

## 2021 Cathedral Square Market Application & Rules

WHEN: Saturdays, June 12 - October 9 2021 9:00am-12:30pm,  
NO MARKET JULY 3  
Set-up starts no earlier than 7:45 a.m. and must be finished by 8:45 a.m.

WHERE: Cathedral Square Park, 520 E. Wells St, Milwaukee, WI 53202

Thank you for your interest in the 2021 Cathedral Square Market. Attached are the rules of the event. Please read them carefully before applying to make sure your business fits the requirements of our marketplace. The Cathedral Square Market is operated by East Town Association. For more information or a downloadable application, visit [www.easttown.com](http://www.easttown.com). A PDF version of this application can be found on our website and emailed to the address below.

CONTACT: Lauren Nachtigall - Farmers Market Manager  
414-759-9286 | [LNachtigall@easttown.com](mailto:LNachtigall@easttown.com)

### Rules & Regulations

WHO MAY SELL: Vendor booths will be rented to Wisconsin-based businesses, food growers or producers. 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 Cathedral Square Market have the right to conduct an inspection of the production areas of products sold, with 48 hours notice given to the vendor. Processed foods, produced by the contract holder and prepared under proper conditions, may be sold by producers, subject to review by East Town Association. 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.

Our intent is to provide a place for local farmers and producers to sell their farmer-grown or owner-produced products. We expect that offerings will be grown by the farmers or produced by owners of the business, using locally sourced products. Any deviation from this must be clearly identified and pre-approved by Representatives of The Cathedral Square Market.

Representatives of The Cathedral Square Market reserve the right to accept or reject products to balance the offerings at the market. Once approved for the market, vendors may only offer additional products with advance written approval from Representatives of The Cathedral Square Market.

**VENDOR SPACE:** Rental fees entitle vendors to a 10ft x 10ft space at the Cathedral Square Market. Tables, chairs and tents are not provided by the Cathedral Square Market and are the responsibility of the vendor. It is possible to reserve a double space at the Market, which reserves a 20ft x 10ft space.

**FULL SEASON VENDORS:** Space is assigned first to seasonal vendors. We cannot guarantee any space assignment until your application has been submitted with payment made in full.

**DAILY VENDORS:** Daily vendors will be placed each week according to vendor product, space availability, and strategic market balancing. East Town Association determines vending location for each week with these variables in mind.

**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:** Vendors are required to comply with all federal, state, and/or local laws and regulations, as applicable to your business. 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 and a completed S-240 form shall be submitted to East Town Association upon application. Whenever necessary, the vendor shall submit copies of any applicable license/permit renewals. Market staff will provide vendor information to the Department of Revenue in accordance with all state laws. Please call the Wisconsin Department of Revenue at 608.266.2776 for more information on obtaining a Wisconsin Seller's Permit.

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 Cathedral Square Market. Any vendor who decides not to carry any insurance fully accepts responsibility for any negligence that they cause.

**OTHER RULES:**

- Vendors may begin set-up at 7:30 am and must be ready to sell by 8:45 am. All Vendors are required to stay for the duration of the market time, until 12:30 pm.
- Vendors must clean up their stall/parking area by 1:30 pm each Saturday. Everything brought to the site must be taken away, including but not limited to all trash, 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.
- If a tent is used, it MUST be weighted.
- Prices for all products must be clearly posted. We expect a vendor's pricing at the Cathedral Square Market to be consistent with their pricing at other markets they attend.
- Driving of Motor Vehicles is prohibited in any grass area of the Park. Vehicles may be used for load-in and load-out on paved walkways only. Violators will be given a \$500 citation by Milwaukee County Parks.

**PREPARED FOOD / FOOD TRUCK RULES:**

- Permits and certificates available on vehicle and displayed include:
- Food License
- Copy of Service Base License or Variance Letter
- Certified Food Manager Certificate

**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 Cathedral Square 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.

I have read the Cathedral Square Market Rules, and agree to comply for the 2021 season

Yes, I agree

**COVID-19 Guidelines & Regulations**

The 2021 Cathedral Square Market will adhere to all city and state COVID protocols. Please be aware that the status of these regulations is subject to change at any time and vendors are responsible for reading email updates and knowing and adhering to all rules and regulations.

**SAFE MARKET GUIDELINES**

- Stay home if you are sick or someone in your household is unwell
- Face coverings are required at all times by vendors and market attendees
- Social distancing requirements should be followed between all individuals to the maximum extent possible

- Vendors will each get one 10 foot booth with 10 feet of space between all booths, there will be no selling off of corners to ensure ample space for customers to appropriately distance themselves
- No seating will be provided
- Until further notice all market entertainment and music will be postponed
- Food sampling is prohibited
- Customers are discouraged from handling any products/produce before buying; vendors are encouraged to bag and package all purchases
- It is highly recommended that produce vendors have two staff members, one designated for handling payment and another to handle produce
- Vendors shall practice good hand hygiene, including changing gloves/sanitizing hands before and between all transactions or after touching money, phone, and any non-food surface
- Vendors and shoppers are asked to inform the Market Manager of any unsafe situations or conditions
- The Market Manager will be monitoring crowds and social distancing to ensure safety for all market attendees and vendors

I have read the Cathedral Square Market COVID-19 Regulations and agree to comply for the 2021 season

Yes, I agree

### **Vendor Application**

First & Last Name \_\_\_\_\_

Business Name \_\_\_\_\_

Street Address \_\_\_\_\_

City, State \_\_\_\_\_

Zip Code \_\_\_\_\_

Phone Number \_\_\_\_\_

Email address \_\_\_\_\_

Tax Account Number in this format: \_\_\_-\_\_\_\_\_-\_\_\_

Social Security Number - Last 4 digits: XXX-XX-\_\_\_\_\_

Federal Identification Number (FEIN) - Last 4 digits in this format: XX-XXX-\_\_\_\_\_

Check one box indicating the type of activity you intend to engage in at this event:

- Selling Taxable Merchandise or Service
- Selling Exempt Merchandise or Service
- Direct Sellers
- Display Only
- Exempt under Occasional Sales Rule
- Nonprofit Organization

Vendor Type

- Farmer/Produce vendor                       Certified Organic                       Not Certified Organic
- Artist/Craft Vendor
- Prepared Food Vendor / Food truck

WI County where crops are grown (if applicable) \_\_\_\_\_

Name of Farm/Growing location (if applicable) \_\_\_\_\_

Name of landowner (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. Representatives of The Cathedral Square Market reserve the right to accept or reject products to balance the offerings at the market. Once approved for the market, vendors may only offer additional products with advance written approval from Representatives of The Cathedral Square Market.

Event Contact \_\_\_\_\_

Event Contact Number/Email \_\_\_\_\_

Website \_\_\_\_\_

Social Media Accounts (Facebook, Instagram, Twitter)

---

---

---

Tell us about your business

---

---

---

---

## Booth Reservation

Full market season runs June 12 - October 9, no market will take place July 3. Season includes 17 Saturdays. \*Food trucks apply under single booth option

- Full Season Single Booth Space \$250
- Full Season Double Booth Space \$350
- Daily Vendor, \$20/day - all dates must be scheduled in advance with submission of application

ALL dates for both FULL SEASON and DAILY vendors must be scheduled in advance. Regardless of your payment option, please note all dates you wish to attend. Confirmation of these dates will be made at time of acceptance.

Dates you wish to reserve a booth to sell at Cathedral Square Market:

- Full Season (All 17 below)
- June 12
- June 19
- June 26
- NO MARKET JULY 3
- July 10
- July 17
- July 24
- July 31
- August 7
- August 14
- August 21
- August 28
- September 4
- September 11
- September 18
- September 25
- October 2
- October 9

Other required paperwork

- S-240 Form
- Food License (for prepared food vendors and food trucks only)
- Copy of Service Base License or Variance Letter (for prepared food vendors and food trucks only)
- Certified Food Manager Certificate (for prepared food vendors and food trucks only)

## **Disclosure/Terms**

I hereby acknowledge that I have received and read the Cathedral Square Market Rules and Regulations. I fully understand the rules and agree to abide by them. The Cathedral Square 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 Cathedral Square 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 Cathedral Square Market. I also understand that the Cathedral Square Market reserves the right to reject any vendor. Furthermore, I release all rights to photography taken during Cathedral Square 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 Cathedral Square Market. The undersigned hereby represents that he/she/they 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 Cathedral Square Market and East Town Association, Inc.

- I accept the above disclosure/terms

Vendors will be notified of acceptance on a rolling basis. Booth payments are due upon acceptance, vendors with an outstanding balance will not be permitted to sell at the market.

Please direct all questions about the Cathedral Square Market to:

Lauren Nachtigall - Farmers Market Manager  
414-759-9286 | LNachtigall@easttown.com