



# 2025 Watertown Farmers' Market Application

Please complete and sign this application, then return to 519 E. Main Street, Watertown, WI 53094, or email as a PDF to [watertownfarmersmarketmk@gmail.com](mailto:watertownfarmersmarketmk@gmail.com) with the subject line "Application."

Name:

Business Name :

Address:

City:

Zip:

Address where produce is grown (if different from above):

Phone:

Emergency Contact (Name, Phone#, relationship):

How would you characterize your vendor category? Please check all that apply.

- |   |  |   |  |
|---|--|---|--|
| <input type="checkbox"/> Produce              | <input type="checkbox"/> Bakery              | <input type="checkbox"/> Plants/Flowers | <input type="checkbox"/> Personal Care |
| <input type="checkbox"/> Landscaping/Outdoors | <input type="checkbox"/> Hot food/ Cold food | <input type="checkbox"/> Arts/Crafts    |  |
| <input type="checkbox"/> Musical Performer    | <input type="checkbox"/> Service             | <input type="checkbox"/> Other          |  |

Please list the specific items to be sold or services offered. The board reserves the right to refuse duplicate vendors to ensure maximum profitability for all vendors in attendance.

The 2025 Tuesday Morning season runs from May 6th through October 28<sup>th</sup>, 7:00 AM to 12:00 PM but will be **closed August 5, 2025 due to Riverfest**. Please select the dates you plan to attend. All dates must be selected in advance, and all vendors must commit to a minimum of 3 markets except for Junior Entrepreneur vendors, who can attend no more than 4 markets.

- |                                 |                                  |                                  |                                  |                                  |
|---------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| <input type="checkbox"/> May 6  | <input type="checkbox"/> June 10 | <input type="checkbox"/> July 15 | <input type="checkbox"/> Aug 26  | <input type="checkbox"/> Sept 30 |
| <input type="checkbox"/> May 13 | <input type="checkbox"/> June 17 | <input type="checkbox"/> July 22 | <input type="checkbox"/> Sept 2  | <input type="checkbox"/> Oct 7   |
| <input type="checkbox"/> May 20 | <input type="checkbox"/> June 24 | <input type="checkbox"/> July 29 | <input type="checkbox"/> Sept 9  | <input type="checkbox"/> Oct 14  |
| <input type="checkbox"/> May 27 | <input type="checkbox"/> July 1  | <input type="checkbox"/> Aug 12  | <input type="checkbox"/> Sept 16 | <input type="checkbox"/> Oct 21  |
| <input type="checkbox"/> June 3 | <input type="checkbox"/> July 8  | <input type="checkbox"/> Aug 19  | <input type="checkbox"/> Sept 23 | <input type="checkbox"/> Oct 28  |

**Other Requirements:** Please include each of the following with your application: Please check all licenses (see below) you must have to operate your business.

- Prepared food vendors must prove that food is being prepared in an approved facility. You cannot set up at the market without all the required licenses. Vendors are responsible for knowing and obtaining the licenses necessary to operate at the market.

- Refer to the [Wisconsin Local Food Marketing Guide](#), 3rd edition, Chapter 4, for licensing, labeling, and liability information

Applicable licenses: *Public Health Inspection or License, Mobil Retail Food Establishment License, Acidified Food Training Course (Pickle Bill), Food Processing Plant License, Nursery License, Other*

State of Wisconsin sales permit

Certificate of Insurance (if applicable)

Completed S-240 form (Section C only)

Two photos of your products

Video of musical performance, if applicable

**Applications received without the above necessary items will not be considered for the market.**

All authorized vendors participating in the Tuesday Watertown Farmers' Markets agree that they are independent operators and shall be individually liable for any loss, personal injury, death, and/or damages that may occur because of the vendor's negligence or that of its employees, agents, volunteers, and associates. All vendors agree to indemnify and hold harmless the city of Watertown, the Watertown Main Street Program, and its volunteers. Vendors also agree to hold harmless the Watertown Main Street Program from any loss, costs, damages, and other expenses, including attorney's fees, incurred because of the vendor's negligence or intentional misconduct or that of its employees, agents, and associates.

(initial) I have read the 2025 Watertown Farmers Market guidelines and agree to comply.

(initial) I understand the following repercussions should I repetitively miss market day

without prior notification to the Market Manager and/or violate the rules regarding vendor type. First Offense: Verbal Warning - Second Offense: Written Warning - Third Offense: Removal and forfeiture of all fees paid.

Make checks payable to Watertown Main Street Program. Mail to: Main Street Program, 519 E. Main Street, Watertown, WI 53094

**Rules and Regulations Agreement: I understand violations of the stated rules and regulations could result in the termination of my vendor privileges. I also understand that selling must be done under proper state and local licensing, and procuring such licenses is my responsibility.**

We look forward to seeing you and your business thrive in 2025!

Printed Name:

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

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

Vendor Fees are based on Homegrown/Handmade or Commercial

**Homegrown/Handmade**

The vendor must own or rent land where the products are grown or raised. A vendor must plant, maintain, harvest, and market the produce he/she sells. Vendors may not source more than 10% of the products from another grower/seller to ensure the WFM maintains a fair and equitable selling market for all vendors. All arts and crafts items must be handmade by the vendor. These vendors may not sell any commercially sourced items.

*\$185 per stall full season OR \$10 for Daily Rate*

**Vendor Type: Commercial** (i.e., home-based businesses or any non-food product not produced by the seller)

Vendors selling nonfood products **not** produced by the vendor (home-base businesses such as Avon and Tastefully Simple for example). Vendors selling produce that is 90% commercially sourced, not grown/raised by the vendor.

Vendors selling any combination of the above categories for the market will be charged the Commercial Vendor Fee.

*\$250 per stall for full season OR \$15 per stall for Daily Fee*

**Link to S240 Explanations for filling out section C**

<https://www.revenue.wi.gov/DORForms/s-240-instr.pdf>

**Common Exemption Codes for the S-240 Form:**

1. **1 - Occasional sales exemption (infrequent sales not requiring a seller's permit).**
2. **2 - Seller holds a Wisconsin seller's permit or use tax certificate (include the permit number).**
3. **3 - Seller is a nonprofit organization exempt from tax under Wisconsin law.**
4. **4 - Seller is a government entity.**
5. **5 - Seller is selling exempt goods (e.g., produce or food for immediate consumption that's not taxable).**
6. **6 - Seller is not making any sales at the event.**

**How to Choose the Correct Code:**

- **If you have a seller's permit: Use Code 2 and include your permit number.**
- **If you're selling only exempt items (e.g., raw produce): Use Code 5.**
- **If you're a nonprofit: Use Code 3 and attach documentation of your exempt status.**
- **If this is a one-time or occasional sale: Use Code 1 if you qualify for the occasional sales exemption.**

**If you're unsure about your exemption or require clarification, contact the Wisconsin Department of Revenue or refer to their guidelines here. Let me know if you'd like more detailed guidance!**