



SATURDAYS

NOVEMBER - APRIL • 9 AM -12 PM

KENNEDY MALL (NORTH CONCOURSE, FORMER RUE21 STOREFRONT)

Dubuque Winter Farmers' Market 2025 - 2026 Application

MARKET POLICIES

Please **read this entire policy section** before applying for this season's market. The following policies will be required of all market vendors.

1. Full Season Stall Fees: One-time fee of \$125 per table

- A. Market provides 1 table and approximately 10 ft. of booth space. Vendors may request two tables for a double booth, which will result in a double-fee of \$250 for the season. Vendors are allowed to bring additional tables for packaging storage behind their customer-facing tables. *New for the 2025-26 season: Winter Market will be located in the former Maker's Market storefront next to Hibbett Sports. You MUST work with your neighbor to make sure all of your products and displays stay within your designated booth space. Each vendor will have approximately 10 x 10 ft. of space.*
- B. **Full payment is due by Monday, October 27th.** Accepted vendors will be provided with payment instructions upon approval.
- C. There is no additional charge for electrical outlets, but access is limited and not guaranteed. Please indicate in this application if electricity is required for your products.

2. Fill-in Stall Fees: Weekly fee of \$20 per table

- A. Due to limited space, priority will be given to full-season vendors. Drop-in vendors will be approved based on availability throughout the season.
- B. Market provides 1 table and approximately 10 ft. of booth space. Vendors may request two tables for a double booth, which will result in a double-fee of \$40 for the week. Vendors are allowed to bring additional tables for packaging storage behind their customer-facing tables. *New for the 2025-26 season: Winter Market will be located in the former Maker's Market storefront next to Hibbett Sports. You MUST work with your neighbor to make sure all of your products and displays stay within your designated booth space. Each vendor will have approximately 10 x 10 ft. of space.*

- C. Please complete the application, but please wait and bring payment with you the week that you vend. Applications must be received at least 1 week prior to your first market.
- D. There is no additional charge for electrical outlets, but access is limited and not guaranteed. Please indicate in this application if electricity is required for your products.
- E. Market staff will make every attempt to notify fill-in vendors one week in advance if space is available. If you need more time than that, please let us know.
- F. Fill-in vendors are not guaranteed the same booth space from week to week.

3. **Attendance:** If you plan to be a regular vendor, please plan to attend for the entire season. If you will miss more than 6 weekends throughout the season, apply as a fill-in vendor instead.

- A. Full-season vendors are expected to attend every week. Please indicate in this application any dates you *already know you cannot attend*.
- B. For unexpected absences, please notify market staff no later than the Wednesday before so we can notify fill-in vendors. Contact Danielle at manager@wintermarketdbq.com or 563.581.9688.
- C. Severe Weather: Winter Market will be open rain, snow, or shine, unless Kennedy Mall is unable to open due to extreme weather. Market staff will notify all vendors *via email* if the mall requires us to close.
 - a. If you are unable to travel due to weather, contact Danielle ASAP at manager@wintermarketdbq.com or 563.581.9688.

4. **Setup & Teardown:** Vendors are responsible for setting up and tearing down all of their own products and display equipment.

- A. Doors open for vendors at 7:30 am. *Enter from the north parking lot next to Edward Jones.* A map will be provided for new vendors before the first market of the season.
- B. Vendors must be ready to sell no later than 8:45 am. *Tardiness will not be tolerated and repeat late arrivals may result in expulsion from market.*
- C. If you need more than 1 hour 15 minutes to set up, please ask market staff for an exception.
- D. Market opens to the public at 9:00 am. *Sales are not permitted before 9:00 am.*
- E. Market closes to the public at 12:00 pm. *Teardown may not begin prior to 12:00pm unless you have sold out of products.*
- F. Vendors must complete teardown no later than 1:00 pm.
- G. Carry in - carry out, leave no trace: Waste and recycling bins are provided *for market shoppers only.* Vendors are responsible for providing their own waste receptacles and removing any waste generated by their products (packaging, wrappers, boxes, etc.). Market staff will not dispose of vendor waste. Vendors are also required to sweep and vacuum any food scraps left by your products (onion skins, greenery, wrappers, etc.)
- H. Layout: Vendors must be flexible with booth assignments for the betterment of market flow. Market staff reserves the right to relocate vendors for any reason.

5. **Licenses & permits:** *It is the vendor's responsibility* to make sure you are in compliance with all local, state and federal health regulations, licensing, inspection, and permit requirements. If you have questions, please contact Tim Link or Sydney Altoff – City Health Services at 563.589.4102.

6. **Product Standards:** Locally produced foods that are grown/raised/made by the vendor selling them at Market will be the main products sold.

- A. Items that potentially compete with other mall stores are prohibited – we cannot accept crafts, jewelry, clothing, or home décor. Exceptions may be made near the holiday season, with prior approval from Kennedy Mall. Contact market staff if you are interested in adding special holiday products to your booth.
- B. Approved products include: in-season produce and storage-type produce, greenhouse produce, cheese, eggs, jams, pies, breads, cookies, juice, salsa, wine, meat, honey, canned goods, prepared foods, house plants, and personal body care products.
- C. *Vendors are required to display signage to alert shoppers about any products that meet those criteria but are not grown or produced by the vendor. For example: fresh fruits or vegetables that are not commonly grown in the midwest, but that are sourced from small-scale or organic farms (citrus, peaches, etc.). Contact market staff for guidance if you plan to re-sell any products.*
- D. The Winter Farmers Market Committee, an affiliate of the Four Mounds Foundation, has exclusive rights to accept, limit, and decline products to be sold at the Winter Farmers Market.

6. **Conduct:** Respect everyone.

- A. All vendors, customers, volunteers, and staff of the market are to be treated respectfully and courteously. Vendors are expected to conduct themselves professionally and honestly. We strive for a safe and comfortable environment for everyone.
- B. No Discrimination. Market staff will not tolerate discrimination of race, color, sex, age, religion, sexual orientation, nationality, or physical ability.
- C. All vendors are required to comply with The City of Dubuque ordinances, regulations, and rules along with state and federal laws. *Failure to abide by these regulations could be grounds for removal.* This includes, but is not limited to: assault or abuse directed toward other vendors, customers, market management, market staff, volunteers, or the general public.
- D. Vendors who have a complaint or concerns about another vendor must address it with the market manager and provide concrete evidence of policy violations. Vendors should not confront, provoke, or accuse other vendors at market. The market manager will investigate policy violation claims and determine the appropriate action to resolve vendor disputes. The market manager's decisions are final and may result in suspension or expulsion of vendors if evidence of repeated violations are found.

7. **Refunds:** Refunds will not be issued for any reason, unless the market runs out of space or tables for vendors who have already been accepted.

FREQUENTLY ASKED QUESTIONS

When will I be notified if my application is accepted?

Full-season applications are **due Friday, October 24, 2025**. Notification of acceptance will be communicated no later than Friday, October 24, 2025. Drop-in vendors are welcome to apply throughout the season, at least 1 week prior to the first market date at which they want to vend.

What happens next if I am accepted?

You will receive payment instructions upon acceptance to Winter Market. Full-season payments must be made in full via cash or check *before you will be allowed to set up for market.*

Vendors will be required to attend one of two pre-season market meetings. If neither of these times are possible for you, please make arrangements to meet with the market manager prior to the first market. Vendors may choose one of the following:

- **Monday, October 27th at 12:00pm** via Google Meet video call at 12PM
- **Thursday, October 30 at 6:00pm** in-person at Kennedy Mall in our new storefront.
- Optional early product move-in and setup opportunity: Thursday, October 30 from 2:00-6:00pm (before the vendor meeting)

What are the Winter Farmers Market dates and times?

Dates: Every Saturday November 1, 2025 through April 25, 2026 - 9:00 AM to 12:00 PM

Holiday closures: We will be CLOSED December 27th after Christmas. We will be OPEN January 3rd after New Years.

Where will the Winter Farmers Market be located?

Kennedy Mall – 555 JFK Rd, Dubuque, IA – In the north concourse next to Hibbett Sports (former Maker's Market storefront).

What is included with my stall payment?

Each vendor will be provided with one 8' table and approximately 10" of stall space. There are a limited number of chairs for vendors. If you want to guarantee yourself a seat, please bring your own chair.

How will the Winter Market be promoted?

We provide signage made for interested vendors to display at other farmers markets through the end of October and flyers to distribute to their current market customers. Large vinyl signs will hang on the window of the Kennedy Mall store front, and door clings throughout the mall. A press release to local media will promote our opening weekend and any special events. A weekly e-newsletter is distributed to our market email list (over 2,500) and Facebook & Instagram pages (3,000+ followers). Dubuque365 lists Winter Market as an on-going event on its website and in the bi-weekly print 365Ink.

Who do we contact with questions/concerns?

This season's market manager is Danielle Stowell. You can reach her at manager@wintermarketdbq.com or 563.581.9688. Danielle has been a Winter Market volunteer greeter since 2011, and is one of the co-founders of Millwork Night Market.

VENDOR APPLICATION

Name of Business:

Business Owner:

Mailing Address:

City, State, and Zip:

Telephone:

Email Address:

Website:

Social media @ handles:

List the names of all responsible persons working at your stall(s):

Describe the products you intend to sell. When describing products grown by you, please note special methods, type of product, etc.; for example – free range, state certified organic, organic methods but not certified, chemical free, heirloom, green house, hydroponics, etc.

For import / resale: If the product you intend to sell is not produced by you, please specify who makes it and where it comes from. You will be required to display signage with this information.

Applying for (circle one):	Full-season \$125/season	Fill-in \$20/week
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Additional Space (optional):	\$125/season	\$20/week
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Vendors are required to bring your own table covers, displays, and booth supplies. One table per space purchased is provided. Chairs cannot be guaranteed, vendors are encouraged to bring your own. Vendors must wipe down tables, sweep/vacuum around their booth, and remove all waste (packaging, wrappers, boxes, etc.) every week.

Full-season vendors - you are expected to attend every week unless communicated ahead of time.
List dates for any known absences:

Fill-in vendors - list dates for any specific weeks that you want to participate (if open to any dates all season, leave blank):

Insurance: Four Mounds Foundation does not hold or provide any insurance coverage for our vendors. Vendors are urged to carry appropriate levels of liability and product insurance as per the industry standard for their business, and list Four Mounds Foundation, 4900 Peru Road, Dubuque, IA 52001 as a certificate holder on their general liability policy. In doing so, vendors assume all responsibility for damages, loss, or liability that might be incurred during participation in the Winter Farmers Market. Upon acceptance, please send a copy of your current certificate with your payment. Alternatively, you may have your agent email it to Danielle at manager@wintermarketdbq.com.

Please initial whichever insurance statement applies to your business.

- (____ Initials) I have a liability insurance certificate with Four Mounds Foundation, 4900 Peru Road, Dubuque, IA 52001 listed as an *Additional Insured*. The certificate expires on ____ / ____ / ____ and: I confirm that a copy of the certificate will be forwarded to Danielle Stowell by October 27, 2025.
- (____ Initials) I do not have a liability insurance certificate. Additionally, as I do not have a valid insurance certificate, by initialing this paragraph I therefore accept all responsibility for any issues or claims that may result from participating as a vendor in the Winter Farmers Market. These issues or claims are limitless, and could include: product quality or claim issues, food poisoning, interactions with the public or other vendors, and accidents that may happen at my booth or as a result of my participation.

Hold Harmless: By signing this agreement and initialing this paragraph, I agree to indemnify and hold harmless Four Mounds Foundation, the City of Dubuque, Wicked River, LLC, Kennedy Mall, and all organizations' staff, volunteers, agents, board members, and representatives, from responsibility for any **loss, damage, or any legal liability.**

 Initials

Marketing: By signing this agreement and initialing this paragraph, I agree to a photo and media release, allowing market promoters, the public, and the media the opportunity to promote the market through a variety of means, including photography, video, social media, vendor listing on the Four Mounds website, and other means.

 Initials

If you agree to all of the responsibilities above, please sign and date below:

Signature

Printed Name

Date

TO SUBMIT THIS APPLICATION

Scan/email electronically to Danielle Stowell at: manager@wintermarketdbq.com

OR

Mail to: Danielle Stowell
 900 Jackson St.
 STE LL3-2
 Dubuque, IA 52001

The Dubuque Winter Farmers' Market is a program of [Four Mounds Foundation](#). Our mission is to provide access to regional foods, offer economic opportunity to farmers and growers, and contribute to a vibrant community and healthy economy. Our dedicated staff and volunteers are driven by the objective to provide a greater public understanding of the broader food system.