



## CITY OF NIAGARA

### Farmer and Vendor Market Rules of Operation and Application

- 1. Market Season:** The 2024 Market Season will begin July 11 through August 22 (tentative final date). The market will operate on Thursdays from 4 to 7 pm. “Music in the Park” will follow the market on those nights. Vendors are expected to stay for the entire market hours. The market is located behind Niagara City Hall at Heights Park near Grant Street. The City reserves the right to close the market in the event of severe or inclement weather.
- 2. Space Rental:** The fee is 10.00 for the season, regardless of application date, and fee is due with the market application. All vendors must complete the application prior to participation. Spaces will be marked and assigned by the Market Manager upon completed and approved application and payment. Vendors are not allowed to move, switch, or change spaces without approval of the Market Manager.
- 3. Market Set-Up/Close Procedures:** Vendors may unload at the market site. After unloading, vehicles must be moved before 3:45 pm to allow full access to the site. Please use caution and observe signs and markings on park property. The area must be packed up and cleaned by 7:30 pm. Vendors must supply their own tables, tents, chairs, food storage, cleaning supplies, electrical cords and garbage bags/cans. Some sites will have electrical access. Leftover products must be removed and disposed of by the vendors. If unable to attend one of the market days, please contact the Market Manager. If more than 3 absences, it may result in the vendor no longer being allowed at the Market. Any damage caused to the park or street by the vendor or vendor’s representative is the responsibility of the vendor. Each vendor is responsible for their own liability coverage.
- 4. Goods Allowed for Sale:** Vendors may sell house and garden plants, flowers, farm produce, meats\*, eggs\*, baked goods\*, canned goods\* and packaged goods, honey, crafts, direct sale items and accessories. **\*PLEASE NOTE:** All food items must be labeled, processed and sold in accordance with the State of Wisconsin Food Processing Standards and Licensing. All produce should be grown or produced by the vendor or labeled accordingly. Organic items must follow Federal regulations to be labeled organic. A guide is included with this document. If you are selling produce by weight, the scale that you use must be approved and licensed.
- 5. Compliance with Local, State and Federal Laws:** All vendors are responsible for obtaining all necessary county or state health and/or other permits and licenses and are responsible for compliance with all state and federal food laws including proper labeling. A copy of any certificate or license must be displayed at the vendor booth. A copy of the Wisconsin Department of Revenue Temporary Event Guide is included with this application or available

for download at <https://www.revenue.wi.gov/DOR%20Publications/pb228.pdf>. You may qualify for an “Occasional Sale Exemption.”

6. **Prohibited:** Smoking in the vendor areas, driving/parking in grass areas or having pets in the market area is prohibited.

7. **Marketing:** We will supply Market Signs to be placed at highly trafficked areas, at area businesses and on the City of Niagara Website and Facebook page. Word of mouth is the best way to promote our Market. Please spread the word!

8. **Vendor Conduct:** Vendors at the Market are expected to behave in a professional and courteous manner. While participating in the market, vendors shall civilly serve any person (customer or vendor) without regard to race, color, religion, national origin, gender, sexual preference or identity, age or disability. Violation of this agreement will require review by the Market Manager and result in possible termination of vendor agreements and permanent dismissal. Fees will not be refunded. Vendors shall not engage in behavior subversive to the Market or the effective management thereof. Such behavior may include but is not limited to: negative communication about the market, vendors, or the market manager to market patrons or other vendors (spoken, written or online), misrepresentation of products, nonpayment of fees, poor quality of products, inappropriate conduct or illegal use of food assistance. Solicitation and the distribution of literature unrelated to Market products are not permitted.

I have read, understand and agree to the rules of operation.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name Printed

Please initial each statement

\_\_\_\_\_ All vendors must complete the application.

\_\_\_\_\_ Applications will be reviewed and approved by the Market Managers.

\_\_\_\_\_ The Market Managers reserve the right to refuse acceptance of any vendor item that I not keeping with the rules or quality of the market.

\_\_\_\_\_ I understand that it is my responsibility to procure proper licensing and certificates. A copy of applicable certificates will be displayed at my sales booth.

\_\_\_\_\_ I agree to follow all rules and regulations. Noncompliance may result in removal from the market.

Thank you for participating in the City of Niagara Farmer and Vendor Market.

A copy of this document will be retained by City of Niagara

\_\_\_\_\_ City Representative \_\_\_\_\_ Date

Completed forms, application and payment:

City of Niagara

1029 Roosevelt Road

Niagara, WI 54151

(make checks out to "City of Niagara")

For questions or more information call 715-251-3245



**Farmer and Vendor Market Contact Information**

Vendor / Seller Name(s) \_\_\_\_\_

\_\_\_\_\_

Business Name (if Applicable) \_\_\_\_\_

Mailing Address \_\_\_\_\_

\_\_\_\_\_

Contact Phone (s) \_\_\_\_\_

Emergency Contact(s) \_\_\_\_\_

Products Selling \_\_\_\_\_

\_\_\_\_\_

Limited Electrical Service is Available at Some Sites – Electricity Needed? Yes \_\_\_ No \_\_\_

Office Use:	
\$10.00 Fee Paid/Date	_____
Rules of Operation Signed	_____
Contact Information	_____
Risk Agreement	_____
Spot Number	_____



City of Niagara  
**Farmer and Vendor Market**  
INDEMNIFICATION, HOLD HARMLESS/RELEASE AND  
ASSUMPTION OF RISK AGREEMENT

By submitting this application, I affirm that the facts set forth in it are true and complete. By signing below, I certify that I have read, understand and will adhere to all applicable guidelines as stated in the Market Rules and Application. The City of Niagara reserves the right to terminate my participation for failing to comply with the rules and regulations of the Niagara Farmer and Vendor Market. I further affirm that I possess all licenses applicable to my business that are issued by the United States Federal Government and State of Wisconsin. I further release the City of Niagara of all liability for any missing licenses that are required to conduct my business. To the fullest extent permitted by law, I agree to defend, indemnify, and hold harmless the City of Niagara, its elected and appointed officials, employees, contractors and volunteers, and others working on behalf of the City of Niagara. Any and all claims, demands, suits, or loss, including all costs and attorney fees connected therewith, and for any damages or loss of product or equipment which may be asserted, claimed or recovered against or from the City of Niagara, its elected and appointed officials, employees, volunteers or others working on behalf of the City of Niagara, by reason of personal injury, including bodily injury or death and/or property damage, including loss of use thereof, which arises out of or in any way connected or associated with my participation in the Niagara Farmer and Vendor Market. CAUTION: This document releases liability, and provides for indemnification and the holding harmless of the City of Niagara by the Participant. Please read carefully before signing.

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

Printed Name: \_\_\_\_\_

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