

# Downtown Fond du Lac Partnership Market Event Policies, Rules, & Regulations



Each year, the Downtown Fond du Lac Partnership organizes a variety of special events with the intent of supporting downtown Fond du Lac businesses and helping to position downtown as a central hub for our community, both socially and economically.

Of these 50+ events each year, some of our most popular are our Market Events – the Downtown Fond du Lac Farmers Market, Fondue Fest, and the Downtown Fond du Lac Night Market – all of which take place outdoors and require an added level of coordination to include street closures and the management of various vendors, live musicians, and family activities.

To keep these events successful, enjoyable, safe, and family-friendly, we have developed this guide detailing current DFP Market Event Policies, Rules & Regulations for event vendors, attendees, and other participants alike.

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# General DFP Market Event Policies, Rules, & Regulations

## Vendor Application and Acceptance

- The types of products and services that can be sold/marketed at DFP Market Events differ from one event to another. Any products and/or services sold during a DFP Market Event must align with the product/vendor guidelines developed for that specific event.

Please see event specific guidelines within this manual for information on specific event vendor/product/service types.

- To sell at a DFP Market Event, vendors must complete the application process for each event they wish to participate in by the specific Market Event vendor application deadline. This includes the submission of all required documentation and full vendor fee payment, and receipt of confirmation of approval.
- Vendor applications are not considered complete nor will the vendor be approved or assigned placement at any Market Event until all required documentation and full vendor fee payment has been received.
- The DFP staff reserves the right to deny any applicant if said applicant's goods, services or organization ideals do not align with the mission and views of the Market Event.
- Event vendors are responsible for familiarizing themselves with the local, state, and federal regulations, guidelines and permits that govern the products they sell. The notes and guidelines included in this document are included as a courtesy, and do not take precedence over governmental policy.
- Event vendors must provide a description of products on their vendor application. This information is necessary to determine product eligibility and to assist DFP staff in consideration of similar product lines when coordinating vendor placement.
- Once accepted into a Market Event, you are committed to the event and no refunds will be given.
- All vendor applications are available online at [www.downtownfdl.com](http://www.downtownfdl.com).

## Downtown Business Participation

- A significant part of the Downtown Fond du Lac Partnership's mission is to promote and gain exposure for existing downtown Fond du Lac businesses. Therefore, downtown brick-and-mortar businesses are offered limited complimentary vendor space at some DFP Market Events for the purposes of selling their merchandise or promoting their business.

Please see event specific guidelines within this manual for more information on downtown business participation for specific events.

- Downtown businesses wishing to claim complimentary space offered for a DFP Market Event must notify the Downtown Fond du Lac Partnership at least one month prior to the Event. The business may be asked for proof that the business license is registered with an address within the Downtown District boundaries.
- Downtown businesses must abide by the same vendor and event policies, rules, regulations and guidelines as any other vendor.

## Non-Profit and Community Organizations

- Non-profit and community organizations are accepted as vendors for some DFP Market Events; However, limitations differ from one Market Event to another.

Please see event specific guidelines within this manual for information on non-profit and community organization participation for specific events.

- Non-profit and community organizations must abide by the same vendor and event policies, rules, regulations and guidelines as for-profit vendors. Organizations out of compliance with these policies will be asked to leave.
- Clear signage of non-profit or organizational name on booth is required.
- Non-profit monetary donations may be accepted, but may not be aggressively solicited.

## Payments, Billing, and Fees

- Vendor fees apply to booth space and electrical access, and differ from one Market Event to another. Please see the most current individual Market Event vendor applications for a complete breakdown of pricing.
- Full payment of all vendor fees must be received by the Market Event application deadline to be considered for approval and space assignment at any Market Event.
- Returned checks/digital payments will be handled as follows:
  - First occurrence – Vendor will be charged an additional \$15 fee, and will be required to pay all fees for the Market Event in cash.
  - Second occurrence – Vendor will be charged an additional \$25 fee, and will be required to pay all fees for the current Market Event, as well as any future Market Events in cash.
- Barricade Policy Violation Fee: \$25.00 per violation – See Barricade Policy (pg. 9)
- Clean Up Policy Violation Fee: \$25.00 + per violation – See Clean Up Policy (pg. 9)
- Vehicle Policy Violation Fee: \$25.00 per violation – See Vehicle Policy (pg. 9)
- Electricity Policy Violation Fee: \$25.00 per violation – See Electricity Policy (pg. 9)
- Any additional fees incurred (ex: fees for barricade policy violation or electricity access policy violation, etc.) will be invoiced and should be paid promptly, within seven (7) business days of receipt. Failure to pay these fees promptly will result in further disciplinary action including possible temporary or permanent expulsion from the Market Event without refund.

## Selling Policies

- The DFP does not provide any equipment. Vendors are responsible for bringing all necessary materials, including any table, chairs, tent, cash bank for selling/making change, etc.
- Tents are highly suggested, but not required, and are the responsibility of the vendor. If a tent is used, it MUST be properly weighted (25 lb. weight on each leg) for safety purposes, and must fit with the assigned vendor space. Severe wind and weather can cause unweighted tents to become airborne and a serious hazard to event vendors, staff and attendees.
- Event vendors are required to display a sign with their business name.
- Products and information displayed must be suitable for a family-friendly audience.
- Prices for all items should be clearly marked and posted in view of customers.
- Event vendors are responsible for collecting, reporting, and paying all applicable sales tax on taxable goods sold.
- All sellers and products must comply with and abide by all applicable federal, state, and local regulations.
- The sale of animals, drugs, firearms, ammunition, or other weapons is strictly prohibited.
- Food and/or product sampling, and/or giveaway of branded promotional items is allowed; however, the offering of any product for free that may be sold elsewhere within the Market Event is strictly prohibited.
- Vendor booth materials, goods, signage and vehicles (when applicable – see Vehicle Policy) must not extend beyond allotted boundaries of the assigned vendor space.
- Display and selling techniques must not impair other vendors' ability to sell, nor create a hazardous situation for customers. All promotion, solicitation, information sharing, sampling, etc., must be conducted within the assigned 10x10 booth space. Our intention is to create a visually enticing, legal, safe market for customers, and to enable all vendors to maximize their selling space.
- We ask that participating vendors/organizations advertise the event on their websites or in social media outreach. Request a logo or information from: [info@downtownfdl.com](mailto:info@downtownfdl.com)

## Farmers' Product and Baked Goods Policies

*Determined by State of WI and Fond du Lac County Health Department Guidelines*

### Food Displays and Packaging:

- All vendor products display and packaging must comply with all applicable federal, state, county and local laws and regulations.
- All produce shall be sold by legal weights and measures. Vendors are responsible for having their scales certified for compliance. (See WI State Food Code.) To contact the Madison DATCP weights and measures call 608-224-4942 or email [DATCPWeightsandMeasures@Wisconsin.gov](mailto:DATCPWeightsandMeasures@Wisconsin.gov)
- Vendors are responsible for obtaining all licenses or permits required for the sale of food products to the public. Copies of such licenses/permits shall be submitted to the Downtown Fond du Lac Partnership annually and be on site during the Market Event.

The county health inspector will make periodic checks to make sure you have these documents on hand.

## Food Sampling Policy

- Food sampling must meet County Health Department code. Please contact the Fond du Lac County Health Department for details.
- Vendors giving free samples must provide a waste container in a prominent place and labeled for use by the public.
- Free food sampling will not require a permit as long as the following are met:
  - Samples are prepared in the operator's licensed facility or the operator purchases the foods from a commercial facility.
  - No cooking or food preparation onsite, only portioning and serving.
  - Samples do not exceed 2 ounces and are adequately sized to minimize handling using such items as toothpicks, portion cups, etc.
  - Samples are free – no samples are being sold.
  - Samples are safely dispensed under clean and sanitary conditions to the public.
  - No bare hand contact with the food is allowed. Gloves or utensils are required to be used.
  - Temporary hand washing station is set-up.

## CBD Policy

### ***The sale of CBD products at Market Events is permitted under the following conditions:***

- CBD products are limited to hulled hemp seed, hemp seed oil, topical CBD, and smokable CBD flower. No viable seed, starts, or plants can be sold at a Market Event.
- CBD vendors need a Hemp Growers license.
- All CBD products must be below .3% THC tested by USDA.
- All hemp and CBD products must originate from hemp grown in Wisconsin.
- All CBD products must be labeled.
- CBD Policy is subject to change in accordance with local regulations at any time.

## Baked Goods Sales

### ***Baked goods may be sold at certain Market Events under the following conditions:***

- Retail sales only (direct from producer to consumer)
- No more than \$5,000.00 in sales per year
- Vendor must display a 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**

#### ***Pickled goods may be sold at DFP Market Events under the following conditions:***

- Retail sales only (direct from producer to consumer)
- No more than \$5,000.00 in sales per year
- Vendor must display a 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 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

## Egg Policy

The sale of eggs (chicken, duck, goose, guinea, quail, ratite or turkey) is permitted at DFP Market Events under the following conditions:

- Vendor must have a current Mobile Retail license from the FDL Health Department or the Department of Agriculture, Trade and Consumer Protection (DATCP).
- Vendor must have a DATCP food processing license on the farm for washing, packaging, and cold holding the eggs.

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

### Exceptions:

- The eggs are produced at a farm licensed as 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
- Storage and Display
  - Eggs must be stored in a unit that can maintain at 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
- Product labels must include:
  - Name and address of packer, distributor or processor
  - Grade and size or "ungraded and uninspected" statement
  - Date of packing
  - 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.

## Market Event Operations Policies and Guidelines

### Booth Designation:

- Vendors are assigned Market Event booth space by DFP staff.
- No vendor may switch to a different booth location without the express approval of DFP staff. Booth locations will not be moved unless a valid reason is presented which directly impacts the Event.
- Vendors may not take liberty of occupying an adjacent empty vendor space without express permission from DFP Staff. Empty booths are often intentionally placed throughout the Market Event to allow access to sidewalks, for fire code purposes, etc. This does not give any vendor the right to occupy the space.

### **Booth Sharing Policy:**

- No vendor or downtown business may grant the use of paid Market Event spaces to another organization or business, unless express permission is granted by DFP staff.
- Permission must be requested in writing at least one month prior to the Market Event  
Permission requests can be emailed, mailed via USPS, or dropped off at the DFP office, and must include:
  - Organization/Business name;
  - Organization/Business contact name, phone number, and email address; and
  - Type of sales/outreach/activities they will be conducting within the space.
- Permission requests are not guaranteed and will only be granted on a very rare, case-by-case basis.
- Confirmation or denial of submitted requests will be communicated via email or phone no less than 7 working days prior to the requested Market Event date.

### **Set Up Procedures and Rules:**

- All vendors must be onsite 30 minutes prior to the Market Event start time, including vendors with direct street access. Vendors that are not onsite by this time may have their space reallocated to another vendor.
- Vendors may not begin booth set-up until road barricades are in place and thru traffic has ceased. Please see Barricade Policy below for full policy and violation fee details.
- Vehicles are permitted to be used for load-in; however, vendor must abide by the Vehicle Policy (below).
- 20 feet of clearance must be maintained down the center of Main Street to accommodate emergency vehicles. DFP staff and security will enforce this rule.
- Vendors must furnish their own booth items such as tents, tent weights, tables and chairs.
- For safety purposes, tents MUST be secured by a minimum of a 25-pound tent weight on each leg. Severe wind and weather can cause unweighted tents to become airborne and a serious hazard to market attendees. The vendor is responsible for any and all damage done by their tent or any other items.
- Vendors who sell out early are required to stay in their booth space and should post a “sold out” sign until the end of the Market Event.
- Individual Market Events may have additional set-up procedures and/or policies. Please see event specific guidelines within this manual for more information on vendor set-up for specific events.

### **Tear-Down Procedures and Rules:**

- Vendors may not begin booth tear-down until the Market Event end time.
- Vendors are not permitted to leave prior to the Market Event end time, even if they sell out of product. If a vendor has an emergency and needs to leave, please contact DFP staff for options and/or to obtain an exception.
- Vehicles are permitted to be used for load-out, however, vendors must abide by the Vehicle Policy (below).



### Clean Up Policy:

- Vendors are responsible for cleaning their vendor area before leaving and haul the waste away.
- Trash, including produce debris and food items, must be completely removed from the area after each Market. Vendors are responsible for disposing of their own waste - public trash containers are for customer use only.
- Vendors must NOT discard trash of any kind in or around trash receptacles on event grounds including business dumpsters and city trash cans.
- Grease and other hazardous materials must not be poured down the city sewer system.
- **Leaving your vendor space with litter or trash will be considered a violation and will result in a violation fee of at least \$25, depending on the amount of waste left behind.**

### Electricity Policy

- Electricity Access is available to vendors of DFP Market Events in a limited capacity.
- Electrical outlets can be requested within the Market Event Application Form and will require an additional fee.
- Electrical access provide access to one 15-amp outlet. If more than one outlet is needed, please list this on your application.
- Do NOT attempt to use more than the 15-amp, this will overload and trip the outlet, making it unusable.
- If provided access to electricity, please note that some outlets are 10 or more feet away from the vendor space; you are responsible for providing your own extension cords. Cords must be secured down with tape or rugs to prevent tripping.
- **Any vendor to overload an electrical circuit will be given one verbal warning. Repeat violations will result in a fee of \$25 per violation. Excessive violations may lead to Market Event expulsion.**

### Barricade Policy

- Vendors may not begin booth set-up until road barricades are in place and thru traffic has ceased.
- When moving a barricade to enter/exit the Market Event space with their vehicle, vendors must return the barricade to its original position.
- Failure to do this endangers pedestrians, event staff, and vendors.
- **Vendors witnessed by any DFP staff or volunteer to be in violation of this policy will receive one verbal or written warning. Further violations will incur a \$25 fee per violation.**

### Vehicle Policy

- Vehicles are permitted to be used for load-in; however:
  - Vendor must unload all goods/equipment into their assigned vendor area and immediately remove their vehicle from the Market Event area before assembling their display/booth space.
  - Vehicles used for set up must be removed and vehicular movement must stop within the Market Event area 30 minutes prior to the Market Event start time.
- Vehicles are permitted to be used for load-out; however:
  - No vehicle is allowed to enter the Market Event area until at least 15 minutes after the Market Event end time.
  - Vendor booth and display must be completely disassembled before bringing a vehicle into the Market Event area.
  - Vehicles must be removed from the Market Event area as soon as they are loaded and may not be left parked in the area.
- The above load-in and load-out vehicle guidelines are intended to ensure pedestrian and vendor safety, and avoid "traffic jams" that impede vendors' ability to navigate to/from their spaces quickly and smoothly. Violations will not be tolerated.

- **Vendors witnessed by any DFP staff or volunteer to be in violation of the load-in and load-out portion of this policy will receive one verbal or written warning. Further violations will incur a \$25 fee per violation.**
- Vendors may NOT purchase additional booth space simply to park their vehicle.
- Vendors may park their vehicle within their booth space ONLY if the vehicle is being used in the selling of their product (ex: Used to display goods, to store inventory for restock display throughout the event, etc.).
- Vehicles used within vendor booths must be parked along the curb and will require the purchase of at least two vendor spaces to ensure the vehicle will fit entirely within the vendor's assigned area. Larger vehicles may require additional space. Please work with DFP staff to determine which type of space will work for you.

### Noise and Fumes Policy

- Loud or disturbing sounds or actions taken on the Market Event grounds that will interfere with the rights, comfort, or convenience of other vendors and/or the public are strictly prohibited.  
This includes but is not limited to: Stereos/speakers, vocal solicitation, selling/promotion outside of your designated booth space, etc.
- Open fires, charcoal grills, and/or propane heaters are prohibited. Propane grills are allowed.
- Generators **MUST** be **whisper quiet generators**.
- Amplified music is not allowed unless pre-approved by DFP staff.
- Approval of amplified music is based on musical value and relevance.  
To show consideration to all cultures and religions, approved music must represent a position of neutrality, neither promoting nor inhibiting any particular religious, cultural, or political views. Market staff and steering committee will review any public comments/concerns related to musical content on an as needed basis.
- DFP staff reserves the right to modify the volume level of any amplified music.

### Vendor Attendance/Absence Policy

- It is understood that vendors will attend all Market Events as noted on their application. If a change needs to be made, you must email or call the Market Event Manager at 920-322-2006, ext. 2 or Megan@downtownfdl.com at least ONE WEEK prior to the Market Event you will miss.
- Emergency Absence – An emergency is an unforeseen, unplanned situation such as a death in the family, funeral, or medical emergency. The Market Event Manager may grant you up to two (2) emergency absences.
- Poor weather is **NOT** an excused absence. All Market Events go on rain or shine. If there is severe weather threatening on the day of a Market Event, DFP Staff will decide whether to cancel the event.
- After two (2) unexcused absences from any Market Event, your vendor status may be terminated.

### Market Event Cancellation

- Market Event cancellation may occur if the National Weather Service indicates severe weather warnings during part or throughout the entire scheduled Market Event time. However, Downtown Fond du Lac Partnership reserves the right to cancel Market Events due to poor weather conditions at any time.
- In the rare event of a cancellation, DFP staff will make a specific and reasonable effort to notify vendors and customers in a clear and concise manner. Typically, this communication will take place on our Downtown Fond du Lac Partnership Facebook page (<https://www.facebook.com/DowntownFDL>), but is not limited to such.  
Emails may be sent to vendors, dependent upon the lead time of such decisions.
- No refunds are given in the event of a cancellation.

## Code of Conduct

- Market Event attendees, participants, vendors and their employees shall conduct themselves in a pleasant and courteous manner towards all market patrons, volunteers, and staff.
- Verbally and/or physically threatening behavior, and/or acts of violence at a Market Event, the DFP office, within downtown businesses, or by electronic means will not be tolerated. Hate speech, obscenity, verbal threats, speech meant to invoke violence or unlawful action, illegal or misrepresentative speech, and symbols and/or acts of discrimination are considered to be threatening and violent. Any person who engages in this behavior will be reprimanded and/or removed from the premises.
- Smoking, vaping, and/or illegal activities are prohibited within Vendor spaces.
- Alcohol consumption by wrist-banded event-goers of legal age is permitted during Night Market and Fondue Fest events, ONLY.
- Alcohol consumption by vendors or any under-age person at any Market Event is strictly prohibited.

## Pet Policy

- Pet Policies differ from one Market Event to another. Please see event specific guidelines within this manual for information on pet policies for specific events.

## Rule Violations

- Violation of any of the Downtown Fond du Lac Partnership's Market Event Policies, Rules and Regulations will be handled as follows:
  - First violation - Verbal or written warning, issued by any member of DFP staff.
  - Second violation - Verbal or written warning, Violation Fee Assessment (when applicable) and/or expulsion from the Market Event without refund.
  - Third violation - Expulsion from the Market Event and all future calendar year Market Events without refund, with possibility of permanent expulsion from all future DFP Market Events.
- Violations resulting in a police report or protection order being filed are exempt from the above disciplinary steps and may result in immediate and permanent expulsion from DFP Market Events without refund.
- The DFP staff reserves the right to expel any vendor from any Market Event at any time at their discretion.

## Rule Changes

The Downtown Fond du Lac Partnership has established these rules and regulations, which are subject to change. Complaints or concerns regarding Downtown Fond du Lac Market Events should be addressed to the staff of the Downtown Fond du Lac Partnership.

## Disclaimer

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 a Downtown Fond du Lac Market Event, regardless of whether such injury, theft, or damage occurred prior, during, or after the Market Event. Organizations and individuals further agree to indemnify and hold the Downtown Fond du Lac Partnership harmless for and against any claims for such injury, theft, or damage.



# Downtown Fond du Lac Farmers Market Policies, Rules & Regulations

## Logistics

- Saturday mornings, 8:00am – 12:00pm
- May 17 – October 25, 2025 (except September 6, 2025 for Fondue Fest)
- Main Street, Downtown Fond du Lac, from First Street to Western Ave (May 17 – June 21), and Merrill to First Street June 28 – October 25)
- The weekly tornado siren testing will serve to indicate the close of the Downtown Fond du Lac Farmer's Market (herein referred to as "The Market") at 12:00 p.m. each Saturday.
- Unless otherwise notified by Market staff, The Market is held rain or shine.

## Vendor Types

- **Full Season Vendors** - vendors that pay a stall fee for the full season. They are assigned a particular stall that they are permitted to set-up in each Saturday of the market. Full season vendors must commit to attending a **minimum of 18** markets in a season to receive the full season vendor rate.
- **Weekly Vendors** - scheduled for stall spaces depending on space availability, product mix and market management discretion. Weekly vendors should expect to be in a different stall each week they are scheduled, though this will be avoided whenever possible. Requesting a date on the vendor application does not guarantee a stall space for that day. Weekly requests must be made to DFP staff by Monday before the market date the vendor wishes to attend.

## Downtown Business Participation

- Our intent is to gain exposure for existing downtown Fond du Lac businesses; therefore, downtown brick-and-mortar businesses are offered one complimentary 10' x 10' Farmers Market space to sell their merchandise or promote their business. Additional spaces are available at the regular vendor fee.
- Downtown businesses wishing to claim complimentary vendor space must complete and submit a Farmer's Market vendor application form according to standard deadlines.
- Downtown businesses may be asked for proof that the business license is registered with an address within the Downtown District boundaries.
- If a downtown business would like to grant an affiliated business their free space, their product line must fit within the market guidelines of homemade or homegrown products, as well as in line with their typical business sales, and must be approved by DFP staff in advance, according to the general Booth Sharing Policy within this manual.
- Example: Gallery and Frame Shop may submit a booth sharing request to host an artist they are featuring in their shop; however, they may not have a vendor selling food, produce, or other unrelated goods.
- No vendor or downtown business may grant the use of paid Market Event spaces to another organization or business, without express permission from the DFP. See Booth Sharing Policy within this manual.
- If a downtown business located outside of the Farmers Market event area would like to claim complimentary or paid vendor space, DFP staff will work to assign an available space that is closest to that business.

## Non-Profit and Community Organizations

All General DFP Market Event Non-Profit & Community Policies apply, plus:

- Non-profit and community outreach organizations may request up to six (6) Farmers Market dates throughout the season. Please indicate preferred dates on the application.
- No more than a combination of six (6) non-profits and/or community groups will be invited to participate each week. Dates are reserved on a first-come, first-served basis. A waitlist will be created when all six spaces have been reserved. Contact Market staff as soon as possible with any cancellations so space may be allotted to another organization.
- “Bump out” curb spaces are specifically designated for non-profits and/or community groups and can fit a table and chairs. Market staff will assign locations to organizations.
- All promotion and information sharing must be conducted within the assigned 10x10 booth space. Organizations may not approach/solicit Market attendees outside of their booth space.
- Organizations out of compliance with general these and/or general Market policies will be asked to leave.

## Selling Policies

All General DFP Market Event Selling Policies apply, plus:

- Products sold must fall within one of the following categories:
  - **Farm Products** - Refers to fresh foods that the farmers plant, grow or care for, and harvest (e.g., fruits, vegetables, nuts, eggs, meats, milk, etc.). This food is not processed or is minimally processed.
  - **Valued-Added Products** - Refers to products with one or both of the following two characteristics: (1) The farmers make the foods from raw ingredients and primarily, from ingredients that they plant, grow or care for, and harvest and/or they process the foods through baking, cooking, canning, drying, fermenting, preserving, or spinning techniques (e.g., baked goods, cheese, jams, dried fruit, viticulture, pickles, wool yarn, etc.).
  - **Ready-to-Eat Food** - Refers to products that agriculture or non-agriculture businesses make from ingredients that they primarily purchase. The food is made at the market for immediate consumption.
  - **Plants & Flowers** - Refers to bedding or house plants, herbs, and cut flowers.
  - **Crafts** - Refers to products that are made by the vendor themselves. Direct sale and items for resale are not accepted.
- No items offered for sale may be commercially made. All products must be the original work or produce of the vendor. The sale of any goods not grown or produced by the seller, the sale of goods that have been traded or bartered for, and/or the resale of any goods is not permitted.
- Growers must display a list of produce prices for each product. Signs must be prominently displayed each market date.
- Market staff reserves the right to conduct on-site inspections of farms, kitchens or other workshops or spaces.
- Market staff is authorized to interpret the existing market rules and to approve or disapprove products at any time during the season.

## Set Up & Tear Down Policies

All General DFP Market Event Set-Up and Tear-Down Policies apply, plus:

- All vendors must be onsite by 7:30 a.m., including vendors with direct street access. Vendors that are not onsite by 7:30 a.m. may have their space reallocated to another vendor.
- Market staff arrives and street barricades are placed at 6:00 a.m. the morning of The Market. Vendors may drive onsite for set-up no sooner than 6:15 a.m., providing all barricades have been placed.
- All vendor vehicles must drive from north to south when unloading or loading. Vendors should enter Main Street from the cross street immediately to the north of their site to ensure all vendor traffic flows one way.
- No vehicles are allowed to enter or exit the Market site between 7:30 a.m. and 12:15 p.m. If there is an emergency, please work with Market staff.
- In the event of a weather delay, if possible, the street barricades will be put in place at the usual time. When severe weather has passed, vendors may set up as usual. If a significant number of vendors are absent, vendors may move closer together and condense the overall footprint of the market at the discretion of the market staff.
- Vendors are not allowed to leave before 12:00 p.m., even if they sell out of product. Vehicles are not allowed into the market area until 12:15pm.
- After the Market, booth space must be completely disassembled before bringing a vehicle into the Market area for loading. Vehicles must be removed from The Market as soon as they are loaded and may not be left parked in the Market area.
- Vendors should have all booth materials removed and space cleaned by 1:00pm.
- Street barricades will remain in place until 1:00 p.m. or until all vendors have vacated the street.

## Community Donations

- Vendors have an opportunity to donate produce and baked goods to those in need in the Fond du Lac area. Donations can be made at the information booth after 11:45 a.m. Market staff arranges with local food pantries to pick up the donations each Saturday.

## Pet Policy

- The Downtown Fond du Lac Farmers Market is a pet-friendly market. However, if your animal exhibits signs of anxiety or aggression, please consider that the Market may not be a good fit for your pet.
- All pets must be leashed (6 ft. or less) and under human control at all times.
- Pets must be kept far enough away to avoid any potential licking or “marking” of vendor items.
- Please come prepared to pick up after your pet.
- If your pet exhibits signs of aggression and/or is otherwise not behaving in accordance with policy rules, Market staff and volunteers reserve the right to request the owner remove the pet immediately.

## Busker Policy

- Buskers are permitted at the Downtown Fond du Lac Farmer’s Market and must have an approved application on file.
- Buskers are not permitted to purchase a vendor space at the Market.
- When arriving at the market, buskers should check in with Market staff to be assigned a space if available.
- Submitting a Busker application does not guarantee approval nor space assignment.

## Market Bucks & EBT Market Bucks Programs

- Market Bucks are a form of currency exclusive to the Downtown Fond du Lac Farmers Market intended to make non-cash transactions easier and more accessible to market-goers and vendors alike.
- Market Bucks are purchased via credit or debit card and are treated as cash, while EBT Market Bucks are purchased via a state Foodshare card and are good for the purchase of eligible fresh produce and other pre-packaged and value-added foods. For more information on Market Bucks, please see the most current Market Bucks Information Sheet.
- All full season and weekly vendors are required to accept Market Bucks and, if applicable, EBT Market Bucks from customers. This applies even if the vendor is able to accept card payments on their own.
- Vendors are reimbursed by the DFP for the full face-value of all current Market Bucks and EBT Market Buck, and will not incur fees to participate in the Market Bucks or EBT Market Bucks programs.
- Vendors make change for all Market Bucks purchases via Market Bucks in smaller denominations, cash, or a combination of.
- Vendors shall NOT provide cash change to customers paying with EBT Market Bucks. Change may be made via EBT Market Bucks in smaller denominations at the vendors discretion.  
If smaller denominations are not available, customer may exchange their EBT Market Bucks for smaller denominations at the information booth until 11:45 a.m.
- Market Bucks and EBT Market Bucks may be exchanged at the end of the market day, or may be kept by vendors in cash boxes to use to make change from week to week.
- Market Bucks and EBT Market Bucks can be turned in for reimbursement at the information booth until 11:45 a.m. on any Market Saturdays during the Market season.
- Market staff reserves the right to reimburse large amounts of Market Bucks and EBT Market Bucks via check if Market staff does not have sufficient cash on-site to complete the reimbursement on the Market Day.  
In the event check reimbursement becomes necessary, checks will be issued and mailed prior to the following week's market.
- After the Market season, Market Bucks may be turned in for reimbursement at the DFP office (131 S. Main St., Ste 101, Fond du Lac, WI 54935) up until the end of the Market calendar year.

## Farmers Market Cancellation

- Farmers Market cancellation may occur if the National Weather Service indicates severe weather warnings during part or throughout the entire scheduled event time. However, Downtown Fond du Lac Partnership reserves the right to cancel the Farmers Market due to poor weather conditions at any time.
- In the rare event of a cancellation, DFP staff will make a specific and reasonable effort to notify vendors and customers in a clear and concise manner. Typically, this communication will take place on our Downtown Fond du Lac Partnership Facebook page (<https://www.facebook.com/DowntownFDL>), and our Downtown Fond du Lac Farmer's Market Facebook page (<https://www.facebook.com/FondDuLacFarmersMarket>), but is not limited to such.  
Emails may be sent to vendors, dependent upon the lead time of such decisions.
- No refunds are given in the event of a cancellation; however, weekly vendors may request an alternative weekend to attend.

## Out of State Produce Rule / 20% Rule / Special Allowances

- Out of State Rule: To preserve the integrity of The Market's focus on locally grown. **No out of state produce is to be sold.**
- 20% Rule:
  - Allowance is made for vendors to market products or locally grown goods not grown or produced directly by the vendor, to a maximum of 20% of the vendors total marketed goods per Market day.
  - 20% rule is determined by the number of items being sold on any given Market day. Example: If a vendor has 10 items for sale, 8 of the items must be vendor grown/produced and 2 items may be from another producer(s).
  - Products must be Wisconsin-grown/produced (unless prior approval granted-see below) and signage should be displayed next to item(s) to identify name/location of producer(s).
- Special Allowances:
  - Exceptions to the out-of-state and/or 20% rules will be on a case-by-case basis, limited strictly to products not easily available in our region, and must be approved by the Downtown Fond du Lac Farmers Market Steering Committee prior to offering the items for sale at The Market. 0





# Downtown Fond du Lac Night Market Policies, Rules & Regulations

## Logistics

- 5:00pm – 8:00pm, Select Thursdays, Late June – August
- Main Street, Downtown Fond du Lac, from Division Street to Forest Avenue, and Sheboygan Street from Main St. to Portland Ave.
- Vendor set up begins 3:30pm.
- By applying for the Night Market, it is expected that you attend all listed dates.
- Unless otherwise notified by Night Market staff, the Night Market is held rain or shine.

## Vendor Acceptance

- Due to space and vendor restrictions, all applicants may not be accepted.
- The mission of the Downtown Fond du Lac Night Market is to provide a diverse group of vendors providing ready-to-eat food and drink, handcrafted/handmade artisan goods, and unique, one-of-a-kind items and services. We will not be hosting direct sales companies, multi-level marketing companies, or non-profit/community outreach organizations at this time.

## Selling Policies - All General DFP Market Event Selling Policies apply, plus:

- No items offered for sale may be commercially made. All products must be the original work or produce of the vendor. The sale of any goods not grown or produced by the seller, the sale of goods that have been traded or bartered for, and/or the resale of any goods is not permitted.
- Market staff is authorized to interpret the existing market rules and to approve or disapprove products at any time during the season.

## Downtown Business Participation

- Due to space and vendor restrictions, downtown businesses are not offered complimentary Night Market vendor space. Downtown businesses who wish to sell qualified goods or services and/or engage in qualified activities, may submit a Downtown Night Market Vendor Application.

## Non-Profit and Community Organizations

- Due to space and vendor restrictions, the downtown Fond du Lac will not be hosting non-profit or community outreach organizations at this time.

## Set Up & Tear Down Policies - All General DFP Market Event Set-Up and Tear-Down Policies apply, plus:

- Vendor spaces are available for a 10'x10' size only. All vendors will set up at the curb and extend no further than 10 feet into to the street.
- All vendors must be onsite by 4:30 p.m., including vendors with direct street access. Vendors that are not onsite by 4:30 p.m. may have their space reallocated to another vendor.
- Market staff arrives and street barricades are placed at 3:00 p.m. the day of the Night Market. Vendors may drive onsite for set-up no sooner than 3:00 p.m., provided all barricades have been placed.
- No vehicles are allowed to enter or exit the Market site between 4:30 p.m. and 8:15 p.m. If there is an emergency, please work with Market staff.
- Vendors are not allowed to leave before 8:00 p.m., even if they sell out of product. Vehicles are not allowed into the market area until 8:15pm.
- After the Market, booth space must be completely disassembled before bringing a vehicle into the Market area for loading. Vehicles must be removed from the Night Market area as soon as they are loaded and may not be left parked in the market area.
- Vendors should have all booth materials removed and space cleaned **by 9:00pm**.
- Street barricades will remain in place until 9:00 p.m. or until all vendors have vacated the street.

## Pet Policy

- The Downtown Fond du Lac Night Market will not permit animals or pets, with the exception of 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.

## Busker Policy

- Buskers are not permitted at the Downtown Fond du Lac Night Market

## Market Event Cancellation

- Night Market cancellation may occur if the National Weather Service indicates severe weather warnings during part or throughout the entire scheduled event time. However, Downtown Fond du Lac Partnership reserves the right to cancel the Night Market due to poor weather conditions at any time.
- In the rare event of a cancellation, DFP staff will make a specific and reasonable effort to notify vendors and customers in a clear and concise manner. Typically, this communication will take place on our Downtown Fond du Lac Partnership Facebook page (<https://www.facebook.com/DowntownFDL>), but is not limited to such.

Emails may be sent to vendors, dependent upon the lead time of such decisions.

- No refunds are given in the event of a cancellation.



## Fondue Fest Policies, Rules & Regulations

### Logistics

- 9:00a.m. - 5:00pm (Kids Zone 9am – 2pm), First Saturday after Labor Day
- Main Street, Downtown Fond du Lac, from Merrill Street to Western Ave.
- Unless otherwise notified by DFP, Fondue Fest is held rain or shine.

### Selling Policies

- All General DFP Market Event Selling Policies apply.
- Market staff is authorized to interpret the existing market rules and to approve or disapprove products at any time during the season.

### Downtown Business Participation

- Our intent is to gain exposure for existing downtown Fond du Lac businesses; therefore, downtown brick-and-mortar businesses are offered two complimentary 10' x 10' vendor spaces to sell their merchandise or promote their business. Additional spaces are available at the regular vendor fee.
- Downtown businesses wishing to claim complimentary vendor space must complete and submit a Fondue Fest vendor application form according to standard deadlines.
- Downtown businesses may be asked for proof that the business license is registered with an address within the Downtown District boundaries.
- If a downtown business would like to grant an affiliated business their free space, their product line must fit within their typical business sales.  
Example: Bird's Eye View may host a Ray-Ban booth since they sell Ray-Ban products within their business; They may not host a vendor selling food or other unrelated goods.
- If a downtown business located outside of the Fondue Fest event area would like to claim complimentary or paid vendor space, DFP staff will work to assign an available space that is closest to that business, but not near a direct competitor of the same types of products.

### Non-Profit and Community Organizations

- Non-profit and community outreach organizations are permitted to request vendor space for Fondue Fest by submitting a current Fondue Fest Vendor Application according to the standard deadlines.
- Donations may be accepted but not aggressively solicited.
- All promotion and information sharing must be conducted within the assigned 10x10 booth space. Organizations may not approach/solicit Market attendees outside of their booth space.
- Organizations out of compliance with general Market policies will be asked to leave.
- Non-profit and community outreach organizations may request up to six (6) Farmers Market dates throughout the season. Please indicate preferred dates on the application.
- No more than a combination of six (6) non-profits and/or community groups will be invited to participate each week. Dates are reserved on a first-come, first-served basis. A waitlist will be created when all six spaces have been reserved.
- Contact Market staff as soon as possible with any cancellations so space may be allotted to another organization.
- "Bump out" curb spaces are specifically designated for non-profits and/or community groups and can fit a table and chairs. Market staff will assign locations to organizations.

- Clear signage of non-profit or organizational name on booth is required.
- Non-profit booths are intended for community outreach. We allow limited fundraising sales of tickets, memberships, and merchandise directly related to the cause.
- Items that compete with Market vendors (food, produce, jewelry, crafts) are NOT permitted.
- Donations may be accepted but not aggressively solicited.
- All promotion and information sharing must be conducted within the assigned 10x10 booth space. Organizations may not approach/solicit Market attendees outside of their booth space.
- Organizations out of compliance with general Market policies will be asked to leave.

## Set Up & Tear Down Policies

All General DFP Market Event Set-Up and Tear-Down Policies apply, plus:

- Vendor spaces are available for a 10'x10' size only. All vendors will set up at the curb and extend no further than 10 feet into to the street.
- All vendors must be onsite by 8:30 a.m., including vendors with direct street access. Vendors that are not onsite by 8:30 a.m. may have their space reallocated to another vendor.
- Street barricades are placed at 7:00 a.m. the morning of Fondue Fest. Vendors may drive onsite for set-up **no sooner than 7:00 a.m.**, provided all barricades have been placed.
- No vehicles are allowed to enter or exit the Fondue Fest event area between 8:30 a.m. and 5:15 p.m. If there is an emergency, please work with event staff.

Vendors are not allowed to leave before 5:00 p.m.\*, even if they sell out of product. Vehicles are not allowed into the event area until 5:15pm\*.

\*Except Kids Zone vendors who may pack up and load out their booth materials starting at 2:00pm. Please drive slowly and carefully during departure.

- **When tearing down, please take care to abide by the Clean Up policy to avoid violation fees.**
- After Fondue Fest, booth space must be completely disassembled before bringing a vehicle into the Market area for loading. Vehicles must be removed from the Fondue Fest area as soon as they are loaded and may not be left parked in the event area.
- Vendors should have all booth materials removed and space cleaned **by 6:00pm.**

## Pet Policy

- Fondue Fest will not permit animals or pets, with the exception of 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

## Busker Policy

- Buskers are not permitted at the Downtown Fond du Lac Night Market

## Fondue Fest Cancellation

- Fondue Fest cancellation may occur if the National Weather Service indicates severe weather warnings during part or throughout the entire scheduled event time. However, Downtown Fond du Lac Partnership reserves the right to cancel the Fondue Fest due to poor weather conditions at any time.
- In the rare event of a cancellation, DFP staff will make a specific and reasonable effort to notify vendors and customers in a clear and concise manner. Typically, this communication will take place on our Downtown Fond du Lac Partnership Facebook page (<https://www.facebook.com/DowntownFDL>), but is not limited to such.

Emails may be sent to vendors, dependent upon the lead time of such decisions.

- No refunds are given in the event of a cancellation.