produce farmers to have a large variety of product. We anticipate that this Off-Peak Season might include a higher percentage of flower vendors, arts and crafts, baked goods, etc.

**NEW!** The Waukesha Farmers' Market will be expanding in 2012. All the previous spaces are still available this year. New booth space may not have direct vehicle access. You may not be able to pull up to the new booth space for loading and unloading, however you will be allowed to pull up as close as possible and then park your vehicle elsewhere. Please read the application carefully and mark the appropriate place for the space you desire. Staff will make every effort to accommodate your request

The application has a line to indicate whether you must have your vehicle with you or not. If you do not absolutely need your vehicle, new vendors and previous Daily Vendors will have a greater chance of making it through the selection process if you're able to fill one of the new spaces.

The Waukesha Farmers' Market will open with a grand kick-off event, *Community Day at the Market*, on Saturday, May 5, 2012 which is Mother's Day weekend. It is crucial to the success of the market 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 as the season progresses.

Vendors will be limited to two spaces maximum to allow for more vendors and variety at the Waukesha

Farmers Market and may be limited to one space.

Priority will be given to food and garden related vendors seeking Peak Season and the Full Season entries.

Again this year, vendors wanting to rent space on a *daily basis* must complete the application and indicate that they will be a Daily Vendor at some point in the season. Only pre-registered vendors will be allowed as daily vendors. No on-site registrations will be accepted. After registering, Daily Vendors can pay on the day of their attendance providing there is space available. The Daily Rental Fee is \$25.

Final vendor approval and vendor locations in the market will be at the discretion of the BID and will be implemented by the BID Farmers' Market Manager. 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.

If you are interested in being a part of the success of the 2012 Waukesha Farmers' Market, please return the enclosed application to the BID office.

- **Application due: Friday, February 10, 2012**

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.

If you have any questions, please feel free to contact the BID office at (262) 549-6154.

Thank you,

Waukesha Business Improvement District