



December 20, 2024

Dear Mequon Friends;

We are writing to inform our vendors and sponsors of an exciting addition to this year's City festival line-up. Both Taste of Mequon and Winter Wonderland will celebrate their 12<sup>th</sup> anniversary, while the City launches its third festival, the Redbud Festival. The Mequon Festivals Committee, which was created in 2013, always had the goal to hold three events per year. The Committee has now identified a third event that will highlight the Mequon-Thiensville Sunrise Rotary Club's Redbud Project which began in 2011. The vision of the Project is to cultivate springtime beauty along the Riverwalk and throughout the Town Center to draw local citizens and visitors alike to enjoy community amenities and the Riverwalk. The Redbud Festival will be an art and garden festival that will launch on Saturday, May 10, from noon – 5:00 p.m. when the redbud trees will be in full bloom. There will be live music, food trucks, plein air artists, MTSD art displays, artist booths, plant demonstrations, children's activities, make your own Mother's Day bouquets, and much more!

Town Center, in front of City Hall, has proven to be an excellent venue for helping build a greater sense of community among residents and business owners and highlighting why Mequon is rated as one of the best cities in Wisconsin to live, work and play. Taste of Mequon is scheduled for Saturday, September 6, 2025 from 11:00 A.M. – 8:00 P.M. and Winter Wonderland will take place on Sunday, December 7, 2025 from 3:30 P.M. – 5:30 P.M. The community response has been impressive with the attendance growing significantly each year for each event and the Committee is always looking for new, fun ways to highlight the City. As a vendor at one, two, or all three events, you will receive valuable exposure while also demonstrating that you are passionate about the community of Mequon.

We invite you to complete the attached application and also encourage you to visit our website at <https://www.mequonfestivals.org> for additional photos and to see where we will be posting this year's festival information.

Very truly yours,

Miranda White  
Chair, Festivals Committee  
mjwhite0011@gmail.com  
224-730-4788

Deanna Conaty  
Vice Chair, Festivals Committee  
theconatys@gmail.com  
262-328-7372



**Saturday, May 10, 2025  
NOON – 5:00 PM**

**ARTIST/CRAFTSMAN/FARMER'S MARKET  
JURY APPLICATION**

**Applicaton Deadline: April 18, 2025**

**VENDOR INFORMATION**

Name of Vendor/Business: \_\_\_\_\_

Name of Contact Person: \_\_\_\_\_

Phone # of Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

**(Required)**  
E-Mail: \_\_\_\_\_

**(Required)**  
Name of Emergency Contact Person: \_\_\_\_\_

**(Required)**  
Phone # Emergency Contact Person: \_\_\_\_\_

**VENDOR SPACE FEE**

**SPACE REQUIREMENT:** (√ appropriate space size)

Space Size	Before March 21	Check Appropriate Box (√)	After March 21	Check Appropriate Box (√)
10 x 10	\$50		\$75	
10 x 20	\$75		\$100	

Total Due \_\_\_\_\_

Total Due \_\_\_\_\_

The vendor space fee is non-refundable.

 • **All vendors must be setup by 11:30 AM.**

## APPLICATION CHECKLIST

Please review the list below to ensure you have all the required information before submitting the application. (√)

- \_\_\_\_\_ Completed application
- \_\_\_\_\_ Provide 3 pictures of items that applicant will be selling and 1 of booth space setup
- \_\_\_\_\_ Check for space fee (payable to City of Mequon)
- \_\_\_\_\_ Completed S-240 Wisconsin Temporary Event Operator and Seller Information
- \_\_\_\_\_ Completed Release and Hold Harmless for Vendor Form

## SEND COMPLETED APPLICATION AND FORMS TO:

Mequon City Hall  
11333 N. Cedarburg Road  
Mequon, WI 53092  
Attn: Carrie Enea, Executive Assistant  
**Fax:** 262-242-9819  
**E-Mail:** [cenea@ci.mequon.wi.us](mailto:cenea@ci.mequon.wi.us)

Questions? Please call Carrie Enea, Mequon City Hall (262) 236-2941. Applicant will receive an email within 14 business days that their application has been received.

### **The undersigned applicant agrees:**

- 1) To adhere to the **Redbud Festival** guidelines as provided in the artist/craftsman vendor information.
- 2) To agree to bear all risk and expense for any loss, theft or damage to my personal property or injury to my person, regardless of cause.
- 3) I agree to be photographed or videotaped for promotional purposes.

I have read and agree to the **Redbud Festival** event terms and conditions.

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

### **For Office Use Only:**

Date Application Received: \_\_\_\_\_ Date Vendor Space Fee Paid: \_\_\_\_\_  
Date Release and Hold Harmless For Vendor-Participants Form Received: \_\_\_\_\_  
Date Form S-240 Wisconsin Temporary Event Operator and Seller Information Received: \_\_\_\_\_  
Emergency Information Recorded: \_\_\_\_\_

Approved: November 18, 2024



## ARTIST/CRAFTSMAN/FARMER'S MARKET VENDOR GUIDELINES

- Set up is between 9:00 AM – 11:30 AM on the day of the festival. Setup is not permitted prior to 9:00 AM. Only one vehicle is allowed per vendor on the street for setup. A parking pass will be mailed two weeks prior to the event. Other detailed instructions for load-in and set-up will be emailed approximately one week prior to the event.
- **All vendors must be setup by 11:30 AM.**
- Booths must be staffed from noon to event close at 5:00 PM. At the conclusion of the event, all trash must be placed in containers provided and the space left in the same condition as it was prior to setup.
- Vendors must provide their own tent, tables, and chairs. Appropriate dress is required, shirts and footwear must be work at all times.
- All vendors are responsible for liability within their space as well as any loss, theft, or damage. Vendors are responsible for their own insurance.
- One electrical outlet is provided complimentary to all vendors. Additional may be available for \$25/each. Please inquire if needed.
- Payment is due in full at time of application.

### S-240 Wisconsin Temporary Event Operator and Seller Information

#### **Sellers at Temporary Events**

Wis. Stat. § 73.03(38) requires an operator of a temporary event to obtain information from sellers selling merchandise or services at a temporary event, including those whose sales may be exempt from sales tax.

Please complete the “Seller” portion of the enclosed Form S-240 Wisconsin Temporary Event Operator and Seller Information provided, sign and date the form and submit with the event application.

### Inclement Weather

If inclement/severe weather is predicted for the day of the event, a cancellation announcement will be posted on the City of Mequon's website ([www.ci.mequon.wi.us](http://www.ci.mequon.wi.us)) by 6:00 AM on the morning of the event. To hear a recorded message of the event cancellation, call (262) 236-2941.

An alternate event date will not be provided due to inclement weather.

Approved: November 18, 2024

City of Mequon ● 11333 N. Cedarburg Road ● Mequon, WI 53092

# Wisconsin Temporary Event Operator and Seller Information

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

*Instructions on reverse side.*

<b>E V E N T  O P E R A T O R</b>	<p><b>PART A: Event Information: To be completed by the operator of the temporary event</b></p> <p>1. Name of Temporary Event _____</p> <p>2. Date(s) of Temporary Event _____</p> <p>3. Location of Temporary Event (e.g., Venue, City) _____</p> <p><b>PART B: Operator Information: To be completed by the operator of the temporary event</b></p> <p>1. Name and Address _____</p> <p>2. Daytime Telephone Number (     ) _____</p> <p>3. Email Address _____</p> <p>4. Wisconsin Tax Account Number _____ - _____ - _____</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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<b>S E L L E R</b>	<p><b>PART C: Seller Information: To be completed by seller and given to event operator on or before the first day of event.</b></p> <div style="border: 1px solid black; padding: 5px; text-align: center; margin: 10px 0;"> <b>THIS IS NOT AN APPLICATION FOR A WISCONSIN TAX ACCOUNT – SEE INSTRUCTIONS</b> </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 style="padding-left: 20px;">Business Telephone Number (     ) _____</p> <p>6. Wisconsin Tax Account Number _____ - _____ - _____</p> <p>7. Social Security Number X X X - X X - _____</p> <p>8. Federal Identification Number (FEIN) X X - X X X _____</p> <p>9. Check one box indicating the type of activity you intend to engage in at this event:</p> <table style="width: 100%; border: none;"> <tr> <td><input type="checkbox"/> Selling Taxable Merchandise or Service</td> <td><input type="checkbox"/> Display Only</td> </tr> <tr> <td><input type="checkbox"/> Selling Exempt Merchandise or Service</td> <td><input type="checkbox"/> Exempt under Occasional Sales Rule</td> </tr> <tr> <td><input type="checkbox"/> Direct Sellers, Company Name _____</td> <td><input type="checkbox"/> Nonprofit Organization</td> </tr> </table>	<input type="checkbox"/> Selling Taxable Merchandise or Service	<input type="checkbox"/> Display Only	<input type="checkbox"/> Selling Exempt Merchandise or Service	<input type="checkbox"/> Exempt under Occasional Sales Rule	<input type="checkbox"/> Direct Sellers, Company Name _____	<input type="checkbox"/> Nonprofit Organization
<input type="checkbox"/> Selling Taxable Merchandise or Service	<input type="checkbox"/> Display Only						
<input type="checkbox"/> Selling Exempt Merchandise or Service	<input type="checkbox"/> Exempt under Occasional Sales Rule						
<input type="checkbox"/> Direct Sellers, Company Name _____	<input type="checkbox"/> Nonprofit Organization						

*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 Common Questions can be found on the Department of Revenue's website at [revenue.wi.gov/html/temevent.html](http://revenue.wi.gov/html/temevent.html). If you have additional questions, please contact the Department of Revenue by email at [DORBusinessTax@revenue.wi.gov](mailto:DORBusinessTax@revenue.wi.gov) or telephone at (608) 266-2776. See reverse side for submission instructions.

**\*\* Do not email event reports to maintain confidentiality of seller information \*\***

# 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 non-profit 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 website at [revenue.wi.gov/forms/sales/index.html](http://revenue.wi.gov/forms/sales/index.html). If you prefer, you may use the fill-in form available from the same website.

**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 [revenue.wi.gov/html/temevent.html](http://revenue.wi.gov/html/temevent.html). (Excel viewer is available.) Fill in the information for all sellers participating at the event and submit using the department’s secure file transmission application at [revenue.wi.gov/eserv/wteptran.html](http://revenue.wi.gov/eserv/wteptran.html) or by U.S. Mail. **Do not email event reports to maintain confidentiality of seller information.**
- **Paper Reporting:** Mail completed Forms S-240 or a printed version of spreadsheet to:

Temporary Events Program  
Wisconsin Department of Revenue  
PO Box 8910  
Madison WI 53708-8910

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 website, [revenue.wi.gov/forms/sales/index.html](http://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 website, 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 the last four digits of 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.