



DATE: October 19, 2009
TO: Prospective Farmer's Market Participant
FROM: Michelle Zuelke
Festivals & Events Manager
Wisconsin Dells Visitor & Convention Bureau
RE: Autumn Harvest Fest Farmer's Market Registration

The 13th Annual Autumn Harvest Fest Farmers Market will be held Saturday, October 16, 2010, from 9:00 AM – 5:00 PM and Sunday, October 17, 2010, from 10:00 AM – 3:00 PM at the Wisconsin Dells Festivals Site, La Crosse Street, downtown Wisconsin Dells. The farmers market is an outdoor event and will occur rain or shine. Items recommended for sale would consist of fresh produce, gourds, pumpkins, Indian corn, baked goods, coffees and cheeses.

Please review the following guidelines, and return the registration form & fee no later than **August 6, 2010.**

Guidelines:

1. Booth Rental:

- Vendor spaces are approximately 20' x 20' in size.
- Vendors must provide their own setup, tables, shade protection, etc.
- Please specify if a vehicle is part of your display and what size.
- No electricity is available to vendors.
- **Wisconsin Dells Festivals Inc. reserves the right to make all final decisions regarding allowable products.**
- Vendor charge per booth is \$20.
- Proof of Insurance is **strongly encouraged**. This is for your own peace of mind as it should cover your goods & display. Please send proof of insurance with your application.

2. Set-up:

- Vendors may begin setting up at 4:00 PM on Friday, October 15, 2010. Saturday set up begins at 6:30 AM.
- No vehicles are allowed in the display area unless you have specified that it is part of your display.
- Vendors may begin selling once set-up is completed.
- We reserve the right to allow or deny set-up.

3. Tear Down:

- Vendors police and **clean** own area (dumpsters are located at the south end of the parking lot).
- Vendors must be cleaned up and packed up on Sunday by 4:30 PM.

AUTUMN HARVEST FEST OCTOBER 16 & 17, 2010 FARMERS MARKET REGISTRATION

_____ Yes, my vehicle is part of my display for selling items. Size: _____

\$20.00 per 20 x 20 booth x _____ booth(s) = amount included with application \$ _____

Please make check or money order payable to Wisconsin Dells Festivals, Inc.

A \$20 fee will be added to all returned checks.

Cancellation Policy: In order to receive a full refund you must notify the Festival & Events Manager of cancellation 30 days prior to the event (by September 16, 2010).

Sales tax in the city of Wisconsin Dells is 6%.

Note: A confirmation letter will be sent with an Autumn Harvest Fest brochure after August 6, 2010. The brochure will offer discounts on area Accommodations, Attractions, Campgrounds, Restaurants & Shopping.

Information about temporary events, including forms, instructions, and FAQ's, can be found on the Department of Revenue's website at www.dor.state.wi.us/html/temevent.html. If you have additional questions, please contact the Department of Revenue by e-mail at tempevtprg@dor.state.wi.us, telephone at (920) 832-2910, or FAX at (920) 832-2909.

I understand and agree that neither Wisconsin Dells Festivals, Inc., nor the Wisconsin Dells Visitor & Convention Bureau are responsible for the loss/damage of display material, sale items or personal property. I have read, do understand, and will abide by the guidelines provided to me to participate in this event.

Signature: _____ Date: _____

Please return by August 6, 2010 with check and Proof of Insurance.

To: Michelle Zuelke • Festivals & Events Manager • Wisconsin Dells Festivals, Inc.

This Form May Be Reproduced

Wisconsin Temporary Event Operator and Seller Information

Information on this form is required under sec. 73.03(38), Wis. Stats.

Instructions on reverse side.

E V E N T O P E R A T O R	<p>PART A: Event Information: To be completed by the operator of the temporary event</p> <p>1. Name of Temporary Event <u>2010 Autumn Harvest Fest Craft Fair</u></p> <p>2. Date(s) of Temporary Event <u>10/16/2010 & 10/17/2010</u></p> <p>3. Location of Temporary Event (e.g., Venue, City) <u>Wisconsin Dells, WI 53965</u></p> <p>PART B: Operator Information: To be completed by the operator of the temporary event</p> <p>1. Name and Address <u>Wis Dells Festivals Inc/Wis Dells Visitor & Conv Bureau</u> <u>PO Box 390, Wis Dells, WI 53965</u></p> <p>2. Daytime Telephone Number (<u>608</u>) <u>254-8088</u></p> <p>3. E-mail Address <u>info@wisdells.com</u></p> <p>4. Wisconsin Tax Account Number <u>4 5 6 - 1 0 2 0 0 2 0 3 3 0 - 0 3</u></p> <p>If blank, check appropriate box:</p> <p><input type="checkbox"/> No Taxable Sales <input type="checkbox"/> Exempt under Occasional Sales Rule <input type="checkbox"/> Exempt Nonprofit Organization</p> <p><input type="checkbox"/> Other – Explain: _____</p>
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S E L L E R	<p>PART C: Seller Information: To be completed by seller and given to event operator on or before the first day of event.</p> <div style="border: 1px solid black; padding: 5px; text-align: center; margin: 10px 0;"> THIS IS NOT AN APPLICATION FOR A WISCONSIN TAX ACCOUNT – SEE INSTRUCTIONS </div> <p>1. Legal Name _____</p> <p>2. Business Name _____</p> <p>3. Address (Street or Route) _____</p> <p>4. City, State and Zip Code _____</p> <p>5. Home Telephone Number () _____</p> <p> Business Telephone Number () _____</p> <p>6. Wisconsin Tax Account Number _____ - _____ - _____</p> <p>7. Social Security Number _____ - _____ - _____</p> <p>8. Federal Identification Number (FEIN) _____ - _____ - _____</p> <p>9. Check one box indicating the type of activity you intend to engage in at this event:</p> <p><input type="checkbox"/> Selling Taxable Merchandise or Service <input type="checkbox"/> Display Only</p> <p><input type="checkbox"/> Selling Exempt Merchandise or Service <input type="checkbox"/> Exempt under Occasional Sales Rule</p> <p><input type="checkbox"/> Direct Sellers, Company Name _____ <input type="checkbox"/> Nonprofit Organization</p>
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I declare that the information on this form is true and correct to the best of my knowledge and belief and that I am authorized to sign this form.

Print Name: _____

Signature: _____ Date: _____

Information about temporary events, including forms, instructions and FAQ's can be found on the Department of Revenue's website at www.revenue.wi.gov/html/temevent.html. If you have additional questions, please contact the Department of Revenue by e-mail at temeptprg@dor.state.wi.us or telephone at (920) 832-2910. See reverse side for submission instructions.

Instructions for Completing Operator and Seller Information

EVENT OPERATOR:

An "operator" is defined as a person or entity (such as an individual, association, partnership, corporation, or nonprofit organization) that arranges, organizes, promotes, or sponsors an event. An operator may also be referred to as an organizer, exhibitor, or decorator. An operator may or may not be the owner of the property or premises where the event takes place. An operator may also be a seller at the event.

Note: A Wisconsin tax account number (formerly seller's permit) is required if selling taxable merchandise or services. Admission fees are subject to sales tax in Wisconsin.

Step 1: Complete Parts A and B.

Step 2: Provide a copy of *Wisconsin Temporary Event Operator and Seller Information* (Form S-240) with Parts A and B completed to each seller participating in your event.

To obtain additional copies of Form S-240 go to the Department of Revenue's web site at www.revenue.wi.gov/forms/sales/index.html. If you prefer, you may use the fill-in form available from the same web site.

Step 3: Submission – Event Operator.

Submit compiled vendor information to the department as soon as possible but no later than 10 days from event closing using one of the following methods:

- **Electronic Reporting:** If you have all the required sellers' information, use the Excel spreadsheet, provided at www.revenue.wi.gov/html/temevent.html. (Excel viewer is available.) Fill in the information for all sellers participating at the event and e-mail the spreadsheet to tempevtprg@dor.state.wi.us.
- **Paper Reporting:** Mail completed Forms S-240 or a printed version of spreadsheet to:

Temporary Events Program
Wisconsin Department of Revenue
265 W Northland Ave
Appleton WI 54911

Revenue Field Agents attend temporary events to verify registration of sellers. Sellers must have evidence of their Wisconsin tax account number at the event.

SELLER:

A "seller" is defined as a person or entity involved with selling merchandise or providing taxable services at a temporary event. A seller may also be referred to as a vendor, exhibitor, or booth owner.

Important: This form is not an application for a Wisconsin Tax Account Number. If you do not already have a tax account number but are required to, you will need to apply for one directly with the Department of Revenue prior to the event. You can apply online or download an application, *Application for Business Tax Registration* (Form BTR-101) on the department's web site, www.revenue.wi.gov/forms/sales/index.html. Not all sellers are required to obtain a Wisconsin tax account number. Some of the reasons a seller may not need a tax account number are:

- The seller only sells tax-exempt items, such as vegetables for home consumption.
- The seller is only displaying at the event, no onsite orders are being taken, and taxable merchandise is not later shipped into Wisconsin.
- The seller qualifies for the occasional sale exemption. (See Publication 228, *Temporary Events*.)

If you have questions regarding applying for a Wisconsin tax account number, contact any Department of Revenue office, visit our web site, or call (608) 266-2776.

Step 1: Complete Part C (event operator should complete Parts A and B).

Line 1: Enter your individual, partnership, association, or corporate name.

Line 2: Enter your business name, if different.

Line 3: Enter the address of the physical location of your business. If different, also provide your mailing address.

Line 6: Enter your 15-digit Wisconsin tax account number. You can find this number on your Form ST-12.

This number is **not** your 6-digit seller's permit number issued to you prior to December 31, 2002.

Lines 7 & 8: Enter your social security number and/or federal employer identification number. This is required under sec. 73.03(38), Wis. Stats., if you do not provide a tax account number.

Step 2: Submit completed form to event operator on or before the first day of the event.