



2021 Season

Thank you for your interest in the Lake Mills Artisan & Farmers Market!

Our 2021 season dates are Wednesdays, May 5 through October 27, from 2:00 pm-6:00 pm.

For acceptance into the Market, the Lake Mills Main Street Program office must receive a completed application, Wisconsin Temporary Event Form, and payment. Applications will be accepted throughout the season. Applications submitted on or before April 9, 2021 will receive consideration for vendor location preferences.

All applications will be reviewed for jury approval of acceptance into the Lake Mills Artisan & Farmer's Market. Send completed application with payment to: Lake Mills Main Street Program, 200E Water Street, Lake Mills, WI 53551

To be considered for approval the following must be received by the Main Street Program office:

- Completed Application
- WI Temporary Event Form (WI-240)
- Payment

The LMAFM is organized and supported by the Lake Mills Main Street Program, a non-profit community-based program dedicated to the enhancement of downtown Lake Mills, Wisconsin.

Thank you

Greg Froehle, Market Manager

Any questions? Contact the Market Manager at 920-648-6721 or LakeMillsAFM@gmail.com.

Follow us on Facebook: [@LakeMillsFarmersMarket](https://www.facebook.com/LakeMillsFarmersMarket)

Another great Lake Mills Main Street Program Event!

Lake Mills Main Street Program, 200E Water Street, Lake Mills, WI 53551
920.648.6721 www.LegendaryLakeMills.com





LAKE MILLS ARTISAN & FARMERS MARKET

2021 VENDOR APPLICATION

(Applications accepted throughout entire season)

PLEASE PRINT CLEARLY – Applications submitted before April 1st will receive consideration for requested booth location.

Vendor Name (s): _____ Farm/Business Name: _____

Mailing Address: _____ City: _____ WI Zip: _____

Farm Address (required for produce): _____ City: _____ WI Zip: _____

Cell: () _____ Land Line: () _____ Email : _____

License Plate Number(s): _____ Were you happy with spot last year? _____

List *all* items (description) offered for sale, attach additional sheets if needed. Items added during the market season must be pre-approved by the Market Manager.

Booths are approximately 10' x 10'. Electricity is very limited and only available to seasonal vendors.
SEASONAL RATE: \$100 per stall (2 for \$200, etc.) Optional Electricity: \$20/season
MONTHLY RATE: \$50 per stall (2 for \$100, etc.)
DAILY RATE: \$10 per stall
 Note: When you pay a seasonal rate of \$100, your per-day/week rate is actually \$4.17!

Indicate your season starting and ending date. Start: _____ End: _____
 Booth assignments for seasonal vendors will be emailed the week prior to opening day.

ALL vendors must complete and return, along with this application, payment and Wisconsin Temporary Event Form (WI-240). Vendors selling or processing any kind of food or beverage (does not include raw produce) must adhere to Jefferson County Health Department Guidelines and regulations. Copies of permits must be submitted. **Note: Please contact the Jefferson County Health Department at 920-262-8094 for permit information.**

I, the vendor, have read, understand and agree to abide by the attached Lake Mills Artisan & Farmer's Market rules and regulations To the fullest extent permitted by law, I agree to defend, pay on behalf of, indemnify and hold harmless the elected and appointed officials, employees and volunteers and others working on behalf of the Lake Mills Main Street Program and/or the City of Lake Mills, against any and all claims, demands, suits, or loss, including all costs connected therewith, and for any damages which may be asserted, claimed or recovered against or from the City of Lake Mills and/or the Lake Mills Main Street Program, by reason of personal injury, including bodily injury or death and/or property damage, including the loss of use thereof, which arises or is in any way connected or associated with the Farmers' Market. **All applicants must file a new application every year.**

Applicant's Signature: _____ Date: _____

Please return your application and Wisconsin Temporary Event form, with a check payable to The Lake Mills Main Street Program (LMMSP). Mail to: Lake Mills Main Street Program, 200E Water Street, Lake Mills, WI 53551 920.648.6721

Market Manager: Greg Froehle Email: LakeMillsAFM@gmail.com

*Checks returned Non-Sufficient Funds (NSF) will be assessed a \$25 returned check fee by the Lake Mills Main Street Program.

ADMINISTRATIVE USE ONLY:		
List Permits Received: _____		
<input type="checkbox"/> Seasonal	Insurance: Yes _____ No _____	
<input type="checkbox"/> Monthly		
<input type="checkbox"/> Daily		
Payment \$ _____	Date Received: _____	Cash or Check # _____
Date Approved: _____	Date Declined: _____	Stall #: _____



LAKE MILLS ARTISAN & FARMERS MARKET 2021 RULES & REGULATIONS

Please keep for your records



Market Dates, Times and Location

- ❑ Season: Wednesdays, May 5, 2021 - October 27, 2021
- ❑ Hours: 2:00 pm - 6:00 pm. We encourage vendors to stay open after 6:00 pm as business dictates.
- ❑ Location: Commons Park, downtown Lake Mills.
- ❑ Pre-Market Informational Meeting: TBD: Date will be emailed to applicants.
- ❑ Market Manager will be available on-site no earlier than 1:00 PM on Market day.

Rental Payment

- ❑ Cost per booth is \$100 for the season; once per month \$50; and daily rate \$10.
- ❑ Seasonal vendors paying by April 9, 2021 will receive consideration for preferred or prior location.
- ❑ Daily vendors must pay **before** they are assigned a location on the day of the market and must have contacted the Market Manager to reserve a booth the day prior the market.

Booth Assignments and Information

- ❑ Each booth is approximately 10' x 10'. Booth will be located & marked off by the Farmers Market Manager or Committee. Vendors must stay within these boundaries.
- ❑ Booths are not transferable.
- ❑ Vendors must furnish their own booth items such as tent, tent weights, tables and chairs.
- ❑ Park picnic tables and benches are for public use, not vendor use.
- ❑ Do not extend into adjoining spaces or onto the sidewalk.
- ❑ All products sold at the market must be displayed and sold in a manner which meets Jefferson County regulations.
- ❑ Vendors may only sell the products described on their application. Additional items require approval from the LMAFM Manager or Committee prior to bringing product to the market.
- ❑ Limited electrical outlets may be available to our seasonal vendors at a \$20 seasonal fee. All generators must be of the "whisper quiet" variety.
- ❑ The playing of electronic music or sound recordings at vendor booths is not allowed during market hours.
- ❑ Live animals and/or pets are not allowed at vendor booths.
- ❑ Masks are required

Market Set Up Procedures

- ❑ Seasonal and Monthly Vendors:
 - **Vendors arriving late must call the Market Manager by 11am** on market day, or it is assumed you are not attending, and your space may be offered to a daily vendor.
 - Vendors consistently setting up late may lose their assigned stall location and be moved at the discretion of the Market Manager.
- ❑ Daily Vendors:
 - Must contact the Market Manager by Tuesday prior to market day (the day before) to reserve a space. Location may change each week.
 - **On Market Day, Daily Vendors must check in at the Farmers Market Info Table** and meet with the Market Manager to verify all necessary paperwork/permits are complete and pay the daily booth fee.

- ❑ Parking:
 - From 2 pm until the end of the market day, no vendor vehicle parking is permitted next to Commons Park. Vendors may park near their booth to unload. Vehicles must be moved after unloading and before setup begins
 - Backing into the parking stall is against Market policy, and the Market is not responsible for damage that may occur by backing into a stall.
 - Vendors with special needs must make arrangements with the Market Manager on an individual basis **prior** to market day.

Market Opening and Closing Procedures

- ❑ Market hours are 2:00 pm-6:00 pm. Vendors are encouraged to stay open later as business dictates. Summer Band concerts begin at 7 pm and the schedule will be posted online.
- ❑ Seasonal vendors may arrive between 12:30-1:30 to unload and set up. **No sales will be allowed before 1 pm.** Daily vendors must check in with the Market Manager prior to booth set up.
- ❑ Vendors may not leave early unless prior arrangements have been made with the LMAFM Manager.
- ❑ Any vendor selling prior to 1 pm or leaving prior to 6:30 pm will be grounds for consideration of vendor removal from the Market at the discretion of the LMAFM Committee.
- ❑ Booths must be left clean, taking all waste and garbage with you. Vendors will be charged a minimum fee of \$50 for any items left behind or a booth that require clean-up.
- ❑ The Market will be held rain or shine; however, severe weather such as high winds, heavy thunderstorms, lightening, tornado warnings, etc. will close the market.
- ❑ If the Market Manager closes the Market for any reason, there is no refund and vendors must leave. If a vendor chooses to stay, they do so at their own risk without endorsement.

Items Left Behind/Lost and Found

- ❑ Any items discovered should be immediately given to the Market Manager or Market staff. Contact the Market Manager immediately to arrange for pick up if you are unable to leave your booth.

Insurance

- ❑ LMMSP does not carry insurance coverage for individual vendors. All vendors will be held liable for damage caused by their product, equipment, etc. **Vendors are responsible for their own general liability and product insurance.**
- ❑ LMMSP requires Food/Drink vendors to furnish a certificate of liability insurance naming the Lake Mills Main Street Program as an additionally insured.

Lake Mills Main Street Program
200E Water Street
Lake Mills, WI 53551

Vendor Approval Guidelines for All Vendors

- ❑ All vendors require approval by the LMAFM Committee/Market Manager jury process.
- ❑ The LMAFM Committee/Market Manager reserves the right to refuse an application at any time for any reason, and without explanation.
- ❑ Vendors shall make available for inspection the lands or areas where their crops or products are grown or produced.
- ❑ Artisans/crafters shall make available for inspection the production of any item being sold at the market.
- ❑ The LMAFM Committee/Market Manager has the right to reject any articles deemed not appropriate for the Market.
- ❑ A copy of all permits, licenses and Certificate of Insurance, as required by the county and state, must be on file with the Lake Mills Artisan & Farmer's Market.

Produce Vendors

- ❑ All produce must be locally grown and cultivated by the vendor in the state of Wisconsin.

Art and Craft Vendors

- ❑ All art and craft items must be handmade by the vendor.

Food/Drink Vendors

- ❑ Vendors must have a copy of the Jefferson County Health Department permit with them at the Market.
- ❑ All food and beverages must follow Jefferson County Health Department Guidelines and be sold by the vendor preparing it.
- ❑ Bona fide processed food vendors that have seasonal stalls can sell non-native shrimp and other shellfish. These products must be obtained from an approved source.
- ❑ All products sold will be reviewed and approved by the LMAFM Committee/Market Manager prior to selling the product.

Non-profit Organizations

- ❑ A limited number of free spaces are allotted to non-profit organizations each week. To reserve a space, you must contact the Market Manager by the Tuesday before the market.
- ❑ The Market Manager will make all determinations for free booth space; decisions are final.
- ❑ Non-profit organizations may obtain free booth space up to three times per market season.
- ❑ All information displayed and shared with the public, as well as items for sale, must be approved.
- ❑ No active solicitation of passers-by will be allowed.

Entertainers and Performers

- ❑ Entertainers and performers must be approved by the LMAFM Committee/Market Manager. No monetary funds are available; however, we welcome entertainers to perform pro gratis and we do allow you to sell merchandise and/or collect donations while you perform. Booth fees are waived for pro gratis performers, but performers **must be pre-approved**.

Farmers Market Advisory Committee

- ❑ The Committee Consists of the Main Street Executive Director, 3 members of the Lake Mills Main Street Board of Directors and 2 seasonal market vendors. (committee of 6)
- ❑ Market Vendors may serve one 2-year term. Any vendor may serve a second or subsequent term after taking a year off.
- ❑ Any Vendor interested in serving on the Committee should present a written request to the Executive Director. Vendors will be selected by the Main Street Board of Directors.

Grievance Policy

- ❑ Suggestions and concerns are always welcome and appropriate. Complaining to other vendors and/or customers is never appropriate and may result in removal from the Market.
- ❑ All complaints and concerns should be directed to the Executive Director. If you are uncomfortable bringing your complaint to the Executive Director, or if the Executive Director has not adequately resolved your complaint, please direct your complaint/concern to any current member of the Main Street Board of Directors. We ask that any complaints brought to the Executive Director or Main Street Board be done in writing.

Termination

- ❑ The Lake Mills Main Street Board of Directors will handle any problems related to the administration of these rules and regulations.
- ❑ Disruptive behavior and/or frequent criticism and/or complaining regarding the market to other vendors or customers will be cause for immediate termination.
- ❑ Repeated or continued violations of Market Rules and Regulations will be grounds for immediate termination of vendor from this market. If termination occurs, no refund will be awarded.

Wisconsin Temporary Event Operator and Seller Information

Information on this form is required under sec. 73.03(38), Wis. Stats.
Instructions on reverse side.

E V E N T O P E R A T O R	<p>PART A: Event Information: To be completed by the operator of the temporary event</p> <p>1. Name of Temporary Event <u>Lake Mills Artisian & Farmers' Market</u></p> <p>2. Date(s) of Temporary Event <u>Wednesdays May 5th-October 27th 2021</u></p> <p>3. Location of Temporary Event (e.g., Venue, City) <u>Commons Park, Lake Mills</u></p> <p>PART B: Operator Information: To be completed by the operator of the temporary event</p> <p>1. Name and Address <u>Lake Mills Main Street Program</u> <u>200E Water Street, Lake Mills, WI 53551</u></p> <p>2. Daytime Telephone Number <u>(920) 648-6721</u></p> <p>3. Email Address <u>director@lakemillsmainstreet.org</u></p> <p>4. Wisconsin Tax Account Number _____ - _____ - _____</p> <p>If blank, check appropriate box:</p> <p><input type="checkbox"/> No Taxable Sales <input type="checkbox"/> Exempt under Occasional Sales Rule <input type="checkbox"/> Exempt Nonprofit Organization</p> <p><input type="checkbox"/> Other – Explain: _____</p>
S E L L E R	<p>PART C: Seller Information: To be completed by seller and given to event operator on or before the first day of event.</p> <p style="text-align: center; border: 1px solid black; padding: 2px;">THIS IS NOT AN APPLICATION FOR A WISCONSIN TAX ACCOUNT – SEE INSTRUCTIONS</p> <p>1. Legal Name _____</p> <p>2. Business Name _____</p> <p>3. Address (Street or Route) _____</p> <p>4. City, State and Zip Code _____</p> <p>5. Home Telephone Number () _____ Business Telephone Number () _____</p> <p>6. Wisconsin Tax Account Number _____ - _____ - _____</p> <p>7. Social Security Number <u>X X X - X X - _____</u></p> <p>8. Federal Identification Number (FEIN) <u>X X - X X X _____</u></p> <p>9. Check one box indicating the type of activity you intend to engage in at this event:</p> <p><input type="checkbox"/> Selling Taxable Merchandise or Service <input type="checkbox"/> Display Only</p> <p><input type="checkbox"/> Selling Exempt Merchandise or Service <input type="checkbox"/> Exempt under Occasional Sales Rule</p> <p><input type="checkbox"/> Direct Sellers, Company Name _____ <input type="checkbox"/> Nonprofit Organization</p>

I declare that the information on this form is true and correct to the best of my knowledge and belief and that I am authorized to sign this form.

Print Name: _____

Signature: _____ Date: _____

Information about temporary events, including forms, instructions and Common Questions can be found on the Department of Revenue's website at revenue.wi.gov/html/temevent.html. If you have additional questions, please contact the Department of Revenue by email at DORBusinessTax@revenue.wi.gov or telephone at (808) 266-2776. See reverse side for submission instructions.

**** Do not email event reports to maintain confidentiality of seller information ****

Instructions for Completing Operator and Seller Information

EVENT OPERATOR:

An "operator" is defined as a person or entity (such as an individual, association, partnership, corporation, or non-profit organization) that arranges, organizes, promotes, or sponsors an event. An operator may also be referred to as an organizer, exhibitor, or decorator. An operator may or may not be the owner of the property or premises where the event takes place. An operator may also be a seller at the event.

Note: A Wisconsin tax account number (formerly seller's permit) is required if selling taxable merchandise or services. Admission fees are subject to sales tax in Wisconsin.

Step 1: Complete Parts A and B.

Step 2: Provide a copy of *Wisconsin Temporary Event Operator and Seller Information* (Form S-240) with Parts A and B completed to each seller participating in your event.

To obtain additional copies of Form S-240 go to the Department of Revenue's website at revenue.wi.gov/forms/sales/index.html. If you prefer, you may use the fill-in form available from the same website.

Step 3: Submission – Event Operator.

Submit compiled vendor information to the department as soon as possible but no later than 10 days from event closing using one of the following methods:

- **Electronic Reporting:** If you have all the required sellers' information, use the Excel spreadsheet provided at revenue.wi.gov/html/temevent.html. (Excel viewer is available.) Fill in the information for all sellers participating at the event and submit using the department's secure file transmission application at revenue.wi.gov/eserv/wteptran.html or by U.S. Mail. **Do not email event reports to maintain confidentiality of seller information.**

- **Paper Reporting:** Mail completed Forms S-240 or a printed version of spreadsheet to:

Temporary Events Program
Wisconsin Department of Revenue
PO Box 8910
Madison WI 53708-8910

Revenue Field Agents attend temporary events to verify registration of sellers. Sellers must have evidence of their Wisconsin tax account number at the event.

SELLER:

A "seller" is defined as a person or entity involved with selling merchandise or providing taxable services at a temporary event. A seller may also be referred to as a vendor, exhibitor, or booth owner.

Important: This form is not an application for a Wisconsin Tax Account Number. If you do not already have a tax account number but are required to, you will need to apply for one directly with the Department of Revenue prior to the event. You can apply online or download an application, *Application for Business Tax Registration* (Form BTR-101) on the department's website, revenue.wi.gov/forms/sales/index.html. Not all sellers are required to obtain a Wisconsin tax account number. Some of the reasons a seller may not need a tax account number are:

- The seller only sells tax-exempt items, such as vegetables for home consumption.
- The seller is only displaying at the event, no onsite orders are being taken, and taxable merchandise is not later shipped into Wisconsin.
- The seller qualifies for the occasional sale exemption. (See Publication 228, *Temporary Events*.)

If you have questions regarding applying for a Wisconsin tax account number, contact any Department of Revenue office, visit our website, or call (608) 266-2776.

Step 1: Complete Part C (event operator should complete Parts A and B).

Line 1: Enter your individual, partnership, association, or corporate name.

Line 2: Enter your business name, if different.

Line 3: Enter the address of the physical location of your business. If different, also provide your mailing address.

Line 6: Enter your 15-digit Wisconsin tax account number. You can find this number on your Form ST-12.

This number is **not** your 6-digit seller's permit number issued to you prior to December 31, 2002.

Lines 7 & 8: Enter the last four digits of your social security number and/or federal employer identification number. This is required under sec. 73.03(38), Wis. Stats., if you do not provide a tax account number.

Step 2: Submit completed form to event operator on or before the first day of the event.