Now in its 63rd 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, typically attracting 150,000-200,000 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? Contact:
Annik Dupaty, Director of Events & Volunteers
(608) 257-0159  ■  annik@mmoca.org  ■  227 State Street, Madison, WI 53703
ART FAIR ON THE SQUARE
SEPTEMBER 25 & 26, 2021 ▶ FOOD VENDOR INFORMATION

The Madison Museum of Contemporary Art (MMoCA) will present the 63rd annual Art Fair on the Square on September 25 & 26, 2021. Read the following information carefully before applying.

Application Process
To be considered for this opportunity, please submit the application and fees.

Option A: Online
Step 1: Submit the online application at http://bit.ly/foodapp2021
Step 2: Pay the application fee and deposit at https://art-fair-on-the-square-2021-107012.square.site/

Option B: By Mail
Step 1: Submit the paper application (p.5-6 below)
Step 2: Pay the $35 non-refundable application fee and $215 deposit by check made out to MMoCA ($250 total).

$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, September 25: 9 am - 6 pm
Sunday, September 26: 10 am - 5 pm

Photo of Your Booth, Mobile Unit, or Cart
New applicants must submit a photo of the intended tent set up, mobile unit, or food cart.

Acceptance Criteria
Your application will be evaluated based on:
- Menu item pricing and uniqueness.
- Complying with contract terms and carrying necessary insurance coverage.
- Dept. of Public Health warnings/violations.
- Past Art Fair and other event experience.

Proposed Menu
On your application provide a 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 or during the fair.

You may request in writing to have exclusive sale of some items. However, some menu items may be under contract by other vendors. Contact the Director of Events for info. Fees will apply.

MMoCA Concessions in 2021
MMoCA no longer sells hot foods at our stands.

Beverages
MMoCA manages exclusive sales of beverages including soda, water, fruit juice, and beer. Smoothies and fresh-squeezed lemonade (not from concentrate) vendors are exceptions in 2021.

Signage
Food vendors must display signage prominently describing the food items offered and prices. Vendors who do not provide adequate signage could negatively impact their own sales.

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

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.

Vendor Cancellation Policy
In order to cancel or withdraw from participating after you’ve paid the booth/space fee, a written notification must be sent to MMoCA.
- If written notice is received on or before 7/16/2021, 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 after 7/16/2020, all paid deposits and space fees will be non-refundable.
- The $35 application fee is not refundable once submitted.

MMoCA Cancellation Policy
If MMoCA finds it necessary or is legally obligated to cancel the 2021 Art Fair on the Square at any point due to any of the following causes, to the extent beyond its reasonable control: Acts of God, accident, riots, war, terrorist act, epidemic, pandemic, public health crises, quarantine, civil commotion or unrest, natural catastrophes, governmental acts or omissions, changes in laws or regulations, national strikes, fire, explosion, forced evacuation, or sudden lack of availability of event site, MMoCA will refund booth fees paid less a $50 refund processing fee.
Water and Ice
Potable water will not be available at the event and must be hauled in an appropriate food grade container. Ice may 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/economicdevelo
dment/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: 9/24/21 at 7pm - 9/26/21 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
  (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) 257-0159
ART FAIR ON THE SQUARE  
SEPTEMBER 25 & 26, 2021 ■ FOOD VENDOR CHECKLIST  
(Use this page to track your progress; do not submit this page to MMoCA.)

JUNE 20, 2021: ALL APPLICATION MATERIALS DUE TO MMoCA (FOR BEST CONSIDERATION)
- Completed application online or the last 2 pages below (required)
- Online payments or check made out to MMoCA; $250 total (required)
- Food stand/cart photo (only required for new applicants)
- Proposed menu (required)
- Letter of request for exclusive sales of one type of product (optional)

JUNE 28, 2021: 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.

JUNE 29-JULY 11: CONTACT YOUR INSURANCE COMPANY & SEND CERTIFICATE
- Contact your insurance company. Request a liability insurance certificate be sent to artfair@mmono.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.

JUNE 29-JULY 11: SUBMIT TAX INFORMATION TO MMoCA
- Submit s-240 tax form info for 2020 at www.mmono.org/taxform (required)

EARLY JULY: WATCH FOR MAIL/EMAIL TO ARRIVE FROM MMoCA
- MMoCA will mail or email your contract, invoice and forms in July.

JULY 11, 2021: ALL CONTRACT MATERIALS DUE TO MMoCA
- Art Fair 2021 contract signed and dated or submitted online (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 July 11, 2021 may forfeit your reserved space at the event!

JULY 16, 2021: LAST DAY TO CANCEL IN WRITING WITH PARTIAL REFUND
- A $100 cancellation fee will be charged.

JULY 19-31: 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 AUGUST, 2021: 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!

SEPTEMBER 24-26: SET UP, EVENTS DAYS, AND LOAD OUT
- Setup: Begins at roughly 6:00 pm on Friday, Sept 24, 2021
- Event: Sat, Sept 25, 2021, 9am – 6pm; and Sun, Sept 26, 2021, 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 (2022) fair dates to your calendar: Sat, July 9 and Sun, July 10, 2022. 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: ____________________ Email Address: ______________________

Fax: ____________________ 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: ______ Unique Menu Rating 1-7: ______
Ability to fulfill contract 1-7: ______ Past Number of Years: ______

Food Quality Rating 1-7: ______ Menu Pricing Rating 1-7: ______
Public Health Department Issues? ____________ Called references? □ ______ □ ______

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

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<th>Preferred Location</th>
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<th>Space 6</th>
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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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</table>

### Equipment / Electrical Needs
- **1st device**
  - Describe the type of device (e.g. freezer) and amperage*.

- **2nd device**
  - Describe the 2nd type of device and amperage*.

- **3rd device**
  - Describe the 3rd type of device, and amperage*.

### 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. Fees can be paid online instead of by check.

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

☐ I understand that my application materials and fee payments must be received by June 20, 2021 for best consideration. I also understand the cancellation policies.

Signature __________________________________________ Date _________________

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