



Whitefish Bay Farmers Market Rules and Information

The WFB Farmers Market was established to provide a seasonal gathering place for families where local farmers and entrepreneurs could sell directly to them. Our mission is to create a place that individuals can meet local farmers to build a connection between the food we eat and its origin. We provide healthy foods, unique specialty goods and gifts, kid friendly education, and most importantly a place to meet, shop and support local business.

Market Location and Information

The Whitefish Bay Farmers market is located in the Aurora Health Center parking lot, 325 E. Silver Spring Drive. The market is open from 8:30am to 12:30pm every Saturday beginning July 15th and ending on October 28th, rain or shine.

Vendors may arrive any time after 7:30am to start setting up. Vendors must be cleaned up and off the premises by 1:30pm.

There will be a market manager on site every Saturday to oversee all operations of the market to ensure a safe and welcoming experience for all.

Vendor Guidelines and Restrictions

Who Can Be a Vendor?

- Vendor booths will be rented to Wisconsin-based businesses, food growers or producers.
- No vendor shall engage in solicitation, political or religious activities at the market.
- Other than service animals, dogs and other pets are not permitted.
- No brokers, agents, or commissioned sellers may sell. No subleasing of vendor stalls.
Exceptions may be pre-approved on a case-by-case basis.

Selling at the Market

- As part of the vendor application, vendors list products to be sold at the market. Once approved for market, vendors may not offer other products unless they get approval from the market manager.
- Please display the name of the business, prices of all items for sale, and required local and state licenses such as the Wisconsin Seller's permit if required by the State.
- Vendors must agree to sell for the entire market day and are required to represent their business, even if sold out.

- Vendors will provide the market manager at least 48 hours advance notice of cancellation if they cannot sell unless it's an emergency. Vendor fees are nonrefundable. Excessive absences may result in expulsion from the market.

Trash and Waste Materials

Vendors must provide their own trash receptacles if sampling or selling ready-to-eat items. Any unsold products and waste materials must be removed from the market and should not be placed in the Aurora Health Center trash can.

Tents and Use of Electricity

All tents **MUST BE WEIGHTED** with a minimum of 10lbs on each pole, no exceptions. There is no access to electricity at the market. If a generator is required, it must be rated 80 decibels or less. Please let the market manager know if using a generator.

Parking

There is limited on-site vendor parking, although free parking is available nearby. Due to number of participants, vendors may not always be able to park in the lot.

Vendor Licenses and Permits

Vendors are required to have a current license/permits to conduct business at the market. The rules change over time, and all questions related to health department permits should be directed to the [North Shore Environmental Health Consortium](#). Contact Brad Somberly for details: (414) 371-2986. Link to application [HERE](#)

Vendors may also be required to obtain a Wisconsin Seller's Permit. Please contact the Wisconsin Department of Revenue at (608) 266-2776 for information.

2023 Vendor fees

The 2023 WFB Farmers Market will run every Saturday from July 15th through October 28th. The market is open from 8:30am to 12:30pm, rain or shine. Vendors can arrive as early as 7:30 am and must be cleaned up and off site by 1:30 pm.

Vendor fees are for the space only – vendors supply their own tent, weights, tables, chairs, scales etc. All produce must also be sold by legal weight and measures.

Full market season 16 weeks	10x10 space	\$224
Full market season 16 weeks	Double 10x20 space	\$320
Half market season 8 weeks or less	10x10 space	\$120
Half market season 8 weeks of less	Double 10x20 space	\$200
Drop In	10x10	\$30 per market

Once dates are confirmed by the market manager, an invoice will be issued via email. Final confirmation will be given upon receipt of payment. Vendor fees are nonrefundable.

Vendor Agreements

Vendors agree to work with the market manager to ensure that we are all following best practices, health department and CDC guidelines to mitigate the spread of covid-19. This includes but is not limited to wearing a mask, sanitizing, distancing, and not coming to the market if feeling sick. The market manager will provide extra hand sanitizer and make masks available.

Vendors agree to defend, protect, indemnify, and hold harmless the Whitefish Bay Business Improvement District, Village of Whitefish Bay, Lauryn Wynter Entertainment and the Market Managers from and against any and all causes of actions, claims, demands, suits, liability or expense by reason of loss or damage to any property or bodily injury to any person, including death, as a direct or indirect result of use of any rented or occupied market space or in connection with any action or omission of the renter who shall defend the named release parties in such cause of action or claim.

WFB Market Manager

Email: Events@laurynwynter.com

Text or Call: (262) 385-3408