

Downtown Fond du Lac Night Market 2023 Policies



Downtown Business/Vendor Participation Policy at Night Market

The Downtown Fond du Lac Night Market will host Farmers Market Vendors, local artists, prepared food, live music and alcohol sales. The purpose of the Night Market is to encourage families, young professionals, and members of the Fond du Lac community to enjoy the Downtown District.

All vendors need to provide a description of products or see product samples. All products and information displayed must be suitable for a family-friendly audience. This information is also needed to separate vendors and businesses selling similar product lines.

All vendors participating in the Night Market must conduct business or sharing of information from within the boundaries of their assigned booth. You may exit your vending space during the market, but no solicitation or sales shall take place outside of your assigned vending space.

The DFP staff reserves the right to deny a Night Market applicant if said applicant's goods, services or organization ideals do not align with the mission and views of the Downtown Fond du Lac Farmers Market.

1. Organizations out of compliance with general Night Market guidelines will not be permitted to participate.
2. We ask that participating organizations advertise the Night Market by sharing the Downtown Fond du Lac Partnership Facebook Event. Please do not create your own event.
3. The Market is open rain or shine unless the weather is severe and dangerous.

The Downtown Fond du Lac Partnership is not liable for any injury, theft, or damage to either the buyer or seller, or their property, arising from or pertaining to preparation for or participation in the Downtown Night Market. Regardless of whether such injury, theft, or damage occurred prior, during, or after the Downtown Night Market. Organizations and individuals further agree to indemnify and hold Downtown Fond du Lac Partnership harmless for and against any claims for such injury, theft, or damage.

Vendor Acceptance

Due to space restrictions, we cannot accept all applicants. Our mission is to provide a diverse group of vendors at the Night Market. All items sold at the Night Market must be handcrafted, handmade, artisan goods, unique, one-of-a-kind items. We will not be hosting direct sales companies, multi-level marketing companies or non-profit organizations at this time. By applying for the Night Market, it is expected that you attend all listed dates. Some exceptions may apply. Please contact Amber Bodart with any questions, Amber@downtownfdl.com.

Logistics

The Night Market will take place on Main Street between Division Street and Forest Avenue, extending down Sheboygan Street and ending at Portland Street. Hours of operation are from 4:00-8:00 p.m. Accepted vendors at the Night Market will be permitted to set up beginning at 3:30 p.m.-4:30 p.m. It is expected that all vendor vehicles be off the street by 4:30 p.m.

Displays

Vendors are expected to provide their own tents, tables, chairs etc. Please be creative with your space. We want to see fun, creative & inviting vendor booths for our attendees. All tents must be weighted to prevent tents from blowing away.

Space

One vendor space is 10' x 10'. Please keep this in consideration when determining how many spaces you will need. All vendors are expected to set up at the curb, extending no further than 10' into the street. All vendors will receive their space assignments one week prior to the first event with the expectation being that you will stay in the same space for all following Night Market events. Please understand that Night Market staff and volunteers will do their best to accommodate you if changes need to be made. Night Market staff and volunteers reserve the right to make changes to the market map.

Electricity

Electricity is available downtown in a limited capacity. If you are a vendor who needs electricity, there will be an additional cost associated. This cost is listed on the application. The electricity available is 1, 15-amp outlet. If you need both outlets, please list that on your application. Requests for electricity are not guaranteed.

Parking

Vendors will be provided with a downtown parking pass, only valid during the Night Markets. This parking pass must be displayed on the dashboard or visible place in your vehicle.

Cancelling the Market

DFP staff holds the authority to cancel the market due to poor weather conditions at any time. In the event of market cancelation, DFP staff will actively work to spread the message to everyone in a clear and concise manner. Typically, communication will happen from our Downtown Fond du Lac Partnership Facebook page, but not limited to such. Emails may be sent as well.

Faith Based Music

Music at public events will be selected based on its musical value rather than its religious context. Traditions of different people should be shared and respected. Music must represent a position of neutrality, neither promoting nor inhibiting any particular religious views. Religious symbols or scenery should be avoided. Sensitivity to various religious beliefs will be taken into consideration. Event staff and steering committee will review any public comments/concerns on an as needed basis.

Pet Policy

The Downtown Fond du Lac Night Market will not permit animals or pets. The exception to this rule is for service animals. The Downtown Fond du Lac Partnership defines a service animal as a dog that is individually trained to do work or perform tasks for a person who is unable to do so for themselves.

Baked Goods Sales

- No more than \$5,000.00 in sales per year
- Retail only (direct from producer to consumer)
- Only at community or social events, such as bazaars or at farmers markets
- Signs and labels required
 - Certificate of Vendor Insurance available on site & on file with the market
 - Sign at the point of sale stating, "These baked goods are homemade and not subject to state inspection."
 - Product labels must include:
 - Name and address of the person who did the baking
 - Date of baking
 - All ingredients in descending order of prominence, including the common name for any ingredient that originates from milk, eggs, fish, shellfish, tree nuts, peanuts, wheat or soybeans. These are ingredients that can cause severe allergic reactions in some people, who must be able to recognize when they are present.
- Record-keeping suggested. Written record of every batch of product made for sale including:
 - Recipe, including procedures and ingredients
 - Amount baked and sold
 - Baking Date
 - Sale dates and locations
 - Gross sales receipts
- Sanitation: Inspection is not required, but customers expect good sanitation. Here are some factors you should consider:
 - Use clean equipment that has been effectively sanitized prior to use
 - Clean work surfaces and then sanitize with bleach water before and after use
 - Keep ingredients separate from other unprocessed foods
 - Keep household pets out of the work area
 - Keep walls and floors clean
 - Have adequate lighting
 - Keep window and door screens in good repair to keep insects out
 - Wash hands frequently while working
 - Consider annual testing of water if using a private well.

Wisconsin Pickle Bill

- No more than \$5,000.00 in sales per year
- Retail only (direct from producer to consumer)
- Only at community or social events, such as bazaars, or at farmers markets
- Signs and Labels Required
 - Sign at the point of sale stating, "These canned goods are homemade and not subject to state inspection."
 - Product labels must include:
 - Name and address of the person who did the canning
 - Date of canning
 - All ingredients in descending order of prominence, including the common name for any ingredient that originates from milk, eggs, fish, shellfish, tree nuts, peanuts, wheat or soybeans. These are ingredients that can cause severe allergic reactions in some people, who must be able to recognize when they are present.

- Record-keeping suggested. Written record of every batch of product made for sale including:
 - Recipe, including procedures and ingredients.
 - Amount canned and sold
 - Canning Date
 - Sale dates and locations
 - Gross sales receipts
 - Sanitation: Inspection is not required, but customers expect good sanitation. Here are some factors you should consider:
 - Use clean equipment that has been effectively sanitized prior to use
 - Clean work surfaces and then sanitize with bleach water before and after use
 - Keep ingredients separate from other unprocessed foods
 - Keep household pets out of the work area
 - Keep walls and floors clean
 - Have adequate lighting
 - Keep window and door screens in good repair to keep insects out
 - Wash hands frequently while working
 - Consider annual testing of water if using a private well

Egg Policy

Shell egg of chicken, duck, goose, guinea, quail, ratite or turkey

A DATCP food processing license is required on the farm for washing, packaging, and cold holding the eggs.

Exceptions

- The eggs are produced at a farm licensed at a DATCP-Wisconsin Dairy Plant per ATCP 70.03(7)©
- The producer has 150 birds or less and sells directly to consumer on the farm, at a farmers market, or on an egg sales route

At the Farmers Market

- A FDLHD license is required
- If you are selling in multiple counties, a DATCP Mobile Retail license is required instead of the FDLHD license

Storage and Display

- Store eggs in a unit that can maintain a 41 degrees Fahrenheit or below (provide a thermometer)
- Foods for display (not for sale) must be labeled "Display Only"
- Provide a canopy and cover unpackaged foods to protect from contamination
- Transport foods in clean equipment and vehicles. Store food 6 inches off the ground
- Handle unpackaged foods with gloves, tissues or utensils

Labeling

- Name and address of packer, distributor or processor
- Grade and size or "ungraded and uninspected" statement
- Date of pack
- Expiration/sell by date (not to exceed 30 days including day of pack). Required for producers with >150 birds
- Product name and quantity
- "Keep Refrigerated" statement
- Safe Handling Instructions
 - To read: To prevent illness from bacteria: keep eggs refrigerated, cook eggs until yolks are firm, and cook foods containing eggs thoroughly.

For more information, please contact DATCP, Division of Food Safety (608) 224-4700 <http://datcp.wi.gov>

