Now in its 62nd 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 thousands of potential customers! We hope you’ll apply to be part of 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@mmoca.org ■ 227 State Street, Madison, WI 53703
ART FAIR ON THE SQUARE
JULY 11 & 12, 2020 ■ FOOD VENDOR INFORMATION

The Madison Museum of Contemporary Art (MMoCA) will present the 62nd annual Art Fair on the Square on July 11 & 12, 2020. 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.
- ONLINE OPTION: the application fee can be paid at bit.ly/afotsfoodapp and the deposit can be paid at bit.ly/afotsdeposit if you prefer.

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 11: 9 am - 6 pm
- Sunday, July 12: 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 last year’s 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/or 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 2020.

Signage
All food vendors are required to prominently display signage describing the food items offered and their corresponding prices as approved by the Madison Museum of Contemporary Art. Vendors who do not provide adequate signage could negatively impact their own sales, and 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 from participating after you’ve paid the booth/place fee, a written notification must be sent to MMoCA.

- If written notice is received on or before 5/1/2020, a $100 cancellation fee will be charged. The difference in booth and deposit fees paid will be refunded.
- If written or verbal notice of cancellation is received on or after 5/1/2020, all paid deposits and space fees will be non-refundable.
- The $35 application fee is not refundable once submitted.
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: 7/10/20 at 7pm - 7/12/20 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 11 & 12, 2020 ■ FOOD VENDOR CHECKLIST
(Use this page to track your progress; do not submit this page to MMoCA.)

MARCH 12, 2020: 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 (only required if you did not vend in 2019)
- Proposed menu (required)
- Letter of request for exclusive sales of one type of product (optional)

MARCH 20, 2020: NOTIFICATION
- Not invited: Stop here. Your deposit check will be returned.
- Waitlisted: Hold here... space may be offered if other food vendors cancel/withdraw.
- Invited: Continue through this checklist.

MARCH 20-27: CONTACT YOUR INSURANCE COMPANY & SEND CERTIFICATE TO MMoCA
- Contact your insurance company. Request a liability insurance certificate be sent to artfair@mmoca.org. 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 20-27: SUBMIT TAX INFORMATION TO MMoCA
- Submit s-240 tax form info for 2020 at www.mmoca.org/taxform (required)

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

APRIL 27, 2020: ALL CONTRACT MATERIALS DUE TO MMoCA
- Art Fair 2020 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 and contract by April 27, 2020 may forfeit your reserved space at the event!

MAY 1, 2020: LAST DAY TO CANCEL IN WRITING WITH PARTIAL REFUND
- A $100 cancellation fee will be charged.

MAY 1-22: 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, 2020: 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 this information carefully!

JULY 10-12, 2020: SET UP, EVENTS DAYS, AND LOAD OUT
- Setup: Begins at roughly 6:00 pm on Friday, July 10, 2020
- Event: Sat, July 11, 2020, 9am – 6pm; and Sun, July 12, 2020, 10am – 5pm.
- Load out: Begins at 5pm on Sunday night.
- 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 on the Square.

POST FAIR
- Add next year’s (2021) fair dates to your calendar: Sat, July 10 and Sun, July 11, 2021. Thank you!
**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

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<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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<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>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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<td>Describe the 2nd 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 12, 2020 for best consideration.

Signature ___________________________________________ Date __________________

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