



Verona Artists & Farmers Market
Verona Area Chamber of Commerce
120 W. Verona Ave.
Verona, WI 53593
608-845-5777
info@veronawi.com

veronawi.com/verona-farmer-s-market

Verona Artists & Farmers Market 2020

Vendor information, rules, and expectations

Welcome to the Verona Artists & Farmers Market. The Verona Area Chamber of Commerce is excited to welcome area artists & farmers to Verona, WI! The Hometown Junction Park location has just been beautifully remodeled and is a great location to showcase fresh foods and local arts. We have parking, water fountains, bathrooms, shelter and terrific visibility from the street.

Our goal is to create a stronger community and provide a platform to showcase local artists and producers through the Verona Artists & Farmers Market. People from Verona and surrounding communities can share their passions through quality arts/crafts and foods.

“Art Under 20” is for area youth to show/sell their creative pieces. I provide a tent space and the youth run it collectively under my supervision.

Examples of acceptable items:

Art/Craft

- Hand knit, woven, crocheted, sewed, etc. items
- Home-studio made woodwork, metalwork, ceramics, jewelry, stained glass, photography, etc.
- Homemade soaps, lotions, beauty products, etc.

Foods/Farm

- Fresh fruit, vegetables, berries, rhubarb, etc.
- Meats, dairy, eggs, etc. (within legal guidelines)
- Fresh-cut and dried flowers
- Plants and bulbs
- Syrup, honey, jam, etc. (within legal guidelines)
- Herbs, mushrooms, grains
- Home baked and processed foods (within legal guidelines)
- Holiday/seasonal items such as pumpkins, Indian corn, straw bales

Market Rules and Expectations

--SITE

- ❑ Specific 10x10 site locations are NOT guaranteed. (No matter what you have been told by anyone)
 - ❑ However, the Market Director will strive to maintain an orderly and consistent market presence.
- ❑ Full season vendor sites will, likely, be the same throughout the season.
- ❑ Preference will be given to full season vendors.
- ❑ Vendors must keep their area reasonably clean at all time and remove all materials including trash and produce debris at the end of the market day.
- ❑ Vendors are responsible for supplying and setting up canopy/tent, tables, and other materials per their need.
- ❑ Canopy/tent (if used) must be securely staked or weighted EVERY market.
- ❑ All vendor supplies and products must stay within the 10x10 foot allotted space.
- ❑ The use of audio devices is permitted with the restriction that the volume is kept low enough so as not to interfere with neighboring vendors.
- ❑ Electricity will not reliably be available. Any generators used must be quiet and “out of the way” of market guests and other vendors. All extension cords must be covered by the vendor in all walking areas.
- ❑ It is the responsibility of the vendor to provide signage, labels, and proof of licenses as needed.

--ATTENDANCE & ABSENCES:

- ❑ Market opens at 3pm every Wednesday of the selling season.
- ❑ Site set up should begin no later than 30 minutes prior to market open.
- ❑ Selling of products may not start before 3pm.
- ❑ Vendors may not leave before the Market ends (6:30 pm) unless they have sold out of product.
- ❑ Weather: The market will remain open and vendors expected to stay rain or shine with the exception of severe weather.
- ❑ Vendors should do their best to notify the Market Director of any dates they will not be present.
- ❑ In such cases, those spaces may “house” another market vendor for that period of time.
 - ❑ Vendors who are absent w/o notice may lose site preference.
- Vendors may **NOT** compare their products to those being sold by other Vendors. Speak about your products **ONLY**.
- Vendors may **not** resell purchased items. This market is intended to support small businesses and home-based businesses.
- There is no guarantee of item exclusivity. However, the Market Board will strive for a broad variety of vendors and products.
- It will be at the discretion of the Market Director whether or not any vendor items or signage are of poor quality or deemed likely to offend a family clientele. In such cases, such items must be removed.
- Children of vendors are welcome to be on site for the whole Market **IF** they are well supervised and do not disrupt other vendors or visitors. The Market Director will strive to keep the Market enjoyable for everyone.
- The vendor is responsible to obtain and provide proof of any: insurance, license, or permits that may be required.
- All sellers must abide by, and all products must comply with, all federal, state, and local regulations governing health, packaging, labeling, taxes, scales, weight, and measures.
- Smoking or vaping is not allowed anywhere in the market space. (The park is city property and ordinances prohibit it.)
- Submitting this application does not guarantee acceptance. Vendors will be notified by the Market Director if/when their application has been approved.
- The Market holds the right to terminate a contract with a vendor for any reason without notice for a refund of the unused portion of the fees paid.
- If a vendor terminates a contract with the Market, there will be a withholding/non-refundable \$25 paperwork fee.
- Covenant to Hold Harmless: The vendor, in consideration of participation in the Verona Artists and Farmers Market, agrees to hold the Market Director, the Market Board, and assigned helpers, harmless against any claim, causes of action, demands, debts, damages, judgements, cost or expenses (including attorneys fees) or other losses of any nature arising from, relating to, or in any manner connected with Market activities.

Weights & Measures, Dep of Agriculture, Trade and Consumer Protection:

608-224-4942 datcpweightsandmeasures@wisconsin.gov

Information on Licensing, Inspection, Food Safety, and Processing

608-224-4700 food@datcp.state.wi.us

Wisconsin Department of Revenue - Seller's Permits

608-266-2776 DORBusinessTax@revenue.wi.gov