



CITY OF REEDSBURG  
134 South Locust Street, PO Box 490  
Reedsburg, WI 53959  
PH. 608-524-6404 FAX. 608-524-8458  
[www.reedsburgwi.gov](http://www.reedsburgwi.gov)

**Application for Permission to Sell  
At City of Reedsburg Community Market**

1. Business Name \_\_\_\_\_
2. Owner's Name \_\_\_\_\_
3. Address \_\_\_\_\_ Zip \_\_\_\_\_
4. Phone \_\_\_\_\_
5. E-Mail \_\_\_\_\_
6. Last Four Numbers of Social Security Number \_\_\_\_\_
7. Nature of Business/Product(s) Description:  
\_\_\_\_\_

8. If someone else will be filling in:  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
Phone \_\_\_\_\_

9. What Market(s) attending:  
\_\_\_\_\_ Community Market  
\_\_\_\_\_ Reedsburg Area Medical Center

10. Attach copies of all current applicable licenses and permits. It is your responsibility to find out which licenses and permits are required to meet federal, state and local laws. Examples are meat processing, licensed and inspected bakery, etc.

11. Do you have your own liability insurance? (Strongly Recommended for your Protection)  
Yes \_\_\_\_\_ Please List Carrier \_\_\_\_\_  
No \_\_\_\_\_

12. Spots will be reserved 2 weeks in advance. Need to email or call the Community Market Coordinator 2 weeks in advance to reserve your spot.

13. Note that vendors must abide by rules and regulations of the Market. Please read the Community Market Rules for details about product eligibility requirements.

**Criminal Activity**

Have you been convicted of any crime or ordinance violation reasonably related to the requested licensed activity? \_\_\_\_\_ No \_\_\_\_\_ Yes

If yes, please explain the nature of the offense(s) and location of conviction: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Identification**

\_\_\_ Picture I.D., Driver's License Number & State: \_\_\_\_\_

\_\_\_ Other I.D. type (specify): \_\_\_\_\_

**ATTACH COPY OF IDENTIFICATION TO APPLICATION**

I agree to abide by the market rules:

**Applicant Signature:** \_\_\_\_\_ **Date** \_\_\_\_\_

**PLEASE MAKE A COPY OF THIS COMPLETED APPLICATION FOR YOUR RECORDS**

**Approval**

**Date:**  
\_\_\_\_\_

**Initials:**  
\_\_\_\_\_

**Chief of Police** \_\_\_\_\_

**Community Market Coordinator** \_\_\_\_\_

*Community Market Application for Permission to Sell*

**City of Reedsburg  
Community Market  
Policies and Procedures  
2025**

**Mission Statement**

The City of Reedsburg Community Market is an outlet for Wisconsin-produced homegrown fruits, vegetables, meats, cheese, eggs, bakery products, cider, maple syrup, honey, fresh and dried flowers, herbs, and herbal products, bedding plants, houseplants, nursery stock, jams and jellies, pickles and other prepared food products. The market is intended to give growers and producers of goods and local consumers an opportunity to deal directly with each other and is intended to increase the opportunity to obtain fresh, healthy food and promote healthy living in our community.

**Eligibility**

Any Wisconsin vendor, crafts, artwork who is properly licensed and whose goods are following market policies and procedures is eligible to sell at the market. However, any vendor who is not in compliance or whose vending privileges at the market were terminated previously because of noncompliance with the policies and procedures may not be eligible to resume vending at the market.

**Requirements for Selling:**

1. Vendors must have a completed application on file at City Hall 10 business days prior to selling at any market.
2. Community Market License must be prominently displayed.
3. Weights and Measures: All products to be sold at the market will be sold by legal weights and measures. Vendors are responsible for having their scales certified for compliance annually. The use of non-certifiable scales, such as kitchen scales, etc., is illegal. Your scale is certified if it has a current annual certification sticker.
4. Vendors are required to have a "legal for trade" certified scale to sell the following products: Asparagus, beans (fresh & dried), beets without tops, broccoli, cabbage, carrots without tops, onions (all except green top, i.e. scallions), potatoes (all), radishes without tops, rutabagas, and all value-added bulk products.
5. Vendors must be at least 16 years of age.
6. Vendors are responsible for their own personal and/or product liability insurance.
7. Vendors offering food samples:
  - a. Sample must be stored in rigid, covered containers until serving.
  - b. All samples must be pre-cut away from the sales area.
  - c. All samples of processed foods must be prepared in a certified kitchen facility.
  - d. Samples should be of adequate size and proportionally spaced to minimize customer handling.
  - e. All samples must be held and dispensed under clean and sanitary conditions, i.e. toothpicks must be provided for sampling.
  - f. All vendors giving free samples MUST provide a waste container in a prominent place and labeled for use by the public.

8. The vendors are not permitted to sell eggs, meat, fish, milk, prepared food, or other value-added products at the market without a current State of Wisconsin processing license, even though some of these products may be legally sold to customers at the vendor's farm. Fish, meat, and poultry must be sold frozen. Eggs must be sold refrigerated.
9. Vendors must leave his/her sales area in a clean condition and must haul all refuse generated by his/her operation out of the park.
10. Vendors must not bring pets into the market area for any reason.
11. Documentation of a product's legitimacy must be presented upon request. If a vendor offers a product for sale at the market that is determined to be prohibited for sale under market rules, the vendors' selling privileges will be immediately terminated.
12. Vendors shall conduct themselves in a manner that is courteous to other vendors, market personnel and the public. Behavior, which is threatening, abusive or harassing shall constitute a violation of market rules. Committing a criminal act at the market shall cause the vendor to be expelled immediately from the market.
13. Representatives of the market shall have the right to conduct an inspection of the production areas of those products sold by a vendor at the market. No notification will be given prior to inspection. An inspection may include ownership information or any other information relevant to determining product legitimacy. Failure to allow such an inspection shall constitute a violation of market rules.
14. Organic producers are now governed by the National Organic Program (NOP). This federal law became effective in October 2002, and requires anyone who uses the word "organic" in their product line to be in compliance with this rule.
15. The sale of manure, compost, all fertilizers, pesticides, herbicides and insecticides are prohibited at the market.

**Market Procedures:**

1. Market hours are:
  - a. Mondays: 8:00 am -1:00 pm at Community Market
  - b. Thursdays: 2:00 pm -6:00 pm at Community Market
  - c. Sundays: 9:00 am – 1:00 pm at Community Market
2. Location: 115 N Webb (Downtown Reedsburg)
3. Stall size:
  - a. 8' wide by 12' deep
  - b. Vendors must supply their own tables and display supplies.
4. Fees:
  - a. \$75.00

5. Set-up:

- a. Set-up may begin up to one hour prior to the market opening and must be completed by 8:00 am Monday's, 2:00 pm on Thursday's and 9:00 am on Sunday's the day of Market.
- b. Vendor loading area will be marked off in yellow. After loading will need to move the vehicle to the City Parking Lot or park in the street.
- c. Vendors should avoid arriving late as to not congest traffic with patrons.

6. Vendor Parking:

- a. Vendors will have to move vehicles after unloading. Double parking to unload should be kept to a minimum. They may park in the city public parking lot off 2<sup>nd</sup> street and city street parking.
- b. No Parking on N. Webb Ave between 2<sup>nd</sup> St./E Main St. No Parking on E Main St between N. Webb Avenue and Bridge.
- c. No vehicles are permitted in the Park FOR ANY REASON!

7. Take-down:

- a. Vendors will have one hour to pack up and leave following the close of the market.

8. Stall Designation and Assignments:

- a. Vendor spaces will be assigned by the Community Market Coordinator.
- b. All vendors wishing to participate at the Market will notify the Community Market Coordinator two weeks before the Market to get assigned a space. Will be assigned every two weeks. Stalls on a first-come, first-serve basis.
- c. Email will be the primary form of communication; the telephone can be used if necessary. If space is NOT available, vendors will be able to set up on the grass area but will need to provide their own tent and no electricity is provided.

**Part C: Vendor Information**

If the vendor does not have a Wisconsin seller permit number and claims their sales are tax exempt, enter the exemption code number provided by the vendor.

- 1 - Exempt sales only or display only
- 2 - Multi-level marketing company pays sales tax
- 3 - Nonprofit occasional sales exemption
- 4 - Exempt occasional sales

Wisconsin Seller's Permit Number (15 digits starting with 456) 456- -		SSN (last 4 digits)	FEIN (last 4 digits)	Exemption Code
Legal Business Name (if not sole proprietor)		Doing Business As (DBA) Name (if applicable)		
Vendor/Contact Name (Last)	Vendor/Contact Name (First)		Vendor Phone Number	
Mailing Address		Email Address		
City	State	Zip	Multi-Level Marketing Company (if claiming Code 2 above)	

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Reproduce this page as needed to report all vendors.  
Page 1 must be included with your submission.

