

City of Baraboo Business Improvement District

Wednesday and Saturday Farmers' Market Set-Up

2025 Procedures

1. Market hours are from 8:00 am to 12:30 pm.
2. Vendor stall locations:
 - a. West side of Oak Street between 3rd and 4th Avenues
 - b. South side of 4th Avenue, the first six parking spaces
3. Stall sizes:
 - a. Regular stall space: 12' wide by 10' deep
4. Fees:
 - a. \$8.00 per day (5 day minimum of \$40.00. Non-refundable)
 - b. Annual: \$208.00
 - c. Spring Season: 5.10.25 to 7.26.25: \$120
 - d. Fall Season: 7.27.25 to 10.29.25: \$120
 - e. Payable by check or money order only. **(Payable to: The City of Baraboo)**
5. Set-up:
 - a. **Set-up may begin at 6:00 am and must be completed by 8:00 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 8:00 am.**
 - c. **If you arrive late, you must park temporarily across the street and carry in your displays and products.**
6. Take-down:

The market closes at 12:30 pm and you are expected to be packed up and gone by 1:00 pm. If you are new to selling at farmers' markets or have changed your display layout, you may want to practice set-up and take-down at home.

7. Vendor Parking:

- a. Wednesday market: vendors 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: vendors may park on the north side of 3rd Avenue, between Oak Street and Broadway (facing the Courthouse Square) or the south side of 4th Avenue, between Oak Street and Broadway (facing the Courthouse Square). PLEASE NOTE: spaces 1-6 are part of the market selling area, 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 (if possible). “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:

All vendors wishing to participate at the Wednesday or Saturday market will notify the Market Manager by 2:00 pm the day before, only by text (unless otherwise arranged) to the Market Manager Tuesday or Friday. Stalls will be assigned at that time based on seniority.

Vendors will receive notice defining their market stall assignment by 4pm the night before the market. Text messaging is the primary form of communication, email can be used if necessary

If space is NOT available, daily vendors will receive a text or email by 4:00 pm on Tuesday or Friday informing them that the market is full for that particular day.