



2011-2012 New Leaf Winter Farmers Market

Thank you for your interest in the 2nd Annual New Leaf Winter Farmers Market at the KI Convention Center in Downtown Green Bay (333 Main Street). We are excited to present an expanded six date market series that we hope will continue for many years!

New Leaf Market Cooperative began the first Winter Market in January of 2011 and hosted three markets that exceeded expectations of vendors, attendees and New Leaf! This year, New Leaf Market and Downtown Green Bay, Inc. have partnered to bring an enhanced market to the public again.

New Leaf and Downtown Green Bay are excited about teaming up because the Winter Farmers Market accomplishes so many goals for both organizations. Not only is the market bringing consumers together with growers and producers, it is bringing people to the heart of our city three months of the year contributing to the revitalization of our Downtown.

Please review the Vendor Requirements and Guidelines carefully and completely fill out the Vendor Application. Submit the completed application and all required permit/license copies by **October 28, 2011**. **Applications will be reviewed and accepted on a first-come first-served basis and according to guidelines.** We strongly encourage you to submit your completed application early. Send completed applications and all required permit/license copies to:

Jeanette Newhouse
Downtown Green Bay, Inc.
130 E. Walnut Street, Suite 501
Green Bay, WI 54301

Market Dates:

- ❖ December 3rd & 17th
- ❖ January 14th & 28th
- ❖ February 18th & 25th
- ❖ *March 10th will be reserved for a snow date*

***All markets will be held on Saturdays from 8 a.m. to noon in Exhibit Hall C of the KI Convention Center (333 Main Street).**

Questions? Please call Downtown Green Bay, Inc. at 920.437.5972 or e-mail jeanette@downtowngreenbay.com.



2011-2012 New Leaf Winter Farmers Market Requirements & Guidelines

Application Timeline

Applications are due October 28, 2011 but are reviewed and accepted on a first-come first-served basis according to the guidelines outlined in this application. We strongly recommend you submit your application before the deadline. Vendors will be notified no later than November 4, 2011 by email of acceptance into the New Leaf Winter Farmers Market.

Market Makeup

The New Leaf Winter Farmers Market will focus on high quality food from high quality sources. We will strive to fulfill the following market makeup: 70% food vendors (produce, processed and prepared), 20% arts and crafts, 10% non-profit organizations and sponsors.

Priority will be given to New Leaf Market Cooperative Member-Owner vendors and Downtown Green Bay businesses as defined by businesses existing in the Downtown Green Bay, Olde Main Street and On Broadway Business Improvement Districts (map attached).

Approval Criteria

All decisions will be made by the New Leaf Winter Farmers Market Committee composed of volunteers, vendors, New Leaf Market Co-op volunteers and Downtown Green Bay, Inc. staff members. Vendors will be considered based on the following:

Produce/Processed Food Vendor

- Preference will be given to products that are:
 - locally grown or produced
 - cultivated or produced by you or the business you own
 - ownership (owned or leased) of the property where the products are grown, processed or prepared
 - Vendors must call the Brown County Health Department (Val Horton-Bladow at 448. 6412 or bladow_vs@co.brown.wi.us) to secure any and all necessary permits /licenses required
 - Vendors must call the Wisconsin Department of Revenue (608-266-2776 or www.revenue.wi.gov) to secure any an all necessary permits/licenses required
 - Vendors must carry necessary insurance
- *No reselling of produce or products and no sharing of produce between vendors***



2011-2012 New Leaf Winter Farmers Market Requirements & Guidelines Continued

Prepared Food Vendor (on-site)

- Food must be sold by the vendor preparing the food
- Vendors must call the Brown County Health Department (Val Horton-Bladow at 448. 6412 or bladow_vs@co.brown.wi.us) to secure any and all necessary permits /licenses required
- Vendors must call the Wisconsin Department of Revenue (608-266-2776 or www.revenue.wi.gov) to secure any and all necessary permits/licenses required
- Vendors must carry necessary insurance

Art/Craft/Non-profit Vendor

- Vendors must call the Wisconsin Department of Revenue (608-266-2776 or www.revenue.wi.gov) to secure any and all necessary permits/licenses required
- Must be of original design or creation
- Preference will be given for products made by the person or business displaying it

Organic Vendors

- Please provide proof of certification

All vendors must complete a Vendor Application on time with payment included (Daily Vendor's payments will not be deposited until after they have vended) on time to be considered as an applicant. All food related vendors will be required to call the Brown County Health Department (Val Horton-Bladow at 448. 6412 or bladow_vs@co.brown.wi.us) to secure any and all necessary permits /licenses required. All vendors will be required to contact the Wisconsin Department of Revenue (608-266-2776 or www.revenue.wi.gov) to secure any and all necessary permits/licenses required as well. Final decisions will be at the discretion of the New Leaf Winter Farmers Market Committee.

Booth Space Options

There will be 90 total numbers of booths available for vendors. Each booth will be 10 feet wide by 8 feet deep. Volunteers will be on hand to help set up and take down at each market. Vendors are asked to provide their own tables and chairs. Tables and 110 volt electricity are available upon request for an additional fee of \$15 per item per day (i.e. if a vendor requires both a table and electricity they owe \$30 per day). All vendors have the choice for one or two booths, and no one is allowed more than two booths (see application for cost breakdown).

Vendor Stall Map

Vendor preferences will be considered for stall locations when possible, but consideration of overall product placement will take first priority for stall placement. Priority will then be given based on vendor acceptance into the market. See map for sample layout.

****We strongly encourage you to submit your application prior to the October 28, 2011 deadline.***



2011-2012 Vendor Application

Please Indicate Vendor Type:

- Produce/Processed Food, Prepared Food (on-site), Art/Handmade Products, Non-profit, Downtown Green Bay Business (DGBI/OMSI/OBI BID District Businesses Only)

Please Provide Contact Information:

Vendor Name, Farm/Business Name, Mailing Address, City, Zip, Phone, Email

* EMAIL WILL BE PREFERRED METHOD OF CONTACT BETWEEN VENDORS AND MARKET ORGANIZERS

- Please check the box if you DO NOT have an email address and need to be contacted via phone or mail. Please check if you are a member-owner of New Leaf Market Cooperative

Please Provide Vending Preference:

- Series Vendor, Daily Vendor, One 10' by 8' stall, Two 10' by 8' stalls

Please circle the dates you plan to attend (series & daily vendors): Dec. 3rd, Dec. 17th, Jan. 14th, Jan. 28th, Feb. 18th, Feb. 25th, Mar. 10th (snow date only)

Please circle dates you plan to attend in the box to the right.

Please Provide Stall Requirements:

- Electricity for Stall, Table for Stall

Total Owed: Please provide payment with application. Daily vendor payments will not be deposited until after they have vended. Checks can be made payable to Downtown Green Bay, Inc.

Stall # Preference 1st, 2nd, 3rd (Please keep in mind layout may be altered depending on participation)

Comments on stall preference

Please Provide a Description of All Your Products – Attach a separate sheet/flyer listing all products to application.

- Please check the box if you would be willing to donate an item to assist with marketing and promotional efforts of the market and New Leaf Market Cooperative?



2011-2012 Vendor Application Continued

On behalf of all parties associated with my operation, I verify that I/we have read the guidelines for the New Leaf Winter Farmers Market and agree to abide by them. I certify that all the information given in this application is true and complete to the best of my ability. I agree to perform all obligations that may be required under applicable laws, ordinances, rules and regulations, and under all vendor guidelines, rules, agreements, etc. 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 and volunteers and others working on behalf of Downtown Green Bay, Inc., New Leaf Market Cooperative, the KI Convention Center and the City of Green Bay, against any and all claims, demands, suits, or loss, including all costs connected therewith, and for any damages which may be asserted claimed or recovered against or from Downtown Green Bay, Inc., New Leaf Market Cooperative, the KI Convention Center and the City of Green Bay, 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 anyway connected or associated with the New Leaf Winter Farmers Market. I also understand that the New Leaf Winter Farmers Market reserves the right to refuse any product or application for any reason.

In verification and agreement to all of the above:

Signature: _____

Printed Name: _____

Business Name: _____

Date: _____

Final Checklist for Submitting:

- Completed Application
- Proof of Licenses/Permits/Certificates As Needed
- Product Description List
- Payment (Checks made out to Downtown Green Bay, Inc.)

Mail to:

Jeanette Newhouse
Downtown Green Bay, Inc.
130 E. Walnut St. Suite 501
Green Bay, WI 54301