

The Lodi & Lake Wisconsin Chamber of Commerce is proud to again sponsor the 2023 Spring Street Market! This open-air event will take place on Saturday mornings from May 27th - October 7th – 20 total market dates! The market will take place from 7 a.m. – 11:00 a.m. each day on the North end of Spring Street in downtown Lodi Wisconsin. This event will be a celebration of all things local – fresh produce, baked goods, meats & seafoods, flowers, cheese, eggs, syrup, herbs, jams & jellies, honey, handcrafted goods, food trucks, sweets & treats. The goal is to focus on local makers, growers and producers while creating a unique shopping experience for our community. We look forward to supporting the event through open communication, a dedicated marketing plan and a strong desire to making this a smashing success for our vendors and customers alike.

We have one year of experience with this event and have learned so much! What was most obvious to us is events like this flourish best when we can work together. Community surveys strongly support a Saturday, downtown event. Input on that survey was local, fresh produce and goods are critical for attendance. Without YOU, our amazing vendors, none of this would be possible. We are truly grateful you are here!

Enclosed you’ll find Vendor Guidelines, your 2023 Vendor Application, contact information & schedule. Please review all of the information carefully to insure clear expectations. Should you have any questions, please feel free to reach out to Heidi LeHew (Chamber Executive Director) by emailing info@lodilakewisconsin.org or by calling/texting 608-592-4412.

**Let’s get Started…**

**Vendor Guidelines & Requirements**

All vendors

* Vendors must complete a market application at least one week prior to attending their first event. This includes paperwork & paid fees.
* Vendors are strongly encouraged to be present during the event. If for some reason the vendor cannot attend, all representatives of the booth must be documented on the application.
* Vendors must all agree to leave their areas in a clean condition. This includes removal of all refuse generated during the event. Dumpsters are not provided during the event.
* Vendors will conduct themselves in a way that is kind and respectful to both vendors and customers alike. Threatening, abusive or harassing behaviors will not be tolerated and your space will immediately be revoked without refund.
* Smoking, alcohol and illegal drugs are all prohibited.
* The sale of live animals is prohibited.
* Vendors will be expected to remain open for the duration of each event. The only exception is if a vendor sells out of product and then understandably, they can pack up early.
* Each vendor is responsible for any & all applicable sales/county taxes on their products.
* Vendors are responsible for their own personal liability &/or product liability insurance. The market does require vendors to carry liability insurance and this is confirmed by your signature on the application.
* It is the vendors responsibility to obtain the proper licenses and permits. Your signature on the application acknowledges you have done so.
* By signing your application, you agree that as a participating vendor you will not hold The Spring Street Market or the Lodi & Lake Wisconsin Chamber of Commerce responsible for any or all damage or injury that may occur at the market.
* If you are not able to make the event, you must inform the event coordinator at least an hour prior to the start of the event. 2 no-show/no contact missed events will result in forfeiture of space without refund.
* The use of quiet generators is permitted. Electricity is not available during the event.
* Markets are rain or shine and will be left up to the discretion of the market manager.
* NEW THIS YEAR – we will not cancel markets for Susie the Duck Day or Brew-B-Que but rather incorporate our annual vendors into those events as well. We have seen great success for vendors on these days and wanted our loyal vendors to benefit from that exposure as well!

Growers & Producers

* Vendors must have grown, raised or produced/helped produce the products being sold.
* Vendors must post prices & have scales visible to customers if they are needed.
* Products which are processed and sold under a brand name, other than the vendor’s own, are prohibited.
* Organic producers are now governed by the National Organic Program. If your products are labeled “organic”, they must be certified by an organic certification company and that certification must be posted in your booth.
* Processed products must be clearly labeled in accordance with the State and Federal labeling laws.
* Similar vendors will be limited in quantity to encourage variety in the market. (Example – we don’t want 7 honey vendors or 12 people baking bread ).

Additional Vendors – (Small businesses, Chamber Members, Civic Groups, non-profits)

To align with the spirit and goals of this market, we gladly welcome additional vendors to this event. That being said, the goal is to keep things as local and handmade as we can. We do understand that some small businesses do not make their own products and that’s okay. There is value in ALL businesses and we’d like to make room for everyone to thrive. Here are some guidelines for additional vendors at these weekly events:

* All local civic and non-profit groups and organizations are welcome to be a part of this event. If you are fundraising, looking to collect volunteers or spread the word about your organization – please join us. Let’s work together on your booth!
* If you are a member of the Lodi & Lake Wisconsin Chamber of Commerce, you have the ability to sign up for this event. Your membership allows you to additional vendor privlidge and this is one way we can support you and your business.
* If you are not a member of the Lodi & Lake Wisconsin Chamber of Commerce, please read the following guidelines:
  + Your business must be local to the Lodi & Lake Wisconsin area. We can verify that with your business address.
  + MLM businesses (network marketing or direct sales businesses) are free to sign up for markets on the first Saturday of each month only. (Because these products are not locally made or handmade, we are limiting the dates available.)
  + MLM businesses can only have one representative from each company at the event. This is based on a first come first serve application process only. (Example: if you are selling Mary Kay products, you would be the only Mary Kay vendor allowed at that particular event.)
  + All questions or concerns should be directed to Heidi LeHew with the Chamber of Commerce.

**2023 Vendor Application** **We’re so glad you’re here!**

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| --- | --- |
| Business Name |  |
| Contact Names |  |
| Phone Number |  |
| Mailing Address |  |
| E-mail address |  |
| Social Media |  |
| Website |  |

Fees

\_\_\_\_\_\_\_\_\_\_**Annual Fee** - includes 1 – 12ft X 12ft (roughly) booth for 20 Saturday markets. $100 for the season. You must select at least 12 markets to attend. Please select your dates below.

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\*\*Fees are non-refundable\*\*

Please circle the dates you are signing up for in advance. Remember that you are committing to these dates and failure to attend may result in your ability to participate in future Spring Street Market Events.

May 27th June 3rd, 10th, 17th, 24th July 1st, 8th, 15th, 22nd, 29th

August 5th, 12th, 19th, 26th September 2nd, 9th, 16th, 23rd, 30th October 7th

Please describe, in detail, what products you will be selling at The Spring Street Market. We will use your social media and descriptions to promote your business in market materials:

Please list additional booth helpers including name & phone numbers:

Application deadline May 5, 2023 – vendors who apply after this date would be considered on a case-by-case basis.

Please include your fees with your application.

Mail your application and check made out to Lodi & Lake Wisconsin Chamber of Commerce to:

Lodi & Lake Wisconsin Chamber of Commerce – 120 Portage Street - Lodi WI 53555

By signing this application, you confirm that you have read, understand and agree to the vendor requirements listed within. By submitting this application, you are stating that you will obtain all required permits to comply with State/Federal regulations needed to sell.

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NAME DATE

