

# 2025 ART FAIR ON THE SQUARE

EVENT INFORMATION / FOOD VENDOR APPLICATION



Now in its 67th year, the Madison Museum of Contemporary Art's 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 tens of thousands of visitors annually, and to provide art education programs for area children. Support the arts and enjoy one of Madison's favorite summertime traditions by applying to join us at Art Fair on the Square!

**Questions? Contact:**

[artfair@mmoca.org](mailto:artfair@mmoca.org)

608.257.0158 x264

227 State Street, Madison, WI 53703

# ART FAIR ON THE SQUARE

## JULY 12 & 13, 2025 ■ FOOD VENDOR INFORMATION

The Madison Museum of Contemporary Art (MMoCA) will present the 67th annual Art Fair on the Square on July 12 & 13, 2025. Read the following information carefully before applying.

### Application Process

To be considered, submit the application and fees (and a photo if applying for the first time).

#### Option A: Online

**Step 1:** Submit the online application at <https://forms.gle/NVEwDMhqWvgnfxHn6>

**Step 2:** Pay the application fee and deposit at <https://2025-art-fair-on-the-square-106576.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 + \$215 deposit by check(s) made out to MMoCA (Mail to: MMoCA, ATTN: Art Fair, 227 State St, Madison, WI 53703)

\$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 surrounding Wisconsin's State Capitol Building in Madison, WI. Vendors must be fully operational during all hours:  
Saturday, July 12: 9 am - 6 pm  
Sunday, July 13: 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.

### Evaluation Criteria

Your application will be evaluated based on:

- Uniqueness; appeal; menu item pricing
- Complying with contract terms and carrying necessary insurance coverage.
- Dept. of Public Health warnings/violations.
- Past Art Fair and other event experience.

### Proposed Menu

In 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 MMoCA for info. Fees will apply.

### Beverage Sales

MMoCA manages **exclusive** sales of beverages including soda, water, fruit juice, tea, and beer.

- Smoothies and lemonade fresh-squeezed onsite are exceptions in 2025.

**Failure to comply with this will result in forfeiture of your deposit.**

### 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 5/19/2025, 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 5/19/2025, 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 2025 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 \$100 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 provide their own source of power. 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/](http://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: 7/11/25 at 7pm - 7/13/25 at 5pm.

#### **Cleanliness and Waste Disposal**

Food vendors will be responsible for the periodic removal of their trash and recycling 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.

**Commissions paid to MMoCA on food sales: 0%**

#### **Security**

Though the fairgrounds will be monitored by security and off-duty police officers, food vendors are responsible for securing all of their materials.

#### **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

- 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 will be charged \$15/square foot if you exceed your booth space.**

\*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.**

# ART FAIR ON THE SQUARE

## JULY 12 & 13, 2025 ■ FOOD VENDOR CHECKLIST

(Use this page to track your progress; do not submit this page to MMoCA.)

### MARCH 31, 2025: ALL APPLICATION MATERIALS DUE TO MMoCA (FOR BEST CONSIDERATION)

- Completed application online (google form) or the last 2 pages below (required)
- Online payments or check made out to **MMoCA**; \$250 total, a \$25 application fee and a \$15 security deposit (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)

### APRIL 10, 2025: NOTIFICATION

- Not invited?** Stop here. Your deposit will be returned.
- Waitlisted?** Hold here... space may be offered if other food vendors cancel/withdraw.
- Invited?** Continue through this checklist.

### APRIL 28-MAY 15: CONTACT YOUR INSURANCE COMPANY & SEND CERTIFICATE

- 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.

### APRIL 28-MAY 15: SUBMIT TAX INFORMATION TO MMoCA

- Submit s-240 tax form info for 2025 at [www.mmoca.org/taxform](http://www.mmoca.org/taxform) (**required**)

### EARLY MAY: WATCH FOR MAIL/EMAIL TO ARRIVE FROM MMoCA

- MMoCA will mail or email your contract, invoice and forms.

### MAY 15, 2025: ALL CONTRACT MATERIALS DUE TO MMoCA

- Art Fair 2025 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 May 15, 2025  
may forfeit your reserved space at the event!***

### MAY 15-19: 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.

### MAY 19, 2025: LAST DAY TO CANCEL IN WRITING WITH PARTIAL REFUND

- A \$100 cancellation fee will be charged.

### LATE JUNE, 2025: 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 11-13, 2025: SET UP, EVENTS DAYS, AND LOAD OUT

- Setup: Begins at roughly 6:00 pm on Friday, July 11, 2025
- Event: Sat, July 12, 2025, 9am – 6pm; and Sun, July 13, 2025, 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.

# Art Fair on the Square 2025

JULY 12 & 13, 2025 ■ FOOD VENDOR APPLICATION - p.1 of 2

Complete and submit both sides of this application along with the \$35 application fee and \$215 deposit and a photo. For best consideration, apply by March 12, 2025.

### 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

<b>FOR INTERNAL USE ONLY</b>		
Past Clean Up Rating 1-7: _____	Food Quality Rating 1-7: _____	<i>1 Low -7 High</i>
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? _____	
<b>SCORE CODE:</b> _____ A / D / Wait list		

JULY

12 & 13,

**Booth Requests**

		Space 1	Space 2	Space 3	Space 4	Space 5	Space 6
<b>Preferred Location</b>	In the box(es) to the right write: "On the Square", "MLK Food Court" or "Either"						
<b>Type</b>	In the box(es) write: "Tent", "Mobile Food Cart", "Trailer", or describe						
<b>Size</b>	In the box(es) write total/max: WxDxH						
<b>Buffer</b>	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.						
<b>Equipment / Electrical Needs (1st device)</b>	Describe the type of device (e.g. freezer) and amperage*.						
<b>Equipment / Electrical Needs (2nd device)</b>	Describe the 2nd type of device and amperage*.						
<b>Equipment / Electrical Needs (3rd device)</b>	Describe the 3rd type of device, and amperage*.						

**POWER PLANNING**

**IMPORTANT!** 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.

MMAoCA 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 I must pay a non-refundable \$35 application fee, and a \$215 refundable deposit. The \$215 damage/cleaning deposit 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 or by check made out to MMoCA.

\_\_\_\_\_ 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 March 31, 2025 for best consideration. I also understand the cancellation policies.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**MAIL TO: MMoCA, ATTN: Art Fair Food Vendor, 227 State St., Madison, WI 53703**