Now in its 61st year, Art Fair on the Square brings together visitors from the greater Madison metro area and throughout the Midwest. It’s one of the city’s largest annual events, with some 200,000 fairgoers. Art Fair on the Square is a unique opportunity to connect with oodles of potential customers! We hope you’ll join the Madison Museum of Contemporary Art at our signature event, the Art Fair on the Square!

By participating in Art Fair on the Square, you’re helping the Madison Museum of Contemporary Art offer free admission to nearly 200,000 visitors annually, and to provide art education programs for area children. Support the arts and enjoy one of Madison’s favorite summertime traditions by joining us at Art Fair on the Square.

Questions?
Annik Dupaty, Director of Events & Volunteers
(608) 257.0158 x229 ■ annik@mmo.ca.org ■ 227 State Street, Madison, WI 53703
ART FAIR ON THE SQUARE
JULY 13 & 14, 2019  ■  FOOD VENDOR INFORMATION

The Madison Museum of Contemporary Art (MMoCA) will present the 61st annual Art Fair on the Square on July 13 & 14, 2019. Read the following information carefully – it will allow you to make an informed decision about submitting an application to participate as a food vendor. It also updates past vendors on changes that have been made to the guidelines.

Application Process
To be considered for this opportunity, please complete the enclosed application and send it back to us along with a $250 check. $215 of the $250 payment is your damage/cleaning deposit. $35 of the $250 payment is your non-refundable application processing fee.
• We will not deposit (cash) your $250 check if we cannot offer you space at this year’s event.
• $215 will be returned after the fair if no damage is found by MMoCA or The City of Madison, and if no waste, grease or oil stains are left behind.

Location, Dates, and Times
The fair takes place on city streets – the 8 blocks surrounding Wisconsin’s State Capitol Building in Madison, WI. Food vendors must be fully operational during all hours:
Saturday, July 13: 9 am - 6 pm
Sunday, July 14: 10 am - 5 pm

Photo of Your Booth, Mobile Unit, or Cart
Applicants must submit a photo of their booth set up, mobile unit or food cart (unless you were a vendor at the last Art Fair on the Square).

Acceptance Criteria
Your application will be evaluated based on:
• Proposed menu - we look at how your items are priced and if they are unique.
• Willingness and ability to fulfill the contract - such as complying with contract terms and carrying necessary insurance coverage.
• Dept. of Public Health warnings/violations.
• Past Art Fair and other event experience (based on staff and Public Health Dept. feedback).

Proposed Menu
On your application provide a detailed description of each item and its price. Limit your menu to no more than 7 items. Be sure to highlight any vegan, vegetarian or gluten free options. No changes to accepted menu items and/or prices will be permitted without approval from the Director of Events prior to the fair. Prices may not change during the event.

Please note: You may submit a written letter of request to have exclusive rights to the sale of some items. However, please note that some menu items may be under contract by other food vendors. Contact the Director of Events for more information. Fees will apply.

Insurance
All vendors must be able to provide MMoCA with proof of insurance as specified upon acceptance.

MMoCA Concessions
Please be advised that the Madison Museum of Contemporary Art sells foods and beverages at 7 concession stands situated around the Square. Offerings include bratwursts, hot dogs, beer, and canned/bottled/carbonated beverages. Outside food vendors may not serve these items.

Beverages
MMoCA manages exclusive sales of beverages including soda, water, fruit juice, and beer. Smoothie and fresh-squeezed lemonade (not from concentrate) vendors are exceptions in 2019.

Signage
All food vendors are required to prominently display signage noting the food items offered and their corresponding prices as approved by the Madison Museum of Contemporary Art. Vendors who do not provide appropriate signage may not be eligible to participate in future events.

Department of Public Health
Food vendors are expected to fully cooperate with the Department of Public Health throughout the event. MMoCA will stand by all decisions made by the Public Health Dept. Furthermore, Public Health suggestions are heavily factored into the application process. Should your booth or business be shut down due to Public Health concerns, neither the space fee nor the deposit will be refundable.

Cancellation Policy
In order to cancel or withdraw your application, send written notification to MMoCA.
• If written notice is received on or before 5/1/2019, a $100 cancellation fee will be charged. The remaining paid fees will be refunded.
• If written or verbal notice of cancellation is received on or after 5/1/2019, all paid deposits and space fees will be non-refundable.

Water and Ice
Potable water will not be available at the event and must be hauled in an appropriate food grade container. Ice MUST be purchased on site. MMoCA reserves the right to change ice prices, if needed.
Fire Department Regulations
All vendors must comply with the Madison Fire Department rules and Temporary Vendor Compliance Guidelines. These guidelines state: “All open flame, hot surface or grease producing cooking shall be conducted a safe distance away from any tent. No cooking shall be conducted inside or under a tent.” Detailed guidelines will be provided upon acceptance.

Electricity
Due to public electricity restrictions and reliability concerns, MMOCA asks that food vendors carefully evaluate their power needs. If you are able to provide your own power, via a generator, indicate this on your application.

The City of Madison guidelines indicate that a generator must be “60 decibels or less and use 15 to 20 amps.” More information is available here: www.cityofmadison.com/dpced/economicdevelopment/food-cart-food-vending-guidelines/384/

Public electricity on the square is limited to 120 Volt service. If public electricity is required, vendors must supply their own 10 or 12 gauge 100’ electrical cords. MMOCA reserves the right to limit the amount of electrical equipment used by each vendor. All vendors must specify their electrical needs for each location pre-fair. MMOCA is not responsible or liable for loss if city’s circuit breakers go out unexpectedly.
- Hook up upon arrival: Either to poles or generator as directed by MMOCA Technical Services.
- Power provided: 7/12/19 at pm - 7/14/19 at 5pm

Cleanliness and Waste Disposal
Food vendors will be responsible for the periodic removal of their trash during the event, as well as cleaning their space at the close of each day. Vendors who do not meet cleanliness requirements will lose their $215 damage/cleaning deposits and will not be allowed to participate in future events.

Animals and Pets
In 2010 the Madison Common Council banned dogs, cats and all other animals from Madison’s major street events, including Art Fair on the Square.

Security
Though the fairgrounds will be monitored by security and off-duty police officers, food vendors are responsible for securing all of their materials. Please be aware of an increased homeless population in Madison in recent years. Also, be aware that after-bar crowds in downtown Madison can be a nuisance.

State Capitol Building Driveways
Food vendors may not park vehicles or trailers in the driveways of the State Capitol Building.

Booth Assignments
Space assignments are not negotiable. MMOCA will try to honor requests, but please understand that electricity requirements and construction restrictions, etc., impact vendor placement.

Booth Operations
Food vendors are responsible for providing their own food refrigeration and booth canopy. Food vendors are responsible for the set-up, operation, and removal of all equipment used at their location. All materials are to be removed at the end of the event. All materials, storage, and operations, including prep and clean up, must remain within the booth space.

On the Square vs. MLK Food Court Assignments
In order to be placed on the Square, vendors must meet at least one of the following criteria:
1) Sell ONLY items that are NOT cooked on the premises (e.g., ice cream).
2) Have a self-contained mobile food service unit that is no larger than 10x16 feet.
*Vendors may petition the Director of Events for permission to vend on the Square if a mobile food service unit is not available.

Vending Locations, Prices, and Assignments
All 10’ x 10’ spaces (100 sq ft): $1500
Each square foot over 100: $15/square foot
- Mobile Food Carts no larger than 10x16 feet (Non-Dane County Residents): $950
- Mobile Food Cart no larger than 10x16 feet (Dane County Residents): $700*
*You must provide proof of residency and that you hold a current City of Madison Food Cart Permit to qualify for this fee.

Vending Permits and Fees
If invited to vend, each vendor will be required to obtain a valid food permit before vending at the Art Fair, which will be issued either through the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) or Public Health Madison & Dane County. Food vendors will be responsible for paying fees directly to DATCP or Public Health. Temp food permit applications will not be submitted to MMOCA.

Commissions paid to MMOCA on food sales: 0%

General Questions? Contact:
Annik Dupaty, Director of Events & Volunteers annik@mmoca.org or (608) 257-0158 x229
ART FAIR ON THE SQUARE
JULY 13 & 14, 2019 ■ FOOD VENDOR CHECKLIST
(Keep this page for your records, do not submit to MMoCA.)

MARCH 8, 2019: ALL APPLICATION MATERIALS DUE TO MMoCA
☐ Completed application - 2 pages (required)
☐ Check made out to MMoCA in the amount of $250 (required)
☐ Food stand/cart photo (required if you did not vend in 2018)
☐ Proposed menu (required)
☐ Letter of request for exclusive sales of one type of product (optional)

MARCH 13, 2019: NOTIFICATION
☐ Not invited? Stop here. Your deposit check will be returned.
☐ Waitlisted? Hold here... space will be offered if any vendors cancel/withdraw.
☐ Invited? Continue through this checklist.

MARCH 14: CONTACT YOUR INSURANCE COMPANY
☐ Contact your insurance company. Request a liability insurance certificate.
   It must have at least $1,000,000 coverage AND name the “Madison Museum of Contemporary Art” as an additional insured or co-insured.

MARCH 14-16: SUBMIT TAX INFORMATION TO MMoCA
☐ Submit s-240 tax form info for 2019 at www.mmo.ca.org/taxform (required)

MID-APRIL: WATCH FOR MAIL TO ARRIVE FROM MMoCA
☐ MMoCA will mail your contract, invoice and forms in mid-April.

APRIL 30, 2019: ALL CONTRACT MATERIALS DUE TO MMoCA
☐ Art Fair 2019 contract signed and dated (required)
☐ Check made out to MMoCA for space fee – amount will vary by vendor (required)
☐ Proof of insurance naming MMoCA as additional insured (copy of certificate)(required)

   Failure to submit payment in full by April 30, 2019 will forfeit both your space at the event and your deposit.

MAY 1, 2019: LAST DAY TO CANCEL IN WRITING WITH PARTIAL REFUND
☐ A $100 cancellation fee will be charged.

MAY: FOOD VENDING PERMIT
☐ Contact the Public Health Madison & Dane County at (608) 266-4821 to obtain a food vending permit. Food vendors will be responsible for paying permit fees directly to Public Health Madison & Dane County.

LATE JUNE, 2019: REVIEW PRE-FAIR MATERIALS
☐ Information will be sent to invited vendors in June, detailing vending locations, maps and other important details regarding set up and tear down. Review these carefully!

FRIDAY, JULY 12, 2019: SET UP
☐ Setup for food vendors begins at roughly 5:00 pm; there may be unplanned delays.
☐ NOTE: Public Health Sanitarians will conduct on-site booth inspections and, if necessary, will deliver your Food Vendor Permit on Sat morning at the Art Fair.

POST FAIR
☐ Add next year’s (2020) fair dates to your calendar: Sat, July 11 and Sun, July 12, 2020. Thank you!
Art Fair on the Square 2019
JULY 13 & 14 ■ FOOD VENDOR APPLICATION - p.1 of 2
Complete and submit both sides of this application along with a check for $250 and a photo. Applications must be received by Monday, March 8, 2019.

General Information – Please print clearly

Name of Business: _____________________________________________________________

Name of Person Completing Application: __________________________ Phone: __________________________

Owner/Primary Contact Person (circle): __________________________ Phone: __________________________

Name of Lead Person Who Will Be at the Fair: __________________________ Cell Phone: __________________________

Business Mailing Address: ______________________________________________________

City, State, Zip: ________________________________________________________________

Fax: __________________________ Email Address: __________________________

Website or general description of food: ____________________________________________

Previous Event Experience ______________________________________________________

Have you participated in Art Fair on the Square in the past? Yes No

If yes, please state the last time you participated: __________________________

Under what name(s) did you participate in the event? (please list business names and contacts)

________________________________________

________________________________________

________________________________________

Business & Prior Event References (For first time applicants only)

Name of Company or Event: __________________________ Contact: __________________________

Phone: __________________________ and/or Email address: __________________________

Name of Company or Event: __________________________ Contact: __________________________

Phone: __________________________ and/or Email address: __________________________

Proposed Menu Items (attach menu if necessary).
Check “V” if item is vegetarian. Check “GF” if item is Gluten Free. Check VN if item is vegan.

Item 1: __________________________ Price: $____ Portion size: ___________oz □ V □ GF □ VN

Item 2: __________________________ Price: $____ Portion size: ___________oz □ V □ GF □ VN

Item 3: __________________________ Price: $____ Portion size: ___________oz □ V □ GF □ VN

Item 4: __________________________ Price: $____ Portion size: ___________oz □ V □ GF □ VN

Item 5: __________________________ Price: $____ Portion size: ___________oz □ V □ GF □ VN

Item 6: __________________________ Price: $____ Portion size: ___________oz □ V □ GF □ VN

Item 7: __________________________ Price: $____ Portion size: ___________oz □ V □ GF □ VN

FOR INTERNAL USE ONLY

Past Clean Up Rating 1-7: _______ Food Quality Rating 1-7: _______ 1 Low -7 High

Unique Menu Rating 1-7: _______ Menu Pricing Rating 1-7: _______

Ability to fulfill contract 1-7: _______ Public Health Department Issues? __________

Past Number of Years: _______ Called references? □ _______ □ _______

SCORE CODE: _______ A / D / Wait list
## Booth Requests

<table>
<thead>
<tr>
<th>Preferred Location</th>
<th>Space 1</th>
<th>Space 2</th>
<th>Space 3</th>
<th>Space 4</th>
<th>Space 5</th>
<th>Space 6</th>
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<tbody>
<tr>
<td>In the box(es) to the right write: &quot;On the Square&quot;, &quot;MLK Food Court&quot; or &quot;Either&quot;</td>
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<tr>
<td>In the box(es) write: &quot;Tent&quot;, &quot;Mobile Food Cart&quot;, &quot;Trailer&quot;, or describe</td>
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<td>In the box(es) write total/max: WxDxH</td>
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<tr>
<th>Buffer</th>
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<tr>
<td>If you'll generate a lot of smoke/oils in the air, or if you can't be near heat, in the box(es) request a buffer and note why.</td>
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<tr>
<th>Equipment / Electrical Needs (1st device)</th>
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<td>Describe the type of device (e.g. freezer) and amperage*</td>
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<th>Equipment / Electrical Needs (2nd device)</th>
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<td>Describe the 2nd type of device and amperage*</td>
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<tr>
<th>Equipment / Electrical Needs (3rd device)</th>
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<td>Describe the 3rd type of device, and amperage*</td>
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**POWER PLANNING**

☐ Check here if you can provide your own power via a generator that meets City of Madison requirements, producing 60 decibels or less and 15 to 20 amps.

MMoCA reserves the right to limit the amount of public electricity used by each vendor to ensure the availability of electricity for all participants. To avoid public electricity outages, you must provide accurate information. **Public electricity is limited to 120 volt service!**

*Note: At 100% power... Wattage divided by voltage will give you amperage. Voltage x amperage will give you wattage.

*** Read and check ☑ the following 3 statements or we cannot consider your application ***

_____ I understand that my $250 check includes a non-refundable $35 application fee, and that the remaining $215 is a deposit that does **not** count toward my space fees. $215 will be returned to me as long as I have followed all Art Fair on the Square Guidelines, caused no property damage, and disposed of all waste properly.

_____ I understand that MMoCA determines final space assignments and they are not negotiable.

_____ I understand that my application materials and $250 check must be received by March 8, 2019 to be considered.

Signature ____________________________________________ Date __________________

MMoCA, ATTN: Annik Dupaty, 227 State St., Madison, WI 53703