

EAST TOWN MARKET 2010 RULES AND REGULATIONS

WHEN: The market is open every Saturday from June 5 through October 30, 2010, with the exception of July 10, during which there will be no Market, for a total of 22 weeks. The Market operates from 8:00 a.m. to 12:30 p.m. Set-up begins no earlier than 7 a.m. and must be completed by 7:45 a.m. Arrival at the Market after 7:45 am no longer guarantees your space will be reserved.

WHERE: The East Town Market is located in Cathedral Square Park, in downtown Milwaukee between Wells and Kilbourn on the South/North, and Jackson and Jefferson on the East/West.

WHO MAY SELL: Spaces will be rented to the growers or producers of the products sold. To qualify, you must own or rent land in Wisconsin on which your products are grown. You must plant, maintain, harvest and market all produce sold at the Market. Representatives of The East Town Market have the right to conduct an inspection of the production areas of products sold by vendors in the Market, with 48 hours notice given to the vendor. The sale of handmade arts and crafts, made in Wisconsin, is also allowed. Persons selling in all stalls must be vendor family members or paid employees. No brokers, agents or commissioned sellers may sell. No subleasing of Spaces.

VENDOR SPACE: Rental fees entitle vendors to a 10ft x 10ft space at The East Town Market. Tables, chairs and tents are not provided by The East Town Market and are the responsibility of the vendor. It is possible to reserve a double space at the Market, which will then be a 20ft x 10ft space. Typically farm vendors are located on the outer edge of the park and artist and prepared food vendors are located on the inside of the park.

2010 FEES / PAYMENT INFORMATION: Vendors can choose to either be a seasonal or weekly vendor. The seasonal fee for 2010 is \$350 for a single space and \$550 for a double space if paid in full on or before the first market day. The seasonal fee is \$400 for a single space and \$600 for a double space if paid after the first market day. For those seasonal vendors not paying at the onset of the season, a payment schedule is noted on the application. The daily fee is \$30. It is the responsibility of the daily vendor to take payment to the Farm Market representative before 10 am. Checks should be made payable to East Town Association. Any returned check will result in a \$35 fee charged to the vendor.

SEASONAL VENDORS: Space is assigned first to seasonal vendors. Seasonal stall assignments will be made on a first come, first serve basis. Please note your preferred location on your application and we will try to honor such requests, however we cannot guarantee any space until your application has been submitted with a minimum deposit of \$100. Applications for seasonal vendors and are due by May 1, 2010 with a deposit.

DAILY VENDORS: Daily vendors will be placed each week according to vendor product, space availability, and strategic market balancing. The East Town Association determines vending location each week with these variables in mind. Applications for weekly vendors are due one month prior to the first Market you will attend and payment is due each week by 10 am.

SAMPLES: Samples offered by vendors must be stored in rigid, sanitary, covered containers until serving and held at temperatures specified by the City Health Department. Samples must be pre-cut away from the Market. Samples of processed foods must be prepared in a licensed kitchen facility. Vendors giving samples must provide a waste container labeled for public use.

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SCALES: All vendors must abide by, and all products must comply with all applicable federal, state, county and local laws and regulations. All produce shall be sold by legal weights and measures. Vendors are responsible for having their scales certified for compliance.

PERMITS, LICENSES, TAX: The vendor is responsible for obtaining all licenses and permits required for the sale of his/her product to the public. Copies of licenses/permits shall be submitted to the East Town Association by May 1, 2010. Whenever necessary, the vendor shall submit copies of any applicable license/permit renewals. Contact the **City of Milwaukee Health Department** at 414.286.3674 for questions regarding health licenses. Contact the **Wisconsin Department of Revenue** at 414.227.4444 for a Sellers Permit or download form BTR-101 at www.dor.state.wi.us. It is the responsibility of every vendor to know if they are required to collect and remit Wisconsin State Sales Tax.

INSURANCE: Sellers are responsible for their own personal and product liability insurance. All vendors are required to provide The East Town Association with a Certificate of Insurance by their first day of participation, with East Town Association listed on the certificate as Additional Insured. If the vendor doesn't have liability insurance, the vendor understands that East Town Association recommends carrying liability insurance while participating in The East Town Market. Any vendor who decides not to carry any insurance, fully accepts responsibility for any negligence that they cause.

OTHER RULES:

- Dogs and pets are not permitted on market premises.
- Vendors must clean up their stall/parking area by 1pm each week and everything brought to the site must be taken away, including but not limited to all trash generated, tents, chairs and vehicles.
- Vendors must display a sign with their name and address.
- Vendors must display a sign notifying the public if they participate in the WIC program.
- Driving of Motor Vehicles is prohibited in any part of the Park including walk-ways and grass areas. Violators will be given a \$500 citation by Milwaukee County Parks.

RIGHT TO TERMINATE: The East Town Association reserves the full right and authority to suspend, revoke or terminate any vendor's lease agreement immediately upon written or oral notice to the vendor, and remove or expel any vendor at any time from The East Town Market, in each case at the sole and absolute discretion of The East Town Association or its designated representative. In the event of the suspension, revocation, or termination of any lease agreement or removal or expulsion of any vendor, The East Town Association shall be entitled to retain any and all rents, deposits or other fees previously paid by the vendor to The East Town Association.

MARKET GOES GREEN: This year the East Town Market will be attempting to be as environmentally friendly as possible. Reusable bags will be sold at the event and vendors can choose to sell the bags as well for a profit. We also encourage all vendors to limit the use of materials such as plastics and Styrofoam. Thank you for participating in this effort in any way that you can.

CONTACT INFORMATION:

East Town Association
770 N. Jefferson Street
Milwaukee, WI 53202
414.271.1416 (phone) 414.271.6401 (fax)
kborders@easttown.com

EAST TOWN MARKET 2010 APPLICATION

I would like to participate in The East Town Market!

Check one option here:

- Farm/Produce Vendor
- Prepared Food Vendor
- Artist/Craft Vendor

-- AND --

Check one option here:

- Seasonal Vendor – Single Space
- Seasonal Vendor – Double Space
- Daily Vendor

Contact Name _____
Address, City, Zip _____
Phone _____
E-Mail _____
Name of Business _____
Business Address _____

Farm/Produce Vendor Information, if applicable:

Wisconsin County where crops are grown _____
Name of Farm/Growing location _____
Name of Land Owner (if not the applicant) _____

Products you will sell: Please list each individual item or describe the types of items to be sold. In order for you to sell products at the market, they must be listed or described below.

Daily Vendors: Please indicate the date that you plan to begin participation.

- over -

2010 APPLICATION CONTINUED

Vendor Payment Options (select one of the following):

_____ Option 1: Pay \$350 (or \$550 for a double space) and save over 10%
Payment in full must be received on or before June 5th with a minimum of a \$100 deposit accompanying this application.

_____ Option 2: Pay \$400 (or \$600 for a double space)
A \$100 deposit must accompany this application to lock in your vendor location. The next three payments of \$100 each are due on June 5th, July 3rd and August 7th.

_____ Option 3: Pay \$30 for each day of participation in the Market (space is not guaranteed)
An East Town Market representative will collect the daily fee on site. Please contact our office via email to info@easttown.com by Wednesday each week of your participation.

Enclosures:

I am enclosing the following. (Any documents not included, must be submitted by first Market day.)

- _____ Seasonal Vendor Deposit of \$100 **or**
- _____ Seasonal Vendor full payment of \$350 (or \$550 for a double space)
- _____ Food License
- _____ Sellers Permit
- _____ Certificate of Insurance

Disclosure:

I, _____, hereby acknowledge that I have received and read the East Town Market Rules and Regulations. I fully understand the rules and agree to abide by them. The East Town Market is not responsible and will assume no responsibility for any loss, theft, damage or personal injury suffered by the undersigned from any cause whatsoever. I acknowledge that any work or property is displayed at my own risk. I further acknowledge and agree that The East Town Market may, in its sole discretion, remove any product that is not made or grown in Wisconsin, or that does not meet the standards of The East Town Market. I also understand that The East Town Market reserves the right to reject any vendor. Furthermore, I release all rights to photography taken during The East Town Market to the East Town Association, Inc. for future usage in print, production, advertising, publication, and I acknowledge that I will not be paid for the use of images taken at The East Town Market. The undersigned hereby represents that he/she has read and understands this release and that by signing below the undersigned agrees to be legally bound by this release and to indemnify and hold harmless The East Town Market and The East Town Association, Inc.

Applicant Signature: _____

Date: _____

East Town Market Contact Information:

Kate Borders
Executive Director
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414.271.1416 (phone)
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kborders@easttown.com