

2022 Application Form & Vendor Rules



Coordinated by:



Time: Thursdays, 2 PM to 7 PM
Dates: May 5, 2022 through October 27, 2022- 26 weeks
Location: Green Bay Plaza parking lot
1555 W Mason St.
Green Bay, WI 54303

Market Contact:
Leah Weycker
Director@MilitaryAve.org
www.MilitaryAvenue.org - website
425 S. Military Ave. #206
Green Bay, WI 54303
w. 920.544.9503 c. 612.810.0474

BUSINESS INFORMATION:

Business/Farm Legal Name: _____

Business Location/address: (Produce vendors – list location(s) where the produce is grown? Others list where your product is manufactured.)

YOUR INFORMATION:

Contact Person: _____

Best Phone for This Person: _____

Contacts Mailing Address: _____

Street, City, State, Zip

Email: _____

Other Phone: _____

Facebook: _____ Website: _____

We may use this information for advertising, tagging you, feature articles, and other marketing.

*Help us to advertise by liking and sharing **Military Avenue Business District, Market on Military** (group and event), sharing fliers with your customers, and/or collecting email addresses for the newsletter.*

TAX and LICENSING (IF it is required of your product or situation. It is your responsibility to know what you need in order to be legal to sell.) YOU MUST FILL OUT ONE OR MORE BELOW.

WI Tax Account/ID (15 digit number): _____

The State of Wisconsin requires that you have a WI Tax Account (formerly sellers permit) IF you sell taxable merchandise. See <https://www.revenue.wi.gov/pages/faqs/pcs-seller.aspx> for more information.

License Number (and a copy) _____

IF this is required of you - to process/package food, sell from a food truck, make cheese, sell meat or eggs, etc. For more information see https://datcp.wi.gov/Pages/Licenses_Permits/FoodLicenses.aspx

I am exempt _____, I checked the government guidelines and I do not need any tax number or license to sell at the Market.

RATES:

Full Season Rate:

*Spaces are approximately 10'x10' and are non-transferable. Full season rates are for vendors attending 20 or more market dates with **prepayment**. If you need a special arrangement for payment, call or email. Full payment or a prearranged deposit of your rate **must be** made before attending.*

_____ One space for the full summer season, - \$235 (Must attend 20 or more dates)

_____ Two spaces for the full summer season - \$360 (Available for produce/food vendors)

Daily / Monthly Rates:

For vendors attending less than 20 markets in the season.

_____ One space is \$20.00/daily

This is for one space, on one market date, with pre-approval from the Market.

BID member or nonprofit: _____ Military Avenue, Inc., Committee approval is needed.

PAYMENT:

*No need to send money until you are approved.

Deliver cash or send a check or money order made payable to –
Military Avenue, Inc., 425 S Military Ave. # 206, Green Bay, WI 54303

VENDOR TYPE Check one (or more) type that best fits.

- | | | |
|--|---|---|
| <input type="checkbox"/> Fresh produce | <input type="checkbox"/> Jewelry (as main item) | <input type="checkbox"/> Processed/preserved food |
| <input type="checkbox"/> Cut flowers/bouquets | <input type="checkbox"/> Hand-made craft/art | <input type="checkbox"/> Bakery/Breads |
| <input type="checkbox"/> Food to be consumed on site | <input type="checkbox"/> Live plants | <input type="checkbox"/> BID member/non-profit |
| <input type="checkbox"/> Meat | <input type="checkbox"/> Eggs | <input type="checkbox"/> International or specialty product |

YOUR SPACE NEEDS:

Full season produce/food vendors have a priority and semi-permanent 10’ x 10’ spot with room for one vehicle. All space assignments are subject to change based on the best market layout, as determined by staff. **NO electricity is available in 2022.** (Quite generators only)

Please identify any special space needs you will have. (Extra-large vehicle, trailer, generator, hot equipment, etc.) This is important for our best layout.

PARTICIPATION DATES **Month / Week Dates:**

Full Season Vendors: You are expected to attend all the dates, if possible, with a minimum of 20 dates. If there are dates that you know you cannot attend during the entire season, please mark them off so we can fill in your space that day. Failure to not show, without notice, may cause the loss of your spot.

Daily Vendors: Please select the days you want to attend. Mark the dates below.

Note or circle the dates you want to attend:

	Thursday - Days of the Month				26 days
May	5	12	19	26	
June	2	9	16	23	30
July	7	14	21	28	
August	4	11	18	25	
September	1	8	15	22	29
October	6	13	20	27	

Products You Plan to Sell:

Please list items you intend to sell at the market. **Items not listed and approved by Military Avenue market committee or staff may not be sold at the market.**

New vendors with **Handmade Craft/Art**, please submit photos via email at Director@militaryave.org.

Please identify product(s) you plan to sell. All local produce is welcome and specialty produce is encouraged. Our committee reserves the right to refuse to accept certain products.

If we have given you permission for non-local produce, it must be displayed with the growing location.

Your product list: (i.e. bedding plants, root veggies, etc. or list specific products)

Attach additional page(s) if necessary for more space.

Attach your insurance documents and any license you need to sell your product when submitting your application.

<u>OFFICE USE:</u> Accept: _____ W/conditions _____ Decline: _____		

Confirmed: _____	Date: _____	Payment: _____

Have you been approved?

Vendors will receive a letter/email/or call of acceptance confirming or declining your application for the season. This application alone does not mean that you are approved.

Fees should be sent after approval.

I understand that I am responsible to obtain any and all proper permits from the City, County and/or State as required of me and my product, to be a vendor and sell at the Military Avenue Market on Military.

Vendors are strongly encouraged to carry liability insurance coverage protecting them in their participation at the market. Our insurance does not cover you.

Ready to eat food vendors MUST carry insurance and list Military Avenue, Inc., AAM Green Bay Plaza LLC, Military Ave Partners LLC, and Inland Properties/Collier, LLC. Please ask for current names and addresses. Supply a copy of the certificate to Military Avenue, Inc. 425 S Military Ave. Green Bay, WI 54303.

I understand that this document serves as a contract between me, my business, and Military Avenue, Inc. I have read, understand, and agree to conform to the conditions stated in this application, vendor rules and guidelines, and I have provided truthful and comprehensive information on this form.

If I do not comply with the market guidelines, I may be asked to leave and forfeit any and all remaining vendor fees. As a vendor, I may petition to be re-accepted at the market if approved by Military Avenue, Inc. Market on Military coordinating committee.

I agree that Military Avenue, Inc., along with Military Ave Partners LLC, AAM Green Bay Plaza LLC, and Inland Properties/Collier, LLC and their respective officers, employees, agents and consultants are not liable for any injury, theft, or damage to either the buyer or seller, or their property, arising out of or pertaining to preparation for or participation in the Military Avenue Market on Military; whether such injury, theft, or damage occurred prior, during, or after the Military Avenue Market on Military season.

My Business/Farm further agrees to indemnify, defend and hold harmless Military Avenue, Inc., AAM Green Bay Plaza LLC, Military Ave Partners LLC, and Inland Properties/Collier, LLC., and their respective officers, employees, agents, and consultants for and against any claims for such injury, theft, or damage.

Signed*** _____ Dated _____

***** By signing, you also read and accept the listed rules and guidelines. Any violation of our 2022 guidelines may result in immediate expulsion from the Market on Military.**

Our Values: We support and encourage our market to be inclusive, fun, healthy and an enjoyable experience for all.

Please make a copy of this form for your records and return the original (pages 1-6) to us.

GENERAL MARKET ON MILITARY INFORMATION RULES and GUIDELINES

Read, and keep this for your records

A. Contact Info:

If you have any questions about the guidelines or your application for the Market on Military, please contact: Leah Weycker, Executive Director Military Avenue
Director@MilitaryAve.org (preferred method is email)
Or call o. 920.544.9503 c. 612-810-0474

B. Logistics:

Set up and take down times - It is important to follow these guidelines for the safety of you and our customers.

1. For GPS, our address is 1555 W Mason Green Bay, WI 54304.
2. The market will open at 2:00 PM for customer sales and end at 7:00 PM or dusk in the fall. **Set up can begin at 12:00 noon.**
3. There will be no moving vehicles allowed after 1:30 PM inside the market area. Safety first! Please be on time to be set up before the 2:00 PM opening. If you arrive late, an escort must be given to you and your vehicle.
4. Vendors must remain in place until the close of the market unless there is an emergency. Let us know before you leave. Staff must assist you with your exit. During the special pandemic times, you are allowed to leave early with an escort.
5. Due to the negative look of empty spaces, we may fill your space if you are late or absent a day. Space assignments are subject to change as we may need to rearrange for the best market layout.
6. As space allows, vendors are allowed to sell out of their vehicle and also have a table and/or canopy. Weather related issues may warrant a “no tent day”.
7. Most sites have room for one vehicle only.
8. Give our customers the best parking spots! Move any unnecessary vehicle away from the market. Plenty of parking is available within a short walking distance.
9. The market managers have the authority to move and reassign stall space to enhance or facilitate the market operations.
10. All vendors are responsible for their own **garbage removal**. Please do not use the customer trash receptacles.
11. Electricity is not available on the market grounds. Generator use must be quiet and considerate to all. Please place in a spot as to not disturb others with consideration of sound and exhaust.
12. Smoking is prohibited within the market grounds.

C. Pandemic Guidelines:

Due to the pandemic, we have put in place some rules and precautions we are taking to reduce the spread of the virus. You must agree to follow these precautions. As things change, we will adopt CDC guidelines and remain cautious and courteous to all customers wanting to use, or not use, masks.

Your Health and Safety

1. Stay home if you are sick or do not feel well (No penalty to miss a market, but please call to let us know) Leah's cell phone is 612-810-0474.
2. Keep 6 feet or more from other vendors and customers when not wearing a mask.
3. Hand sanitizer will be available but you are encouraged to bring your own, too.
4. Wash or sanitize your hands often.

Your Booth and Facility

1. Be considerate of germs when offering food samples.
2. There will be limited or no seating or tables available for customers.
3. All ready to eat food must be TO-GO packaged and consumed off site.
4. Set up your booth to comfortably keep customers 6 foot away from you.
5. Clean frequently touched surfaces often.
6. Keep and remove all your own garbage. The customer garbage cans are NOT for your use.

D. Vendor Transactions:

1. Price, terms of sale, etc. are between the buyer and you. All vendors must agree to abide by fair business practices.
2. Any required sales tax collections and remittances are the sole responsibility of you, the seller.
3. Prices should be clearly posted for customers. This helps to encourage sales.
4. Any non-local food must be marked as such.

E. Equipment and Appearance:

1. Canopy tents are strongly encouraged but, weather and wind conditions may warrant a tent free day. Some product is required to be sold under a tent. Know your own requirements.
2. You are required to provide your own signage, tables, chairs, canopy tent plus properly attached **35# - 50# per foot canopy weights**, and any other items needed for a safe display in your respective assigned stall space. Weights are a **MUST** for our market as it is usually windy.
3. All items must be contained within the space assigned and may not infringe on adjacent vendors. Please pay close attention to, and correct any trip hazards.
4. The general cleanliness of the market area is everyone's responsibility. All vendors must keep their area neat while selling and make certain that the area is clean before leaving.

5. **All trash generated by you must be removed daily to an off-site location.** Market receptacles for customers cannot be used for vendor trash.
6. All market vendors should represent themselves in an appropriate manner of dress and state of cleanliness.
7. Shirts and shoes should be worn at all times.

F. **Needing to cancel:** For your contracted days or weather related problems

1. We make every effort to NOT cancel the market. Our customers have grown to expect that we will be there. If necessary, the Market may be cancelled due to severe inclement weather or lightning. You will be sent an email plus you can check our Facebook page at Military Avenue Business Association or Market on Military group for weather related closings or announcements. Weather related closings will be announced as soon as possible. Please do NOT post on our pages that you are not attending due to weather. This is detrimental to the vendors that do attend that day.
2. If you need to cancel your **contract** with us, please give us a two week notice or contact us as soon as possible. A prorated amount may be returned to you with your proper notice. Director@militaryave.org or 920.544.9503.
3. If you are unable to attend a certain day that you had included in your application, please contact us by Tuesday of the market week or as soon as possible. No refund will be made for that day. Director @militaryave.org or 920.544.9503
4. For last minute communication, call the market coordinator's cell phone at 612-810-0474 Leah. We are at the market site several hours before the start of the market and not watching emails.
5. Two unexcused absences may result in expulsion or a change or loss of a space assignment.

G. **Special Services and Features at Market on Military:**

1. The Military Avenue information booth will sell, accept and coordinate vouchers for EBT payment. Signs will be available for those accepting this form of payment. Training will be available. We strongly encourage taking advantage of this program as it increases your sales. We offer a cash reimbursement at the end of the market day as cash is available. Checks may be drafted later for higher amounts.
2. There may be a "Community Table" for businesses, community members, other non-profit agencies, or causes approved by the committee.
3. If you have extra produce, we will take your unwanted products to **House of Hope**. They are located one block north west of our district and provide shelter for young mothers and their children under the age of 5.
4. A portable, accessible rest room will be available on the market site. Hand sanitizer station will be available.
5. Pets are allowed at the market, provided the following:

- Dogs are to be kept on a short leash.
- Dogs are kept under control and by the owner's side at all times.
- Dogs must be friendly with other dogs and people.
- Dog owners must be considerate of those who do not wish to be in contact with dogs.
- Owners must clean up after their pets.

Military Avenue, Inc. reserves the right to request that owners remove pets from the market at any time.

6. Signage and other methods of advertising will be done to promote attendance.
7. Facebook, MilitaryAve.org website and other social media will be used for advertising and a source for updates and news. Please share, like, post, and re-post to help us. It is best for all of us to advertise.
8. By attending the market as a vendor, you are authorizing us to use your image and that of your booth for marketing purposes. You must notify us if you want to opt out of any image or representation of your booth being used.
9. Possible entertainment such as music, demonstrations, themes, or guests will be scheduled when possible. Please host your own specials, too. Let us know ahead of time so we can help you promote your specials.

H. Accepting EBT and WIC payments can increase your sales

The Market on Military **strongly encourages** you to participate in these food support programs. In addition to the government supported programs, we also participate in local incentive programs to bring people to the market to experience the healthy, fresh foods we have to offer. Ask questions if you don't understand the program.

EBT – Electronic Benefits Transfer *Can be used to purchase any **food** for the household, such as:

- Fruits and vegetables;
- Meat, poultry, and fish;
- Dairy products;
- Breads and cereals;
- Other foods such as snack foods and non-alcoholic beverages; and
- Seeds and plants, which produce food for the household to eat.

SNAP/EBT is a food support program that gives qualified people a debit type card which they bring to the information booth to purchase vouchers to be spent on any eligible food, edible or food plants, or herbs. The vouchers we sell can be used at any of the Green Bay Markets. These white base w green printing vouchers do not expire.

HOW: Fill out the application to be registered with all of the Green Bay Farmers Markets.

CASHING IN EBT: Bring the vouchers, one time per market, to the information booth to exchange for cash. If the amount is too high, a check may need to be drafted and mailed to you within one week.

DYB – Double Your Bucks *Can be used for only fresh fruits, veggies, and herbs. Colored paper vouchers expire each year. Find out what color is valid for this year.

A grant allows us to double EBT vouchers for customers, up to \$10 per day. This increases sales for you and allows them to buy fresh!

HOW: Same as above.

CASHING IN DYB: Same as above.

WIC (Women Infant Children) and Senior Vouchers *can be used for: Only for **local** fruits, veggies, and herbs.

This program is operated by an outside agency. You must register with them to accept checks that you deposit in your bank account.

Jamie Campbell, RD, CD, IBCLC
WIC Project Nutritionist and Vendor Contact 610 S. Broadway Green Bay, WI 54303
wic.west@newcommunityclinic.org Phone: 920-431-0243 Fax: 920-431-0248

HOW: Sign up with Jamie for instructions and training.

CASHING IN WIC and SENIOR: Once you are approved for this program, you will be instructed on how to deposit the check/vouchers directly to your account.

G. Specific Product Information for Vendors:

** Items marked with a * are required to be submitted with your applications. Find YOUR section.*

All Market on Military Vendors –

1. The flavor of our market is *Local, Hand-crafted, Home-made and Inclusive*. Please help us form a positive and unique environment. Local, local, and local.
2. Specialty, diverse and unique items are especially welcomed and encouraged! These items bring in more of our neighbors and can be a good story to tell.
3. All vendors must have a sellers permit from the State of Wisconsin if required. This link will help you decide <https://www.revenue.wi.gov/Pages/FAQS/pcs-seller.aspx>.

4. Our market is family/ kid friendly. We may have an activity for kids/adults and chalk available.
5. We value the acceptance of payment by EBT, WIC, and Senior Vouchers to encourage healthy eating for all.
6. We are a family friendly, honest, no-frills farmers market with easy in-out customer access.
7. We encourage the use of re-usable, bio-degradable and/or compostable containers and bags.

Fresh Produce Vendors – Fresh picked and uncut vegetables, fruits, apples, melons, etc. Also seasonal decorations, living plants, fresh cut flowers, etc.

1. Must be locally grown within 100 miles of Green Bay. Any exceptions must be written on your application and approved.
2. Must be personally cultivated by you or the business you own and address listed on the application. Only 20% of your sales can be other, local produce. But, all must be locally grown.
3. Items you sell must be listed on the Product Description Form on the application. (To help us avoid over duplication.)
4. Samples may be cut if proper safe food conditions are followed.
5. *Certified Organic vendors must include proof of certification in order to promote “organic.”
6. Practice all safe food handling procedures and obtain any license or permits required for your product(s).
7. We encourage the use of re-usable, bio-degradable and/or compostable containers.
8. If you are selling products by weight, a class III scale is required by the City of Green Bay, for more information contact the City Of Green Bay’s Weights & Measures Inspection Division at 920.448.3300.

Processed/Preserved Food Vendors - Prepackaged or processed foods such as pickles, salsas, honey, smoked, etc.

1. All food must be processed by you or the business you own. Only 20% of your products can be processed by other properly licensed, local vendors.
2. All vendors must have signs displaying their name or farm name and town.
3. *Processed food items may need to be sold with valid processing license and comply with Wisconsin labeling law requirements. Proof of license is required for Brown County Health Dept. inspections at the market. Check to see if you are exempt here DATCPDFSLicensing@wi.gov. Also see the Reference section of this document.
4. Practice all safe food handling procedures and guidelines for your product.
5. We encourage the use of re-usable, bio-degradable and/or compostable containers.
6. If you are selling products by weight, a class III scale is required by the City of Green Bay, for more information contact the City Of Green Bay’s Weights & Measures Inspection Division at 920.448.3300.

7. Best practices for selling home-Baked Goods www.wisconsincottagefood.com

Food Consumed on Site Vendor - Foods sold or prepared on-site for immediate consumption.

1. *A temporary or mobile food establishment permit from the Brown County Health Department and/or City of Green Bay is required. Please contact the Brown County Health Department at 920.448.6400. The Brown County Health Dept. does random inspections at the market.
2. You must have insurance and list us on the insurance certificate. Submit a copy of the certificate to us. Military Avenue, Inc., AAM Green Bay Plaza LLC, Military Ave Partners LLC, and Inland Properties/Collier, LLC. Ask for addresses.
3. Apply protection to the ground surface in case of spills. Use plywood or non-slip surfaces in high traffic areas.
4. If you are selling products by weight, a class III scale is required by the City of Green Bay, for more information contact the City Of Green Bay's Weights & Measures Inspection Division at 920.448.3300.
5. Only the food listed on your application may be sold by the vendor preparing the food.
6. We encourage the use of re-usable, bio-degradable and/or compostable containers.

Handmade Craft/Art or Décor Vendor - Hand-crafted and home-made products, art and crafts.

1. Items sold must be of your original design or creation.
2. No used or garage sale type items may be sold. (unless we host a flea market)
3. Person displaying the items must be the creator. (sorry, no sales reps or pyramid products) Only 20% of your products can be of another local artist or creator.
4. All vendors must have signs displaying their name and town.
5. Photos representing your work must be submitted with your application.
6. We encourage the use of re-usable, bio-degradable and/or compostable containers.

H. Behavior:

1. We operate in a manner encouraging everyone to participate in the market, as a customer or a vendor. The vendors should promote this inclusion as well.
2. Threatening behavior, both verbal and physical, and acts of violence at the market, office or by electronic means will not be tolerated.
3. Hate speech or symbols and acts of discrimination are considered to be threatening and violent. Any person who engages in this behavior shall be warned and/or removed from the premises.
4. An offender may be banned from the premises pending the outcome of an investigation for acts deemed unacceptable in an inclusive market.

5. Written complaints may be submitted to the market manager in person or via mail or email at Director@militaryave.org.

I. Acceptance:

If you are accepted as a vendor, you will receive a letter, email, and/or call of acceptance confirming membership for the season.

Priority for acceptance is in this order:

1. Agriculture – local farmers and producers and those practicing sustainable, responsible methods of production.
2. History, Compliance and Conduct – businesses with a history of compliance with market, governance rules, and a positive history with our market.
3. Product quality and diversity – vendors with consistently high quality products, display, and diverse selections.
4. Products and vendors to compliment the makeup of the market. We strive for a majority of food and produce vendors.

Thanks for your interest in Market on Military!

RESOURCES FOR YOU

CITY OF GREEN BAY WEIGHTS AND MEASURERS

Jason Stubble P. 920-448-3413 EMAIL: JasonSt@GreenBayWI.gov

BROWN COUNTY HEALTH DEPARTMENT

Random inspections for food. P. 920-448-6400 Ready-to-eat food vendors must call to see what YOU need to do. A license is necessary to serve food at our market.

Re-Opening Brown County document -

<https://www.browncountywi.gov/community/covid-19/general-information/>

WIC (Women Infant Children) and Senior Vouchers *can be used for: Only for **local** fruits, veggies, and herbs. CONTACT: Jamie Campbell, RD, CD, IBCLC

WIC Project Nutritionist and Vendor 610 S. Broadway Green Bay, WI 54303

wic.west@newcommunityclinic.org Phone: 920-431-0243 Fax: 920-431-0248

LICENSING and PICKLE LAW/COTTAGE LAW INFO w LABELING REQUIREMENTS

Local Food Marketing Guide w good resources

https://datcp.wi.gov/Documents/DAD/LocalMarketingFoodGuide_1_16.pdf

Selling Home-Baked Goods | [wicottagefood \(wisconsincottagefood.com\)](http://wicottagefood.com)

[Homemade for Sale: How to Set up and Market a Food Business From Your Home Kitchen](#)

Cottage food business start-up resource

[Wisconsin Food Processing Guide](#)

If you're interested in selling a food product not covered under cottage food law

Note: You can download the pdf for free

[Selling High Acid Canned Items under the Pickle Bill](#)

[Printable Judge's Ruling](#)

Print and carry the following documents in case you are questioned.

[Doc 1](#) [Doc 2](#)

STATE OF WISCONSIN SELLERS PERMIT

<https://www.revenue.wi.gov/Pages/FAQS/pcs-seller.aspx>

GOOD FACEBOOK GROUPS

Military Avenue Business District and Market on Military (group and page)

[Farm Direct Wisconsin Really good partnerships and advertising for farmers/growers.](#)

[Your Successful Farm Business Discussion Group Really good farming related info!](#)

COMPOSTABLE. ECO FRIENDLY PACKAGING

Where possible use sustainable products!!

Nashville Wraps <https://www.nashvillewraps.com/pages/greenway>

Food Biz Supply <https://www.foodbizsupply.com/>

Elevate Packaging <https://elevatepackaging.com/>