



## 2026 FARMERS MARKET PARTICIPATION & LICENSE AGREEMENT

*This participation & license agreement is intended to inform prospective and participating vendors of the Manitowoc Farmers Market rules, policies, and procedures. All vendors and at-market staff are expected to adhere to the items listed in this document so that everyone—vendors, shoppers, staff, and volunteers alike—have a safe and enjoyable experience.*

### MANITOWOC FARMERS MARKET

**Saturdays, (May—October), 8 am-1 pm**

- **Location:** Quay Street Parking Lot, 720 Quay Street, Manitowoc, WI 54220 (On just August 1, market will be held in Washington Park, 1115 Washington Street, due to Malt City Brewfest)
- **Lot Fees Due:** \$125 per approx. 10ft x 20ft parking stall. Applications received after April 1<sup>st</sup> will cost an additional \$50 per display area space.
- **Food Truck Fees:** \$200 per unit, on-street space only. In-lot placement at the discretion of the market manager.
- **Flex Vendor Fees:** \$50 per week (max fee \$175) with priority given to farmers/producers and those with unique product offerings.

Vendors must arrive in time to be completely set up by 8am. Arrival and set-up may begin at 6:30 am. All vendors must be off site within one hour after completion of Market. **\*\*DUE TO SAFETY REASONS, NO LATE ARRIVALS OR EARLY DEPARTURES ALLOWED\*\***

### VENDOR SELECTION CRITERIA

The intended purpose is to showcase food and food products with an emphasis on locally or regionally grown and raised agriculture products. Priority is given to vendors with products grown, raised, processed, produced, and/or created by the vendor. Permission may be granted to current vendors for a limited number of supplemental products from other farms. These “supplemental products” should be Wisconsin grown when possible. All supplemental products must have their source of origin listed as required under the Food Safety Modernization Act. This information will include the location of farm, name of farm and farmer, address, and phone number.

The Market does not extend exclusive rights to any one vendor to sell any one product. However, if the number of vendors offering the same or similar products is excessive, duplicate products may be denied entry. We are committed to creating a diverse market place with the highest quality, locally and regionally grown and produced products available.

Flex vendors allow the market to provide a variety of products and services to market goers. Flex vendors are allowed to attend only as space allows. Priority will be given to vendors who grow and sell produce; flowers/herbs; meat & meat products; eggs; dairy & cheese; baked goods and breads; and jams, jelly & condiments. All other product sales must be preapproved by the Market Manager.

Submission of an application does not guarantee acceptance to participate at the Market. Vendors will be notified upon review of application.

### VENDOR REQUIREMENTS

The notes and guidelines included in this document are included as a courtesy, but do not take precedence over governmental policy. Vendors must abide by all local, state, and federal regulations that govern sampling, production, labeling, and safety of every product offered at the Market. Further regulatory information is located below.

**Farmers, Processors, Food Vendors** must possess and maintain all required Wisconsin Department of Agriculture Trade and Consumer Protection (DATCP) licenses and permits. It is the vendor's responsibility to be familiar with all local, state, and federal regulations and permits that govern the products in which they sell. No distributors or reselling of products allowed. Please contact DATCP website at <https://datcp.wi.gov/Pages/Homepage.aspx> or by calling 608.224.5012 or the Manitowoc County Health Department at 920.683.4155 for the required regulatory requirements, food licenses, permits and certifications.

**Artisan Crafters** are persons selling quality craft items they made themselves. Soaps, lotions, and other body care items will be considered craft items. Crafters must create their craft products within the State of Wisconsin. Reselling previously manufactured craft items or flea items are not allowed. Secondhand items must be significantly re-worked, repurposed, altered, or enhanced. Photos of the craft process must be provided by craft vendors. **\*\*REQUIRED\*\* Each Artisan applicant must submit at least 3 photos of his/her work.** If more than one type of product is sold, i.e. you intend to sell pottery and paintings, please include at least 2 photos of each kind of product medium. Manitowoc Farmers Market staff may require more pictures, at their discretion.

**Non-Profit/Community Organizations** are provided a FREE space available on a first-come/first-serve basis when available and for outreach only. **If the group would like to sell goods or solicit donations, they must pay for the space and sign up as a flex vendor.**

Vendors are responsible for knowing which requirements apply to their product(s). Below are resources:

#### **SELLERS PERMIT**

- Required for all vendors unless otherwise exempt.
- Vendor shall provide a copy of their Department of Revenue (DOR) issued Seller's Permit at the time of application.
- Vendors/ Sellers bear full responsibility for ensuring compliance with DOR permitting and other regulations. More information may be found at [www.revenue.wi.gov/Pages/FAQS/pcs-seller.aspx](http://www.revenue.wi.gov/Pages/FAQS/pcs-seller.aspx) or 608-266-2776.

#### **WEIGHTS & MEASURES**

- Sellers using a scale at the Market bear full responsibility for ensuring the type of scale and its use complies with Wisconsin Law.
- More information may be found at [https://datcp.wi.gov/Pages/Programs\\_Services/WeightsAndMeasures.aspx](https://datcp.wi.gov/Pages/Programs_Services/WeightsAndMeasures.aspx).

#### **FIRE SAFETY/USE OF FIRE SUPPRESSION, FIRE EXTINGUISHERS AND COOKING UNDER TENTS**

- Vendors who utilize cooking equipment must be in compliance with all state and local guidelines.
- Please contact the Manitowoc Fire Rescue Department at 920-686-6540.

#### **MOBILE FOOD VENDORS**

- Mobile Food Vendors are required to apply for a Mobile Food Vendor License from the City of Manitowoc.
- The application can be found here: <https://www.manitowoc.org/DocumentCenter/View/27814/Mobile-Food-Vendor-Application> or contact the City Clerks Office at 920-686-6950.

#### **TRANSIENT(TEMPORARY) FOOD PERMIT**

- Required for all prepared food vendors.
- Contact Manitowoc County Health Department at 920-683-4155.

#### **PROPERTY LOSS**

Vendors assume all responsibility for any losses of property or money from the Market site. Booths should never be left unattended.

#### **LIABILITY**

The City of Manitowoc and Briess Malt & Ingredients shall not be liable for any damage or injury to the Vendor, or any other person, or to any property, occurring on the Premises. **Vendors/Sellers bear full responsibility for ensuring they maintain appropriate insurance coverage for operation at the Market.**

#### **DAILY MARKET RESPONSIBILITIES**

1. Each vendor is responsible for maintaining his/her area in a clean, safe manner throughout the Market day. Vendors are further responsible for removing any waste generated during the market and disposing of same in designated dumpsters.
2. Vendor space is non-transferrable. In the event a vendor sells or transfers his/her business to another, the new owner must submit an application for approval. The City does not guarantee acceptance.
3. PROHIBITED at the Market:
  - a. Pets.

- b. Amplified music (radios) heard beyond your stall.
- c. Approaching customers while they are at another vendor's location.
- d. Excessively loud speaking including calling out prices/products, items, or hawking.
- e. Giving away food other than approved samples of product.
- f. Smoking or vaping in or around vendors' booths.
- g. Subletting/Sublicensing booth space.
- h. Dishonest merchandising or collusion to set prices among vendors, or undercutting prices.

## TENTS & CANOPIES

1. Vendors are prohibited from drilling holes or permanently attaching part of their display into surfaces.
2. We recommend 25 lbs of weight for each tent leg. Any vendor found without sufficient weight will be required to take down their tent.
3. Tie-downs attached to vehicles will not suffice. No tie-downs shall be attached to city property; this includes benches, planters, fencing, street signs, etc.
4. Vendors whose tents lift off the ground due to an insufficient amount of weight will be required to take down their tent
5. Further restrictions for tents and canopies are located under the section on rules of indoor/outdoor cooking.
6. Tents and canopies must be fire resistant. Vendor should be able to apply proof upon request.

## SIGNAGE

Vendors are REQUIRED to use market-supplied signage to identify their business name and, if applicable, acceptance of EBT.

## GENERATORS

Generators are defined as machines that generate noise, vapor or gas, and includes air compressors, refrigeration units, and the like. Generators shall be allowed to run while located at the Market as long as they do not exceed a 10-minute average noise level of 65 decibels measured at 15 feet from the generator unit. If a vendor wishes to use a generator that exceeds the 65-decibel level, they shall only be permitted to operate and run the generator prior to the start of the Market.

## SALES REPORTING

To assess the economic impact of the market, vendors will be asked and encouraged to anonymously share their sales data at the end of the market season. The information requested by market staff will include the types of products sold and the total sales.

## ALTERNATIVE CURRENCIES

All vendors must accept U.S. currency. Vendors who sell eligible products, must accept EBT in the form of Market Bucks or Double Bucks and are required to display signage supplied by the Market. Reimbursement process and examples of currencies will be provided at the Market meeting. Questions regarding acceptable alternative currencies may be discussed with the Market Manager. *Vendors are not required to accept credit cards or checks directly at their booths.*

## CANCELLATION POLICIES

The Market Manager will notify vendors via email and/or phone call of any Market cancellations due to inclement weather conditions.

Vendor cancellations of Market dates due to health, business failure, or other circumstances must be made to the Market Manager via email, phone call, or voicemail.

## PARTICIPATION & LICENSE AGREEMENT ACKNOWLEDGMENT FORM



In consideration for the right to participate in the 2026 City of Manitowoc Farmers Market, the undersigned Vendor has read, understands and agrees to all terms and conditions in the "2026 Participation & License Agreement," which are incorporated by reference and made part of this Agreement. Only the individuals named as a Vendor in the "Vendor Information" section below may sell at the Market, if scheduled to participate.

Vendor agrees to abide by all applicable local, state and federal licensing and regulations, and further agrees that a violation by Vendor of such requirements or regulations, or other improper Market conduct, may be deemed by the City to be a material breach of this Agreement. The City or Market Manager may, at their sole discretion, immediately remove a noncompliant Vendor from the Market property for the remainder of the 2026 Market season. This decision is not appealable.

Vendor agrees to accept Market Bucks or Double Bucks for any EBT-eligible produce or products sold at their booth. Refusal to accept the currencies will result in the vendor not being scheduled to participate in the Market.

Vendor gives permission to the Manitowoc Farmers Market and the City of Manitowoc to use any photos, video, etc. taken of products or persons in any publicity or advertising promoting the market.

By signing below, Vendor further authorizes the Market Manager to enter the Vendor's homestead property in the event a determination is needed regarding whether or not Vendor product featured at the Market is home grown.

Upon signing this agreement, the vendor agrees to indemnify and hold harmless the City of Manitowoc and Briess Malt & Ingredients from any claims for damages, except for those caused by the negligence or unlawful conduct of the City of Manitowoc and/or Briess Malt & Ingredients.

Vendor Name (Printed): \_\_\_\_\_

Name of Business (Printed): \_\_\_\_\_

Vendor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# 2026 Manitowoc Farmers Market Vendor Application

New Vendor

Returning Vendor      *Stall Location(s) Last Year:* \_\_\_\_\_

## CONTACT INFORMATION:

Contact Name: \_\_\_\_\_

Business Name: \_\_\_\_\_ Email: \_\_\_\_\_

*Market communication will occur via email; if no email is available, there may be a delay in receipt of information.*

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Home Phone: \_\_\_\_\_ Business Phone: \_\_\_\_\_

Emergency Contact Name & Phone Number: \_\_\_\_\_

Social Media Handles: Facebook @ \_\_\_\_\_ Instagram @ \_\_\_\_\_

## WI DEPARTMENT OF REVENUE REQUIREMENT:

All fields must be completed. If the vendor does not have a Wisconsin seller permit number and the claim is tax exempt sales, enter the exemption code number.

1. Exempt sales only or display only.	3. Nonprofit occasional sales exemption.
2. Multi-level marketing company pays sales tax.	4. Exempt occasional sales.

Wisconsin Seller's Permit Number (15 digits starting with 456) 456 -	SSN (last 4 digits)	FEIN (last 4 digits)	Exemption Code
Legal Business Name (if not sole proprietor)	Doing Business As (DBA) Name (if applicable)		
Vendor/Contact Name (Last)	Vendor/Contact Name (First)	Vendor Phone Number	
Mailing Address		Email Address	
City	State	Zip	Multi-Level Marketing Company (if claiming Code 2 above)

## I WILL PARTICIPATE IN:

Lot Space: **\$125 per 10x20 Space.** Additional \$50 per stall if application received after April 1.

# of preferred stalls \_\_\_\_\_

Food Truck Space: **\$200 per On-Street Space.** Additional \$50 if application received after April 1.

*Regular market attendance is important to the value and growth of the Market. If you are unable to attend weekly, please indicate dates you will not be at the Market:*

<input type="checkbox"/> May 2	<input type="checkbox"/> June 6	<input type="checkbox"/> July 4*	<input type="checkbox"/> August 1*	<input type="checkbox"/> September 5	<input type="checkbox"/> October 3
<input type="checkbox"/> May 9	<input type="checkbox"/> June 13	<input type="checkbox"/> July 11	<input type="checkbox"/> August 8	<input type="checkbox"/> September 12	<input type="checkbox"/> October 10
<input type="checkbox"/> May 16	<input type="checkbox"/> June 20	<input type="checkbox"/> July 18	<input type="checkbox"/> August 15	<input type="checkbox"/> September 19	<input type="checkbox"/> October 17
<input type="checkbox"/> May 23	<input type="checkbox"/> June 27	<input type="checkbox"/> July 25	<input type="checkbox"/> August 22	<input type="checkbox"/> September 26	<input type="checkbox"/> October 24
<input type="checkbox"/> May 30			<input type="checkbox"/> August 29		<input type="checkbox"/> October 31

2026 Manitowoc Farmers Market—FLEX SPACE: **\$50/ per stall per week,** pending availability. Booth space assigned based on availability only.

<input type="checkbox"/> May 2	<input type="checkbox"/> June 6	<input type="checkbox"/> July 4*	<input type="checkbox"/> August 1*	<input type="checkbox"/> September 5	<input type="checkbox"/> October 3
<input type="checkbox"/> May 9	<input type="checkbox"/> June 13	<input type="checkbox"/> July 11	<input type="checkbox"/> August 8	<input type="checkbox"/> September 12	<input type="checkbox"/> October 10
<input type="checkbox"/> May 16	<input type="checkbox"/> June 20	<input type="checkbox"/> July 18	<input type="checkbox"/> August 15	<input type="checkbox"/> September 19	<input type="checkbox"/> October 17
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<input type="checkbox"/> May 30			<input type="checkbox"/> August 29		<input type="checkbox"/> October 31

*\*A market will be held on Independence Day as part of the City's 4<sup>th</sup> on the Shore celebration. August 1 market will be relocated to Washington Park due to Malt City Brewfest.*

**I WILL SELL THE FOLLOWING ITEMS:**

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**DESCRIPTION OF VENDOR/ITEMS SELLING TO BE USED IN ONLINE PROMOTIONS:**

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**EBT:**

Vendors must accept Market Bucks or Double Bucks for any EBT-eligible produce or products sold at their booth. Refusal to accept the currencies will result in the vendor not being scheduled to participate in the Market.

**TYPE OF BOOTH**

Choose all that apply:

Farmers       Processor       Prepared Food       Artisan/Crafters       Other \_\_\_\_\_

*Farmers = Persons who sell products they have grown themselves. (Fruits, veggies, dairy, meats, cheese, honey/syrup, etc.)*

*Processor = Persons who sell products they have prepared but did not grow the ingredients. (Baked goods, jams, sauces, pickles, etc.)*

*Prepared Food = Food trucks, food tents, etc.*

*Artisan/Crafters = Persons who sell products they create craft themselves. (Art, knitted items, candles, etc.)*

**ELECTRICITY**

Yes, I will need electricity.       No, I will not need electricity.       I will use a generator.

**COMMENTS/ADDITIONAL INFORMATION**

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**COMPLETION**

All information listed on this form is true and accurate. I understand that misrepresenting myself or what I sell at the Manitowoc Farmers Market may result in my being removed from the Market for the duration of the 2026 Market season.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please contact the Market Manager at [farmersmarket@manitowoc.org](mailto:farmersmarket@manitowoc.org) or the Department of Tourism (Visit Manitowoc) at 920-686-3508 with any questions. Return this Application **by April 1**, along with the signed 2026 Participation & License Agreement Acknowledgment Form and full payment (*checks payable to City of Manitowoc*) to:

City of Manitowoc  
Department of Tourism

**Mailing:** 900 Quay Street, Manitowoc, WI 54220 **Drop off:** 824 S 8<sup>th</sup> Street, Manitowoc, WI 54220