



**PORTAGE BUSINESS IMPROVEMENT DISTRICT  
2026 FARMERS MARKET APPLICATION**

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**1. SELLER INFORMATION**

Name of seller(s) \_\_\_\_\_

Business Name (if any) \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Primary Phone (\_\_\_\_\_) \_\_\_\_\_ Secondary Phone (\_\_\_\_\_) \_\_\_\_\_

E-Mail \_\_\_\_\_

English-speaking contact and phone if necessary: \_\_\_\_\_

Address of land or production facility \_\_\_\_\_

Owner of land or production facility \_\_\_\_\_

**Wisconsin Department of Revenue (DOR) requires our organization to complete the S-240, Wisconsin Temporary Event Report. The following information is needed from you to submit to the DOR.**

FEIN (last 4 digits) \_\_\_\_\_ or SSN (last 4 digits only) \_\_\_\_\_

WI Seller's Permit No: 456 - \_\_\_\_\_

If you do not have a Wisconsin seller permit number and claim your sales are tax exempt, enter one of the exemption code numbers provided below.

**Exemption Code:** \_\_\_\_\_

1 - Exempt sales only or display only

3 - Nonprofit occasional sales exemption

2 - Multi-level marketing company pays sales tax

4 - Exempt occasional sales

## 2. FEE AND VENDOR SPACE

- Farmers Market Vendor Fees: \$150 a season, \$30 per month and \$10 per day. Priority space is given to vendors who pay for the entire season in advance.
- Food Truck Vendor Fee: \$35 per day.
- Setup will be allowed beginning only at 11am on the day of the market.
- The Market Manager will assign vendor spots based on the type of products they sell, giving priority to the returning vendors who wish to use the same spot as they had in the previous year. Vendors may request a space change by contacting the market manager.
- Reserved vendor space will be occupied by 11:30am, unless arranged with the Market Manager or it may be assigned to another seller for that day.
- Checks can be made payable to the Portage Business Improvement District.

## 3. LOCATION, DATE AND TIME

- Held Thursdays, May – October, Noon-5pm
- Commerce Plaza (corner of Hwy 16/51/33 in downtown Portage)

## 4. PRODUCTS FOR SALE AT THE MARKET Please list all products you plan to sell.

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## 5. PRODUCT SAFETY INFORMATION

### Licenses and permits

Seller is responsible for carrying and providing copies of all licensing required by the State of Wisconsin and any regulatory agencies to participate to the market manager. Please send a copy of your license, if applicable, back with your application so that the manager can keep it on file. If you are unsure if you are required to have a license to see your product at the market please review chapter 4 of the Wisconsin Local Food Marketing Guide by clicking on the following link <https://dodge.extension.wisc.edu/files/2012/01/WDATCP-Food-Safety-Regulations-Chpt-4.pdf>

### Liability Insurance

Seller is responsible for their own personal and product liability insurance.

### Labeling and Signage

Seller is responsible for properly labeling all products as applicable to all state and local regulations and including all signage requirements.

**Handling, Processing, Packaging and Serving**

Seller is responsible for handling, processing, packaging, and serving products as required by state and local regulations. All items should be handled with proper hygiene using clean and sanitary conditions.

**6. AFFIDAVIT**

I have read the guidelines, rules, and policies as described for the Portage Business Improvement Farmers Market and hereby agree to abide by them. Further, I agree to sell only such items as those listed. I also acknowledge products are locally sourced from Wisconsin, homemade and/or homegrown at the location described on my application.

I acknowledge full responsibility for all my activities in the market (and for those assisting me) throughout the term of this season’s permit. I acknowledge the authority of the market manager/managers to immediately settle any disputes regarding product legitimacy, procedural and vendor conduct violations subject to appeal under the procedures set forth in the market rules.

I agree to allow for inspection of my records and of the premises where the products offered for sale are produced. The market manager and/or representatives of the market will carry out these inspections at any time. Failure to allow an inspection will constitute a violation of market policies.

I understand that the Portage Business Improvement District does not carry any insurance policies to cover individual participants and that I may be required to carry such insurance.

**I have received a copy of the guidelines and procedures.**

Signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_

Market Manager:

Mail completed application to: PORTAGE BID FARMERS MARKET c/o

Karyn Wetzel 115 W. Pleasant St. Portage, WI 53901

karyn.wetzel@portagewi.gov

Applications can be found at [www.portagewi.com](http://www.portagewi.com)



**VENDOR COPY: KEEP THIS FOR YOUR FILE FOR REFERENCE**  
**PORTAGE BUSINESS IMPROVEMENT DISTRICT**  
**DOWNTOWN FARMERS MARKET GUIDELINES AND PROCEDURES**

**GOAL:** The goal is to have a well-organized Farmers Market that will be consistent in the Portage Area for local vendors and patrons.

**HOSTING ORGANIZATION:** Portage Business Improvement District

**MARKET DATES:** Each Thursday beginning the first Thursday of May and the season ending with the last Thursday in October. Rain or shine.

**LOCATION:** Commerce Plaza, which is located at the corner of Cook St. (Hwy 33) and Wisconsin St. (Hwy 16). Vendors enter from Conant Street across from the Post Office.

**TIME:** Farmers Market will be open to the public from Noon to 5:00pm. **Vendors will be allowed to set up beginning at 11am on the day of the market.** The only reasons for early departure are "Sold Out or Blown Out" due to weather/ weather warnings. Other exceptions may be allowed for family issues.

**NOTE:** Vendors with assigned spaces should arrive by 11:30am unless otherwise arranged with market manager. Assigned spaces should be occupied by this time or the space may be assigned to another vendor for the day.

**ITEMS ALLOWED:** Homemade and/or homegrown and handcrafted items are allowed. Wisconsin local products are highly recommended.

Homegrown produce to be defined as produce items grown on property owned, common garden plots, or leased by the grower in the State of Wisconsin. Produce to be defined as edible vegetables, fruits, herbs, spices, honey, eggs, homegrown fresh flowers or plants, and items that when planted will grow into the above listed items.

Homemade items are defined as those items that are made in a person's home by them or an immediate family member and sold by that person or an immediate family member. These items must be produced in accordance with health and safety regulations for the State or Wisconsin.

Handcrafted items are defined as items manufactured by the seller or immediate family member and sold by that person or immediate family member.

**OTHER PRODUCE ITEMS:** Other produce items are those defined as produce items grown outside of the state for resale purposes and personal consumption, other items not considered homegrown produce as interpreted above might be allowed at the discretion of the organizer. An example of when they might be allowed would be when those items are not available from the State of Wisconsin homegrown produce vendors. (Example: Sweet corn, tomatoes from southern states in June.)

**ITEMS NOT ALLOWED:** All items that are mass manufactured for resale are not allowed. Items that are made with trademarked items, without written consent from that organization. (i.e. Wisconsin Badgers and Green Bay Packers) Please provide the written consent along with this application if you plan to sell items that are trademarked. Items or categories of items will not be allowed unless prior approval from the manager is received.

**VENDORS AGREEMENT:** All vendors are required to sign a vendor's agreement to sell their products at Commerce Plaza at the weekly Portage Farmers Market.

IN FAIRNESS TO ALL VENDORS, THESE POLICIES WILL BE ENFORCED BY THE MARKET MANAGER  
Portage Business Improvement District Market Manager.