

Whitefish Bay Farmers Market Rules and Information

Mission: 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 goal 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.

- The Whitefish Bay Farmers market is located in the Aurora Health Center parking lot located at 325 E. Silver Spring Drive. The market is open from 8:30am to 12:30pm every Saturday beginning June 11th and ending on October 15th rain or shine.
- 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.
- Vendors may arrive any time after 7:30am to start setting up and must be off the premises by 1:30pm, cleaning up their spot. Any unsold products and waste materials must be removed from the market and should not be placed in the Aurora Health Center trash can. Vendors must provide their own trash receptacles if sampling or selling ready-to-eat items.
- Vendors must agree to sell for the entire market day and are required to represent their business, even if sold out.
- Once approved for market, vendors may not offer other products unless they get approval from the market manager.
- Vendor booths will be rented to Wisconsin-based businesses, food growers or producers. No brokers, agents, or commissioned sellers may sell. No subleasing of vendor stalls. Exceptions may be pre-approved on a case-by-case basis.
- Vendors will provide the market manager at least 48 hours advance notice of cancellation if they cannot sell unless it's an emergency. Excessive absences may result in expulsion from the market.
- Note that there is limited on-site vendor parking, although free parking is available nearby. Due to number of participants those whom in the past parked inside the lot may not always be able to.
- Vendor fees are:
 - Full market 19 weeks, 10x10 space - \$225
 - Full market 19 weeks, double 10x20 space - \$325
 - Half market 10 weeks or less, 10x10 space - \$125
 - Half market 10 weeks of less, double 10x20 space - \$225
 - Drop In 10x10 - \$25 per market
- 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.

- Once your chosen dates are confirmed by your market manager, you will receive an invoice. Final confirmation will be given upon receipt of your payment.
- 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 you will be using a generator.
- Please display the name of your 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 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 Simerly 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.

- No vendor shall engage in solicitation, political or religious activities at the market.
- Other than service animals, dogs and other pets are not permitted.
- 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 you are 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, Serendipitous Solutions LLC 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.
- Contact information for your market manager = stephsalvia@gmail.com or cell (414) 202-5754.