

## **City of Baraboo Business Improvement District**

### **Wednesday and Saturday Farmers' Market Set-Up Procedures**

1. Market hours are from 7:30 am to 1:00 pm.
2. Vendor stall locations:
  - a. West side of Oak Street between 3<sup>rd</sup> and 4<sup>th</sup> Avenues
  - b. South side of 4<sup>th</sup> Avenue, the first six parking spaces
3. Stall sizes:
  - a. Regular stall space: 12' wide by 10' deep
  - b. Table space: 6' wide by 10' deep and 6' wide by 6' deep
4. Fees:
  - a. Regular stall: \$4.00 per day
  - b. Table stall: \$2.00 per day
  - c. Payable by check or money order only (no cash)
  - d. You may buy daily passes for as many days as you wish, but fees are not refundable.
5. Set-up:
  - a. Set-up may begin at 6:00 am and must be completed by 7:30 am.
  - b. To prevent customers from having to walk around your vehicle into traffic, you will not be able to double-park and unload after 7:30 am.
  - c. If you arrive late, you must park temporarily across the street and carry in your displays and products.
6. Take-down:
  - a. The market closes at 1:00 pm and you are expected to be packed up and gone by 1:30 pm. If you are new to selling at farmers' markets or have changed your display lay-out, you may want to practice set-up and take-down at home.
7. Vendor Parking:
  - a. Wednesday market: vendor must park at 24-hour parking lots ONLY. Twenty-four-hour parking lots are located within one or two city blocks of the market.
  - b. Saturday market: vendor may park on the north side of 3<sup>rd</sup> Avenue, between Oak Street and Broadway (facing the Courthouse Square) or the south side of 4<sup>th</sup> Avenue, between Oak Street and Broadway (facing the Courthouse Square). PLEASE NOTE: spaces 1-6 are part of the market selling area, so do not park in

those spaces if traffic cones are located there.

8. Stall Designation:

- a. Market stalls are designated as “season” stalls or “daily” stalls. “Season” stall vendors have been granted the privilege, based on seniority, to occupy the same location on each market day. “Daily” stall vendors occupy the remaining stalls, also based on seniority.
- b. Every year, before the start of the market season, each vendor’s seniority status will be computed based on the number of consecutive years at the market and the total number of market days in attendance. The scores will be tabulated and made available to each vendor at the start of the season. To keep accruing seniority, a vendor must have participated in the market at least once in any year.

9. Stall Assignments:

- a. All vendors wishing to participate at the Wednesday or Saturday market will notify the Market Manager by 6:00 pm the day before (this means Tuesday or Friday by 6:00 pm). Stalls will be assigned at that time based on seniority.
- b. If a space is NOT available, daily vendors will be called between 6:00 pm and 7:00 pm that day (Tuesday or Friday).
- c. By using this somewhat cumbersome system, daily vendors will save themselves a drive to the market only to find there is no space available.