



2011 Waukesha Farmers' Market

Waukesha Business Improvement District www.DowntownWaukesha.com
802 N Grand Ave, Waukesha, WI 53186 262-549-6154



March 4, 2011

Dear Farmers' Market Vendor,

The Waukesha Business Improvement District (BID) is planning the 2011 Waukesha Farmers' Market and is looking forward to working with many returning vendors and also many new vendors. To make the Market 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 2011 Vendor Application and the Market Guidelines. The location of the 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! We will operate the Farmers Market on Saturdays from 8 a.m. to noon, May 7 through October 29. Please note that the starting time is one hour later than previous years.

NEW! In 2011, a new pricing structure is in place.

- Off peak \$50.00 (May 7 – June 11)
- On peak \$100.00 (June 18 – Oct. 29) Priority given to produce vendors.
- Whole Season \$125.00 (May 7 to October 29, 2011)
- November 5 and 12, weather permitting. Current contract vendors welcome with no additional fee. Daily vendors welcome, too, for the usual \$20.
- Daily vendors \$20 per Saturday (May 7 – October 29, and November if weather permits)

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 Farmer's Market will be expanding in 2011 to include spaces in Friedman Drive and on the back side of the former transit terminal. All the previous spaces are still available this year and will continue to have vehicle access. Most of the new booth space will not have direct vehicle access. You will 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 space you want.

NEW! 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 Saturday Market will open with a grand kick-off event, *Community Day at the Market*, on Saturday, May 7 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. Other information about you and your farm are also appreciated. These are only some ideas. Vendors will be limited to two spaces maximum to allow for more vendors and variety at the Market and may be limited to one space depending on demand and past use of space. Priority will be given to food and garden related vendors during Peak Season and for Full Season. Others may apply as daily vendors only and for Off Peak season.

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Again this year, vendors wanting to rent space on a *daily basis* must complete the application and indicate they will be a daily vendor at some point in the season. Only pre-registered vendors will be allowed as daily vendors. No on-sight registrations will be accepted. Daily vendors, after registering, can pay the day of attendance providing there is space available. The daily rental fee is \$20.

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 2011 Waukesha Farmers' Market, **please return the enclosed application to the BID office by Friday, March 18, 2011.**

Please be aware that no reselling of produce purchased from a wholesaler will be allowed. When filling out your application, please include the exact address where 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. Also, include as much description as you can regarding your product. This will help to determine the accepted mix of vendors.

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

Thank you,

Waukesha Business Improvement District