



2025 VENDOR POLICY & PROCEDURE GUIDE

1.0 WELCOME

Downtown Racine Corporation (DRC) is excited to welcome you to the 2025 HayMarket season! To ensure a safe, efficient, and enjoyable experience for vendors and visitors alike, we ask all vendors to follow the policies outlined below.

2.0 VENDOR REQUIREMENTS

2.1 Annual Application

All vendors must submit a new application each year. Prior participation does not guarantee future acceptance.

2.2 Prohibited Items

The following are not allowed:

- Illegal substances or drug paraphernalia
- Live animals (including giveaways)
- Third-party brand-name products not created by the vendor

2.3 Pets

No pets allowed within vendor areas. ADA-approved service animals are permitted.

2.4 Licenses & Permits

Vendors are responsible for obtaining and maintaining all necessary business licenses and permits, including health permits if selling food. Failure to provide documentation may result in removal.

2.5 Insurance

All vendors must carry general and product liability insurance. A Certificate of Insurance (COI) listing Downtown Racine Corporation as an additional insured must be submitted prior to participation. Address: Downtown Racine Corporation
425 Main Street | Racine, WI 53403

2.6 Space Assignments & Set-Up

Space assignments will be emailed prior to each event. No self-relocating.

- Unload and move vehicle before setting up.

Set-Up Times:

- Food trucks/trailers: 1:30–2:30 PM

- All other vendors: 2:30–3:30 PM

No vehicle access after 3:30 PM.

No sales after 7 PM; breakdown ends by 8 PM.

Wait until your zone is called before bringing your vehicle back in.

2.7 Parking

One parking pass per vendor will be provided.

Follow all directions from lot attendants.

Parking inside Monument Square is not allowed.

2.8 Inspections

Food and safety inspections are conducted by the Racine Health Department.

2.9 Noise

Amplified sound or music must be kept at respectful levels and not disrupt other vendors.

3.0 CODE OF CONDUCT

3.1 Behavior

All vendors must treat fellow vendors, staff, and attendees with respect.

Prohibited behaviors include:

- Aggressive or abusive language
- Physical contact with staff or volunteers (immediate ejection)
- Unnecessary noise or disruptions

3.2 Early Departure

Vendors may not leave early—even if sold out. Use the time to network or promote your brand.

Emergencies: Notify staff and remove items by hand/cart only—no vehicle entry.

3.3 Smoking

Smoking of any kind (cigarettes, cigars, vapes) is not permitted on Monument Square. Smokers must be at least 25 feet from all vendor areas.

3.4 Reporting Violations

To report an issue, email eventsmanager@racinedowntown.com with:

Your name/business name

Date/time of incident

Description and witness info

3.5 Penalties & Appeals

Please allow up to 2 weeks for review of reported violations.

False or misleading application information may result in removal from all DRC events. To appeal a decision, email DRC Director: Kelly at kkruse@racinedowntown.com

4.0 MARKET OPERATIONS

4.1 Event Dates: May 29, June 12 & 26, July 10 & 24, Aug 7 & 21 (4-7pm)

4.2 Times

Set-up and breakdown times will be included in vendor confirmation emails.

4.3 Location

Monument Square – Main Street between 5th & 6th Streets, Downtown Racine

4.4 Cancellations

If you must cancel last minute due to an emergency, text Yolanda at (262) 951-6879.

Failure to notify DRC may result in removal from future events.

4.5 Substitutions

Substitutions require 7-day notice and DRC approval.

Emergency substitutions are at DRC's discretion.

4.6 Weather

All events are rain or shine.

5.0 BOOTH STANDARDS

5.1 Stall Size

Each space is 10x10 feet. Locations are pre-assigned by DRC.

5.2 Displays

Vendors must supply their own tables, chairs, tents, and display materials. Tents must fit within your assigned 10x10 area.

5.3 Clean-Up

Vendors are responsible for cleaning their area. Trash bins are located throughout the event space. Failure to leave your space clean may result in being barred from future DRC events.