

# WELCOME! PREPARED FOOD & BEVERAGE VENDORS

## 2017 BAYFIELD APPLE FESTIVAL • OCTOBER 6–8

FRIDAY, SATURDAY & SUNDAY • 10AM TO 5PM • BAYFIELD, WI • [BAYFIELD.ORG/APPLEFESTIVAL](http://BAYFIELD.ORG/APPLEFESTIVAL)

DEAR ORCHARDS, FOOD & BEVERAGE VENDORS,

The Bayfield Chamber & Visitor Bureau is pleased to invite you to submit an application to sell your food products at the 2017 Bayfield Apple Festival.

The Bayfield Apple Festival got its start when the local orchards began bringing their apples to downtown Bayfield to sell to visitors. Over 50 years later, the festival now draws approximately 60,000 people over the course of the three day event to the city of Bayfield.

The festival's attractions are many: an arts and crafts fair, grand parade, apple peeling and pie contests, raffles, staged and street entertainment, kids' carnival and contests, dances, live music and a large variety of food items.

We are careful in our selection process to ensure that the food offerings are not repetitious, resulting in higher sales for those vendors accepted into the festival. In addition to traditional fair food, we seek to highlight our local orchard products, local foods and foods that present a unique twist on the traditional festival fare.

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### APPLE FESTIVAL FOOD CONTEST!

We encourage all prepared food vendors to feature at least one apple-themed food item on their menu. We will actively promote one apple-themed item of your choosing in the official Apple Festival directory and via social media channels over the course of the festival, culminating in a contest where visitors will have the chance to vote for the ones they like best. This is a great way to celebrate the spirit of the festival and to get individualized promotion for your product.

*The first prize for this contest will be \$100 off your 2018 Apple Festival booth fee and the second prize is \$50 off.*

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Please find enclosed an application for food and beverage vendors including MEMBER ORCHARDS, LOCAL MEMBERS, LOCAL NONMEMBERS, NONMEMBER SNACK and NONMEMBER FOOD.

If you have more than one type of booth, ex. an orchard booth *and* a food booth, you will need to fill out two applications.

THANK YOU FOR YOUR INTEREST IN APPLE FESTIVAL!

PLEASE DIRECT ANY QUESTIONS regarding food and beverage vending at Apple Festival to Emily Jeffress, Events Coordinator at the Bayfield Chamber and Visitor Bureau: (715) 779-3335 or [emily@bayfield.org](mailto:emily@bayfield.org)

**APPLICATIONS & DEPOSITS DUE:** June 1  
**ACCEPTANCE & SPACE NOTIFICATION BEGINS:** July 1  
**FULL SPACE FEES DUE:** August 1  
**FESTIVAL SET-UP:** Beginning at 6pm Thurs. Oct. 5  
& Fri. Oct. 6 before 10am  
**APPLE FESTIVAL:** October 6, 7 & 8, 2017

*Applications will be accepted until full.  
To guarantee best placement or to secure your spot from years prior,  
please apply by June 1.*

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**The Bayfield Chamber & Visitor Bureau holds the city-wide permit for all outside sales during the Bayfield Apple Festival. This permit is required for all sales and exhibits during the festival.**

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### BAYFIELD APPLE POLICY - MEMBER ORCHARD BOOTHS

We ask that only produce grown on your Bayfield farm or orchard be sold at MEMBER ORCHARD Booths. This policy aligns with the Apple Festival mission to feature Bayfield-produced food items and promote the sale of produce grown by our local orchards and farmers. Because of this mission, our local growers are able to purchase vending space at an extremely low price. We appreciate your cooperation in this.

If trucked-in product is found in any Member Orchard Booth, the Bayfield Chamber & Visitor Bureau reserves the right to shut down the operation and revoke the right to participate in next year's festival.

**BAYFIELD**  
*and the apostle islands*



# PREPARED FOOD & BEVERAGE VENDOR RULES 2017 BAYFIELD APPLE FESTIVAL • OCTOBER 6–8

## FESTIVAL RULES & REGULATIONS

- 1) Participants must be present and operational on all three days from 10AM to 5PM. Any vendor who vacates their booth space before the end of the festival will not be invited to return.
- 2) All vendors must have a valid Wisconsin Seller's Permit.
- 3) Participants are permitted to sell only the items that are submitted in this application and accepted by the Apple Festival jury.
- 4) Items presented for sale that have not been submitted and approved may be removed at the discretion of Festival Staff.
- 5) Apple Festival Booth Permits must be clearly posted on all booths. All food booth locations in the City of Bayfield must have permits issued by the staff of the Bayfield Chamber & Visitor Bureau regardless of public or private location.
- 6) All booths must post prices of all products as presented on application.
- 7) All vendors are responsible for the removal of all displays, garbage, left over products, materials, boxes, etc.
- 8) All vendors must have insurance providing coverage for liability to customers and all other third parties, and their property. Certificates of insurance must be furnished to the Bayfield Apple Festival prior to September 1 and include the Bayfield Chamber & Visitor Bureau as covered on the policy.
- 9) All vendors must submit the prescribed garbage fee for each booth to cover costs of trash removal (\$50; orchards \$30).
- 10) Local nonmembers, nonmember snack and nonmember food vendors must submit a \$150 damage/security fee per booth with application. This fee will be refunded following the festival on the condition that all vendor material is removed and there is no damage to the festival grounds. This fee will not be refunded if you are accepted into the 2017 festival and cancel after you have been notified.

## WASTE DISPOSAL & RECYCLING

- There is a \$50 TRASH REMOVAL FEE for all food booths (orchards \$30). This fee covers trash that you hand out to consumers. It does not cover your food booth's preparation, supply containers, grease, etc.
- If you would like your booth trash removed by festival personnel, you may contract for its removal prior to the festival or onsite. Contact information will be provided in your follow up material.
- Apple Festival trash containers are not provided for your food booth. They are for use by the consumer and must remain on the street.
- All food booth vendors must bring their own containers for the collection of their booth waste.
- Grey water, compost and grease will also be picked up nightly if needed. Contact information will be provided in your follow up material.
- Food and beverage vendors must use only fully recyclable or compostable packaging and to-go materials. No styrofoam is allowed.

## ELECTRICITY

The Bayfield Apple Festival provides 110/220 service at select, limited booth locations for \$75 PER BOOTH (orchards \$25). If hardwiring is required for electrical services, it must be approved prior to acceptance and costs an additional \$35 or \$110 total (orchards exempt).

If you require electricity, you must state your needs for voltage, amperage, number of items to be plugged in on your application.

**A licensed electrician will be on site during setup on Thursday and Friday. You will be responsible for paying the electrician directly for any special requirements you have.**

## INSURANCE

To hold a valid Apple Festival vendor permit, all vendors are required to have, in force, adequate liability insurance. Adequate liability limits means minimum limits of One Hundred Thousand Dollars (\$100,000.00) per occurrence for bodily injury and minimum limits of Fifty Thousand Dollars (\$50,000.00) per occurrence for property damage.

Proof of insurance must be submitted to the Bayfield Chamber & Visitor Bureau no later than Sept 1. The Bayfield Chamber & Visitor Bureau must be included as covered in this policy.

## BOOTH INFORMATION

Food booths are located in specific areas on Rittenhouse Ave. (sidewalk and pavement set-up), Manypenny Ave. and Broad St. (pavement set-up only) during Apple Festival. The festival encompasses a seven-block area of downtown Bayfield.

A minimum 10' X 15' space is allocated for all food booths. If more space is needed or you wish to vend from the side of your space, you may purchase space in 5' increments (ex. if you need 18' then you must pay for 20').

TO QUALIFY FOR THE MEMBER ORCHARD OR THE LOCAL MEMBER FOOD BOOTH FEE, you must be a member in good standing and have been a full paying member of the Bayfield Chamber & Visitor Bureau for the previous year and the business must be located in Ashland or Bayfield counties.

## MENU

A complete description of your proposed menu along with a price list **MUST** accompany all applications. Your menu items and prices may not change from what you have submitted for the Festival.

## PERMITS AND LICENSURES

To participate in the Apple Festival you must have a valid WI Seller's Permit. Your permit number must be submitted to the Bayfield Chamber & Visitor Bureau by September 1. Permit numbers not submitted by this date will result in forfeiture of your application and booth payments.

TO RECEIVE YOUR WI SELLER'S PERMIT, CONTACT:

Wisconsin Department of Revenue  
P.O. Box 892  
Madison, WI 53708-8902  
(608) 266-2776

FOR QUESTIONS REGARDING FOOD LICENSING AND SERVING PROCEDURES:

Bayfield County Health Department  
P.O. Box 403  
Washburn, WI 54891  
(800) 390-3604

**Please note: Wisconsin food vendor regulations are different from other states.**

Anyone selling prepackaged food must be registered or licensed through WI Department of Agriculture, Trade and Consumer Protection.

FOR PREPACKAGED FOOD PERMIT INFORMATION, CONTACT:

Wisconsin Department of Agriculture,  
Trade and Consumer Protection  
2811 Agriculture Drive, P.O. Box 8911  
Madison, Wisconsin 53708-8911, (608) 224-5012

## VENDORS SELLING APPLE PRODUCTS MUST USE BAYFIELD APPLES:

Apple Hill Orchard • (715) 779-5425  
Bayfield Apple Company • (715) 779-5700  
Blue Vista Farm • (715) 779-3698  
Erickson Orchards • (715) 779-5438  
Hauser's Superior View Farm • (715) 779-5404  
Hillcrest Orchard • (715) 779-5756  
Homestead Gardens • (715) 373-2770  
North Wind Organic Farm • (715) 779-3254  
Rabideaux's Bayfield Fruit Co. • (715) 779-5509  
Sunset Valley Orchard • (715) 779-5510  
Weber Orchard • (715) 779-5448

PLEASE DIRECT ANY QUESTIONS regarding food and beverage vending at Apple Festival to Emily Jeffress, Events Coordinator at the Bayfield Chamber and Visitor Bureau: (715) 779-3335 or emily@bayfield.org

# PREPARED FOOD & BEVERAGE VENDOR APPLICATION

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## 1) GENERAL INFORMATION

CONTACT NAME: \_\_\_\_\_

BUSINESS NAME: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

BUSINESS PHONE: ( \_\_\_\_\_ ) \_\_\_\_\_

CELL PHONE: ( \_\_\_\_\_ ) \_\_\_\_\_ FAX: ( \_\_\_\_\_ ) \_\_\_\_\_

EMAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

WISCONSIN SELLER'S PERMIT: \_\_\_\_\_

I HAVE APPLIED FOR A PERMIT BUT HAVE NOT YET RECEIVED MY NUMBER

I, the undersigned, accept the rules, requirements and procedures outlined above and understand that failure to follow these regulations may result in expulsion from this year's festival. I agree to release and hold harmless the Bayfield Chamber & Visitor Bureau, board of directors, volunteers and representatives from any liability for damage, injury, theft, or loss.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

## 2) MENU ITEMS

We encourage all prepared food vendors to feature at least one apple-themed food item. We will promote the apple-themed items in the official Apple Festival directory and via social media channels and hold a contest where visitors will have the chance to vote for the ones they like best.

REMEMBER: YOU MUST USE BAYFIELD APPLES! See rules for list of orchards

APPLE ITEM: \_\_\_\_\_

PRICE \_\_\_\_\_

MENU ITEM 1: \_\_\_\_\_

PRICE \_\_\_\_\_

MENU ITEM 2: \_\_\_\_\_

PRICE \_\_\_\_\_

MENU ITEM 3: \_\_\_\_\_

PRICE \_\_\_\_\_

MENU ITEM 4: \_\_\_\_\_

PRICE \_\_\_\_\_

MENU ITEM 5: \_\_\_\_\_

PRICE \_\_\_\_\_

MENU ITEM 6: \_\_\_\_\_

PRICE \_\_\_\_\_

MENU ITEM 7: \_\_\_\_\_

PRICE \_\_\_\_\_

MENU ITEM 8: \_\_\_\_\_

PRICE \_\_\_\_\_

MENU ITEM 9: \_\_\_\_\_

PRICE \_\_\_\_\_

CONTINUED ON REVERSE

### ENTRY CHECKLIST

BY JUNE 1, MAIL THE FOLLOWING ITEMS:

- COMPLETED APPLICATION FORM
- \$150 DEPOSIT (IF APPLICABLE)
- PHOTOGRAPHS SHOWING YOUR BOOTH DISPLAY & PRODUCT

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and the apostle islands



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BY JUNE 1 • MAIL COMPLETED APPLICATION FORM, BOOTH DEPOSITS & BOOTH PHOTO/S TO

BAYFIELD CHAMBER & VISITOR BUREAU • PO BOX 138 • BAYFIELD, WI • 54814

PREPARED FOOD & BEVERAGE VENDOR APPLICATION, CONTINUED

**3) FEE CALCULATOR**

| BOOTH TYPE   | PREPARED FOOD BOOTH FEE  | TRASH (PER BOOTH SPACE) | ELECTRIC PLUG IN /or ELECTRIC HARDWIRED (PER BOOTH SPACE) | REFUNDABLE DEPOSIT (PER BOOTH SPACE) |
|--|--|-------------------------|---|--------------------------------------|
| <b>A</b> MEMBER ORCHARD                                | 10'x15': \$45<br>10'x30': \$90   | \$30                    | \$25  | N/A                                  |
| <b>B</b> LOCAL MEMBER*                                 | 10'x15': \$325<br>10'x30': \$625   | \$50                    | \$75 /or \$110  | N/A                                  |
| <b>C</b> LOCAL NONMEMBER*†                             | 10'x15': \$375<br>10'x20': \$500<br>10'x25': \$625<br>10'x30': \$750     | \$50                    | \$75 /or \$110  | \$150                                |
| <b>D</b> NONMEMBER SNACK Ex. ice cream, popcorn, drink | 10'x15': \$875<br>10'x20': \$1100<br>10'x25': \$1325<br>10'x30': \$1550  | \$50                    | \$75 /or \$110  | \$150                                |
| <b>E</b> NONMEMBER FOOD Ex. sandwich, burger, gyro     | 10'x15': \$1250<br>10'x20': \$1575<br>10'x25': \$1900<br>10'x30': \$2225 | \$50                    | \$75 /or \$110  | \$150                                |

\*ASHLAND AND BAYFIELD COUNTIES

†PRODUCT MUST BE MADE LOCALLY OR USE LOCAL INGREDIENTS

**4) BOOTH INFORMATION** PLEASE COMPLETE FOR EACH BOOTH SPACE YOU ARE REQUESTING

| PLEASE COMPLETE: <b>BOOTH TYPE, EXACT SIZE</b> (measurements must take into account hitches, overhangs, preparation, storage, etc.), <b>DESCRIPTION</b> (include photo of each) & <b>LOCATION REQUEST:</b> | APPLICABLE PREPARED FOOD BOOTH FEE (FROM ABOVE) | TRASH FEE (FROM ABOVE) | ELECTRIC TYPE & FEE (FROM ABOVE)  | DEPOSIT (FROM ABOVE; IF APPLICABLE) | TOTAL    |
|--|---|------------------------|---|-------------------------------------|----------|
| 1) <b>A B C D E</b> SIZE: ____' x ____'<br>(circle booth type from above)<br>BOOTH DESCRIPTION: _____<br>PREVIOUS LOCATION: _____  | \$ _____  | \$ _____               | \$ _____<br>VOLTS: _____<br>AMPS: _____<br># OF ITEMS PLUGGED IN: _____ | \$ _____                            | \$ _____ |
| 2) <b>A B C D E</b> SIZE: ____' x ____'<br>(circle booth type from above)<br>BOOTH DESCRIPTION: _____<br>PREVIOUS LOCATION: _____  | \$ _____  | \$ _____               | \$ _____<br>VOLTS: _____<br>AMPS: _____<br># OF ITEMS PLUGGED IN: _____ | \$ _____                            | \$ _____ |
| 3) <b>A B C D E</b> SIZE: ____' x ____'<br>(circle booth type from above)<br>BOOTH DESCRIPTION: _____<br>PREVIOUS LOCATION: _____  | \$ _____  | \$ _____               | \$ _____<br>VOLTS: _____<br>AMPS: _____<br># OF ITEMS PLUGGED IN: _____ | \$ _____                            | \$ _____ |

REQUESTED LOCATION IS NOT GUARANTEED; APPROVAL WILL BE CONSIDERED ONCE THIS APPLICATION IS SUBMITTED AND ALL FEES ARE PAID.

NO SUPPLY VEHICLES MAY BE PARKED NEXT TO FOOD BOOTHS

TO QUALIFY FOR THE CHAMBER MEMBER FOOD BOOTH FEE: YOU MUST BE A MEMBER IN GOOD STANDING AND HAVE BEEN A FULL PAYING MEMBER OF THE BAYFIELD CHAMBER & VISITOR BUREAU FOR THE PREVIOUS YEAR AND THE BUSINESS MUST BE LOCATED IN ASHLAND OR BAYFIELD COUNTIES.

**BY JUNE 1 • MAIL COMPLETED APPLICATION FORM, BOOTH DEPOSITS & BOOTH PHOTO/S TO BAYFIELD CHAMBER & VISITOR BUREAU • PO BOX 138 • BAYFIELD, WI • 54814**

TOTAL FOR ALL BOOTH SPACES  
\$ \_\_\_\_\_

OFFICE USE

|                                    |                                     |                            |
|------------------------------------|-------------------------------------|----------------------------|
| DATE RECEIVED: _____               | PROOF OF INSURANCE SUBMITTED: _____ | WELCOME PACKET SENT: _____ |
| ACCEPTED: _____                    | DATE RECEIVED PAYMENTS: _____       | BOOTH #: _____             |
| WI SELLERS PERMIT SUBMITTED: _____ | PAID COMPLETELY: _____              |                            |