



# Genoa City Farmers Market

## General Information & Rules of Operation

1. **Market Location/Dates/Hours:** Every Friday, 3pm – 7pm, beginning Memorial Day Weekend through September (19-week season). The Market is located at Veteran's Park at 700 Fellows Rd in Genoa City.
2. **Market Information:** The Village of Genoa City Farmers Market is a family friendly event. Along with having fabulous vendors, our Market also includes food trucks, live entertainment, beer & malt beverage sales. Pets are NOT allowed in Veteran's Park.
3. **Space Rental/Fees:** The fee is \$300 for the full season, \$175 for half season and \$25 for daily, for a 12x12 stall. **Space Rental Fee is due with Farmers Market Application.** Spaces will be marked and assigned by the Market Committee upon completed application and payment. Vendors are not allowed to move, switch, or change spaces without the approval of the Market Committee. Approved vendors will receive their space assignment via email highlighted on a site map of the Market prior to the first market date. Every effort will be made to keep stall assignment the same for season vendors, however, the Market Committee reserves the right to make changes when deemed necessary.
4. **Attendance:** Vendors are expected to be at the Market on dates specified in their application. If unable to attend one of the Market days, we require a 24-hour notification. A vendor list is posted on our Facebook page the Tuesday before the Market. We do our best to make sure that the public is aware of which vendors are at each market week. Please call 262-279-6472 or email: [genoacityfarmersmarket@gmail.com](mailto:genoacityfarmersmarket@gmail.com) or private message us on Facebook. It is important to commit to attending all your market dates to provide consistency of selection and for customers that depend upon your attendance.
5. **Market Set-Up/Close Procedures:** Vendors may unload at Veteran's Park starting at 1:30pm and must be ready to sell by **2:45pm. All vehicles must be removed from the selling area by 2:45pm. (No public selling can take place before 3pm.)** After unloading, trucks and vehicles must be parked at the Village Hall parking lot or Ball Field. Ball Field parking will not be allowed if raining or has rained in the last 24hrs. **(Please, do not use the north side parking lot which is used for Police and Village Hall Employees only.)** Special permission must be granted for all other parking options.

All Vendors must keep their space open until the Market closes at 7pm even if sold out. Vendors must be packed up and have your area cleaned by 8pm. *(Food Trucks have the option to leave when sold out.)*

Vendors must supply their own tables, tents, chairs, and cleaning supplies. All tents and coverings must be adequately secured for wind conditions. Trash bins and a large dumpster are available at the park for all garbage. **Leftover produce may not be placed in the dumpster or trash bins.**
6. **Weather Conditions:** The Market is held rain or shine, meaning all vendors are expected to participate unless the Market is cancelled by the Farmers Market Committee. The Market will only close in the event of severe, inclement weather. Notification will be made via email *(to all the vendors participating on that day)*, Facebook and our Website. Refunds will not be given if Market is cancelled.
7. **Goods Allowed for Sale:** Vendors may sell house plants, cut or dried flowers, farm produce, meats, eggs, baked goods, canned goods and packaged goods, honey, crafts, and accessories. All products sold must be homemade, handmade, or homegrown. All homegrown and homemade foods must be fresh and in season. **Direct sale and resale items are not accepted.** Genoa City Farmers Market reserves the right to deny any product sold that does not meet our requirements.

8. **Product Exclusivity:** Genoa City Farmers Market does not offer exclusivity to any vendor. However, we do limit the amount of a particular product sold. Market customers generally benefit from having a choice. However, if the Market believes the number of vendors offering the same or similar products is excessive, identical products may be denied entry.
9. **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. All food items must be labeled and processed 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. CBD products must meet State and Federal guidelines and requirements.
10. **Certificate of Insurance:** A copy of your certificate of insurance must accompany your application. This certificate must name the Village of Genoa City as the certificate holder and additional insured and be for \$1,000,000 per occurrence.
11. **No...** Smoking on Market premises or consuming alcohol. No vendor shall engage in solicitation, political or religious activities at the Market. ***Pets are NOT allowed in Veteran's Park.***
12. **Vendor Conduct:** Vendors shall conduct themselves in a courteous manner to other vendors, market crew, and the public. Vendors should be available at their booth at all times.
13. **Liability:** The Genoa City Farmers Market or its representatives are not responsible for damage or loss of personal items. Vendors will operate at their own risk and assume any and all liability to their customers.
14. **Marketing:** We supply Farmers Market signs at highly trafficked areas, Farmers Market will be displayed on the Village of Genoa City Digital Sign, Village of Genoa City Website and Facebook page, quarterly "Genoa City News" newspaper, Genoa City monthly Clerks Corner and notification in resident's utility bill. Word of mouth is the best way to promote our Farmers Market. Please spread the word!
15. **Non-Discrimination Policy:** The Village of Genoa City Farmers Market is committed to providing a welcoming environment. We do not discriminate based on race, color, religion, gender, gender expression, age, national origin, disability, marital status, sexual orientation or military status. We are dedicated to promoting equal opportunity and fair treatment for all individuals.