



# The 14th Annual Farmers' Market On Broadway

May 31 – September 27, 2017  
Broadway District Downtown Green Bay



Dear Local Vendor,

Thank you for your interest in the Farmers Market On Broadway (FMOB). Coming off a record setting season, On Broadway Inc. (OBI) is thrilled to continue the 14-year tradition of creating a safe and fun environment.

The Farmers' Market On Broadway is not your typical farmer's market. OBI has created a unique public market, offering farmers, crafters, and small business owners, with unique homemade products, a venue to offer their products to a captive audience; this is the underlying mission of the Farmers' Market On Broadway. Shoppers come to the market week after week, looking for the freshest produce, unique gifts, attractive flowers, and tastiest foods.

***Please be sure to read the entire packet of information thoroughly and keep a copy for your reference.***

## General Guide Lines

- 🍅 Fill out the application and submit along with payment and all necessary licenses/permits to the address below **by Feb 27<sup>th</sup>**.  
On Broadway, Inc.  
Attn: Market Manager  
117 S Chestnut Green Bay, WI 54303
- 🍅 Acceptance/Denial letters will go out by **March 24<sup>th</sup>** by mail. If you are denied the decision is final. There are a limited number of daily vendor spots that will be available.
- 🍅 All vendors will be **REQUIRED TO ATTEND** the annual vendor meeting. The meeting date and time will be included in your acceptance letter. Failure to have representation at the meeting will result in the loss of your spot.
- 🍅 You will receive your stall number and placement map, and any additional information at the vendor meeting.

## After Completing Your Application Please Mail The Following Documents:

- 🍅 A check, cash, or money order, in the amount of your stall fee payable to On Broadway, Inc. Note: your check WILL be deposited. If you are not accepted or the stall costs less than the check amount, OBI will issue you a refund check.
- 🍅 Copies of all licenses, permits, insurance documents, certificates you are required to have, or any documents unique to your product type. (see Vendor Application Requirements).

If you have any further questions or need additional information, please contact the OBI office at (920) 437-2531. ***Please note approval status will NOT be given out by phone.*** With the large number of applications received, the review process is complex. Please be patient and understanding. Thank you for applying for the Farmers' Market On Broadway, we look forward to a great 14<sup>th</sup> season.

Regards,

The Farmers' Market On Broadway Planning Committee



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## Vendor Application Requirements & Process

Decisions about the market are made by the FMOB Committee. This group is made up of local vendors, district businesses, event professionals, and OBI staff. Comments from vendors, businesses and customers are reviewed at the end of every season, and the Committee's decisions are based on the feedback to create a successful market.

The FMOB Committee uses the criteria set forth below to evaluate each vendor in terms of acceptance and placement. In order to be a vendor at the market all criteria below must be met. If all criteria are met, the application is eligible for committee review. However, the committee reserves the right to refuse any product or application at any time for any reason. This includes vendors who may have been accepted in previous FMOB seasons. The FMOB committee and Market Manager reserve the right to alter rules at any time. *Note: All vendors selling any kind of food or beverage product must comply with Brown County Health Department Guidelines and regulations.*

On Broadway Inc. must receive a complete application by **Feb 27th, 2017** to be considered as a possible vendor for 2017. Applications received after that date **WILL NOT BE ACCEPTED**. The FMOB committee will review all applications in March and will then decide which vendors will be accepted into the 2017 Farmers' Market On Broadway. Upon acceptance, the FMOB committee will mail your confirmation and 2017 Vendor Meeting time. **When the committee has completed the review and placement process, all applicants, regardless of status will be contacted.** Due to the large volume of applications, the review and placement process is very difficult. Your patience and understanding are greatly appreciated.

### Produce Vendors

Uncut Vegetables, Fruits & Cut Flowers

#### 🍅 Criteria

- o Must be locally grown within 90 miles of Downtown Green Bay (except Peaches & Blueberries).
- o Must be personally cultivated by you or the business you own.
- o Must be listed on the Product Description Form.
- o Must own or lease the property where the produce is grown.
- o Must give address and directions where produce is grown on the Business Address Form.
- o **No buying or reselling of produce. This will be grounds for immediate termination of your Vendor Agreement.**
- o **No sharing of produce between vendors, even amongst family members at other farms.**
- o **Violators of the above rules could face expulsion from all future seasons.**
- 🍅 Organic vendors must include proof of certification (failure to provide proof will result in loss of stall).
- 🍅 The following must be sent to the On Broadway office by Feb 27<sup>th</sup>
  - o Retail License: All vendors must have a sellers permit from the State Of Wisconsin.
  - o 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 (920.448.3300)

### Processed Food Vendors

Prepackaged Foods that require no cutting, mixing, reheating, or cooking on site.

#### 🍅 Criteria

- o All food must be processed by you or the business you own.
- 🍅 The following must be sent to the On Broadway office by Feb 27<sup>th</sup>
  - o Product must be made in a state licensed and inspected establishment. Proof of licensed establishment required.
  - o Retail License: All vendors must have a seller's permit from the State of Wisconsin.
  - o 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.



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## Prepared On-Site Food Vendor

Foods prepared on-site.

- 🍅 Criteria
  - o A maximum of two vendors selling the same type of product will be allowed.
  - o Must be sold by the vendor preparing the food.
- 🍅 The following must be sent to the On Broadway office by Feb 27<sup>th</sup>.
  - o A Temporary or Mobile Food Establishment permit from the Brown County Health Department is required. Please contact the Brown County Health Department at 920.448.6400.
  - o Retail License: All vendors must have a sellers permit from the State Of Wisconsin.
  - o 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.

## Art & Craft Vendor

Hand-crafted and Home-made products.

- 🍅 Criteria
  - o Must be of original design, or creation.
  - o Must be made by the person displaying it (no sales reps).
  - o Must meet the standard of quality participants have come to expect at FMOB.
- 🍅 The following must be sent to the On Broadway office by Feb 27<sup>th</sup>.
  - o Retail License: All vendors must have a sellers permit from the State Of Wisconsin.
  - o 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.



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# Vendor Application Form

**\*All information MUST be provided for processing of application. You will not be accepted if all information and forms are not submitted. Please print clearly.**

Vendor Legal Name: \_\_\_\_\_  
(by legal name, we are referring to the name in which we can issue a refund check if necessary)

Farm/Business Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone (needs to be able to be reached at any point) : (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

License Plate Numbers \_\_\_\_\_  
(please list all vehicles)

Email Address (needs to be able to be reached at any point)  
 \_\_\_\_\_

**Stall Options:**

The FMOB committee will NOT place preference on historical booth numbers. If you have specific reasoning for a particular spot, please explain IN DETAIL and understand that the committee MAY take your request into consideration. **We WILL NOT guarantee ANY specific stalls for any vendor.**

- \_\_\_\_\_ One 10' x 10' Stall: \$300
  - \_\_\_\_\_ Two 10' x 10' Stalls: \$550
  - \_\_\_\_\_ Four 10' x 10' Stalls (produce vendors only): \$1100
  - \_\_\_\_\_ Daily Stall List: \$40 per week
- (Daily stall vendors are used weekly to fill in for cancelled vendors, do not send fee payment with application)*

Notes:

**Vendor Type:**

Vendors are only allowed to pick one category. Please refer to the Vendor Application Requirements & Process form to help pick the category that most describes you. (Check one)

\_\_\_\_\_ Produce    \_\_\_\_\_ Processed Foods    \_\_\_\_\_ Prepared Foods    \_\_\_\_\_ Art/Handmade Products



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**Farm/Business Address Form**

Please note: If this is not filled out, your application will not be considered for the 2017 season. Attach additional pages if necessary. Provide addresses and directions from the Broadway District to each piece of property leased or owned where produce is grown for Farmers' Market On Broadway.

**Property #1**

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Property #2**

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Property #3**

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

*With the exception of blueberries and peaches, produce vendors may sell only the produce that they or their business grows locally on land that they or their business owns or leases. **Buying and/or re-selling of produce is NOT allowed.** Produce vendors must agree to a crop/farm/production inspection by the Farmers' Market On Broadway committee or appropriate personnel.*

**Farmers' Market On Broadway Vendor Database & Website Information**

All vendors will be listed in a vendor database and on the Farmers' Market website to aid customers. Please be as detailed as possible. If you don't want the information public, please do not fill in the blank.

Business Name: \_\_\_\_\_ Business Owners Name: \_\_\_\_\_

Vendor Address: \_\_\_\_\_

Vendor Phone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Vendor Website: \_\_\_\_\_

Vendor Email: \_\_\_\_\_



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Brief Bio: \_\_\_\_\_

\_\_\_\_\_

## Calendar Form

Vendor Name: \_\_\_\_\_

Please indicate your starting and ending date (season is May 31 –September 27)

Start Date \_\_\_\_\_ End Date \_\_\_\_\_

Please clearly mark an "X" on dates in the calendar below that you would **NOT** be vending at Farmers' Market On Broadway. These will be used and tracked for attendance purposes. (If you have more than 1 missed market you will be considered in bad standing for the next season.)

<b>May</b>					31
<b>June</b>	7	14	21	28	
<b>July</b>	5	12	19	26	
<b>August</b>	2	9	16	23	30
<b>September</b>	6	13	20	27	

## Product Description Form

### Product Description:

Please list ALL products you will be selling. If it isn't on this list, you will not be allowed to sell it. If applicable, describe the materials out of which the product is made. Include special skills, procedures, or philosophies used in the making or growing of the product. No vendor is allowed to sell any type of beer, wine, water or soda. On Broadway, Inc. reserves the exclusive right to sell these types of products. No vendor is allowed to give away re-usable bags of any kind.



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**Produce Vendors:** Please describe how, when and where each product is grown and or made. Produce vendors are required to designate roughly when each product will be ready to sell.

Please feel free to attach additional sheets if necessary. Images (or samples) are highly recommended.

- I, the vendor, have read, understand and agree to abide by the Farmers' Market On Broadway guidelines. I agree to crop and production inspection by the Farmers' Market On Broadway Committee or appropriate staff. To the fullest extent permitted by law, I agree to defend, pay on behalf of, indemnify and hold harmless the elected and appointed officials, employees, volunteers and others working on behalf of the On Broadway Inc., and /or the City of Green Bay, against any and all claims, demands, suits, or losses, including all costs connected therewith, and for any damages which may be asserted, claimed or recovered against or from the City of Green Bay and/or On Broadway Inc., by reason of personal injury, including bodily injury or death and/or property damage, including the loss of use thereof, which arises or is in any way connected or associated with the Farmers' Market On Broadway.
- I understand that the Farmers' Market On Broadway Committee reserves the right to refuse any product or application at any time for any reason.
- I certify that information given in this application is true and correct.
- The FMOB Committee and the Market Manager, reserve the right to alter any booth placement at any time in the best interest of the market as a whole.

**Applicant's Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

- Please send your check or money order and other required documents to the On Broadway office.
- Mail to: *On Broadway, Inc., Attn: Farmer's Market Application, 117 S. Chestnut Ave, Green Bay, WI 54303*
- Phone Number: *(920) 437-2531*

**FOR OFFICE USE: DATE RECEIVED:** \_\_\_\_\_ **DATABASE UPDATED:** \_\_\_\_\_

**NAME:** \_\_\_\_\_ **BUSINESS NAME:** \_\_\_\_\_

**VENDOR TYPE:** \_\_\_\_\_

**REQUEST APPROVED FOR PERMANENT SPOT:** \_\_\_\_\_  
**NOTIFICATION SENT?** \_\_\_\_\_ **BOOTH NO. ASSIGNED:** \_\_\_\_\_

\*Checks returned Non-Sufficient Funds (NSF) will be assessed a \$25 returned check fee by On Broadway, Inc.