



WIND DOWN WEDNESDAY

VENDOR HANDBOOK

2025

WIND DOWN WEDNESDAY (WDW) SUMMER MARKET & MUSIC FESTIVAL

WDW is a summer market and music festival occurring one Wednesday in June, July & August. The event features vendors representing over 10 different categories of products with an emphasis on hand-made items. WDW also features live music and entertainment on a main stage. The average event attendance is 4,000-6,000 people per event day.



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SECTION 1 – General Event Information, Schedule & Important Dates

1. **Schedule:** Three (3) Wednesdays in 2025 – June 11, July 9 & August 13
2. **Location:** Broadway Avenue from Williams Street (South) to Fountain Street (South)
3. **Event Hours:**

7:00 am	WDW Team arrives on-site.
8:30 - 10:30 am	Load-in & Setup
11:00 am	WDW Opens
11:30am – 1:30 pm	Lunchtime Entertainment (main stage)
1:30 – 4:30 pm	Afternoon Activities
5:30 – 8:00 pm	Evening Entertainment (main stage)
8:00 – 9:30 pm	Teardown and Load-Out
4. **Street Closure:** 6:30 am through 9:30 pm
Streets will be reopened to through traffic promptly at 9:30pm. Any vendor who remains on the streets after 9:30pm does so at his/her own risk.
5. **Application Deadline:** June 1, 2025 (applications will be considered after that date via email request)
Downtown restaurants/businesses have priority of space, if they meet market requirements. This is done by creating an earlier (by two weeks) deadline. Downtown businesses have a deadline of May 15, 2025 to apply.
6. **Welcome Packet Email Date:** On or before June 6th, 2025
7. **Event Website:** www.winndownwednesday.com
8. **Event Facebook Page:** facebook.com/WindDownWednesdayAlbertLea

SECTION 2 – Costs

1. **Cost of booths are as follows:**
 - a. Artisan Crafter: 1 booth (10x10 canopy) \$100 per WDW date (double artisan booth is \$150)
 - b. Baked Goods / Farmers Market / Confectionary: 1 booth (10x10 canopy) \$100 per WDW date
 - c. Commercial Home Based Business: 1 booth (10x10 canopy) \$100 per WDW date (limited to 8 vendors per market only one of each business type, e.g., personal care, home décor, clothing, etc.).
 - d. Commercial Business: Commercial business booth space is allocated based on sponsorship level as noted below. A maximum of four businesses can participate at the sponsorship levels below for each market (June, July and August). Consideration will be given to preferred dates as requested on the application submitted.
 - i. \$250 – 1 booth space per market season
 - ii. \$500 – 2 booth spaces per market season
 - iii. \$750+ - 1 booth space at each market (June, July & August)
 - e. Restaurant/Bar: 1 booth (10x10 canopy) is \$150 per WDW date
 - i. Doubles are available at a charge of \$200 each. If you are both a food & beverage vendor, the price for a double booth is \$200 (10x20).
2. Should a vendor start 'shifting' their allocated space, the vendor will be asked to remain in their assigned (clearly marked out) spaces or forfeit their spot at the following months' WDW.
3. **Sales Tax:** Vendor's responsibility. Neither ALCVB nor event sponsors are responsible for your taxing responsibilities.
4. **Invoices:** Included in your email welcome packet. Payment is required no later than June 1st, 2025.



SECTION 3 – Reimbursement, Cancellation & Termination Policies

1. All paid monies are non-refundable unless specifically stated.
2. **Cancellations:**
 - a. **If ALCVB Cancels:** This is an outdoor market. Therefore, rain and other unpredictable factors are always a possibility. If your product/service or setup cannot handle outdoor weather, this may not be the market for you. The event is immediately over when evacuation orders have been issued by WDW staff.
 - i. No reimbursements will be applied to any market dates canceled by ALCVB due to weather or other unpredictable factors **once the festival has begun (after 9:00am).**
 - ii. If ALCVB cancels due to weather or other unpredictable circumstances **prior to 9:00am festival day, vendors will receive a booth credit on either of the next two following festival dates.**
 - b. **If Vendor Cancels:** If you decide to cancel any market dates, you must give as much advance notice as possible so that staff can fill your booth space. A minimum of 1 week advance notice for cancellation must be given for WDW, to **receive a booth credit on either of the next two following festival dates.**
 - c. **Termination:** ALCVB reserves the right to terminate any vendor in violation of any policy or procedure, including ill-behavior toward ALCVB staff, WDW volunteers, event attendees and/or other vendors, without warning. No reimbursement will be issued.

SECTION 4 – Jury Process *(pertains to perspective Artisans, Baked Goods/Confections & Farmers Market vendors)*

1. The ALCVB team will do their best to accommodate any downtown business who applies within the first two weeks. Downtown businesses have a deadline of May 15, 2025 to apply. General public vendor applications are due by June 1, 2025.
2. Jury Process Criteria consists of the following:
 - a. Original, unique products (all products must be 85-90% hand-made).
 - b. All products are hand-made by you, the artist.
 - c. You, the artist, or your co-vendor must be present at all times during the market selling your products.
 - d. You must submit an Artist's Statement addressed to the jury describing in approximately 25 words your work in terms of concept, creative process, technique and materials used.
 - e. You must submit 1-2 images of your completed work in either print or JPG electronic format (5 MB or less per email) with your application. The images will not be returned. By signing the application agreement, you give ALCVB permission to use your images for ALCVB/WDW marketing purposes.
 - f. No artist/vendor can add items later in the season without prior written approval from the jury committee.
 - g. Failure to meet all guidelines or provide an Artist Statement and color images will result in an incomplete application and will not be reviewed by the jury committee.
3. The jury committee **MUST** approve the general character of the items for sale. This is to ensure that market items are not in direct conflict with items for sale by businesses in the downtown. Vendors may either send physical photos of items with their application or email photos to wdw.albertlea@gmail.com.
4. In the event a vendor is found to be carrying or selling products that did not originate with their operation, the vendor will be suspended for the remaining market day. See Section 2 regarding refunds.
5. There is no guarantee to any vendors that they will receive the same spot every year, however, all location requests are taken into consideration and are honored in the order in which they are received.



SECTION 5 – Booth Assignment/Layout/Setup/Loading

1. Booths will be assigned on a first come, first paid basis after being accepted by the jury committee. All special location requests will be considered as much as possible, but cannot be guaranteed. Booths will also be assigned based on other vendor types in that area to avoid over saturation and provide the best experience for our vendors.
2. There is limited electricity for vendor usage. Food vendors will first be accommodated for electrical needs. If you need electricity for your booth, specify it on your application along with the amount of voltage you need and how you will use the electricity. Electricity is not guaranteed just because you have requested it.
3. Each vendor must provide a canopy (10x10), their own tables, chairs and signage for their own stand. The canopy **MUST BE** weighted down with **at least 30 lbs per leg**. This is extremely important as your tent and items within it can blow around and cause injuries and/or property damage.
 - a. Storefront businesses located within the market area are allowed to set up one table in front of their business during the market. The table can be no more than eight feet in length and 30 inches wide. A business cannot use another storefront business' space, even if the business decides not to use the space. Use of vacant building storefronts will not be permitted.
 - b. If a tent or canopy is not open on all sides and is greater than 400 sq ft it needs to meet (and have a label) NFPA 701. If they put a wall up on one side, it is not considered open and needs to meet NFPA 701. If it is open on all sides and it is greater than 700 sq ft it needs to meet NFPA 701. This includes multiple units put side by side. If they are spaced greater than 12 ft apart then they are classified individually. The rating (when needed) can be found on a tag on the inside of the tent.
4. A sign or banner with your business name is strongly recommended (12" x 20" minimum) so that customers know whom to look for when they return for more business. The signs/banners are to be affixed to your canopy. No signs or banners are allowed to be hung or posted on light poles within the downtown or adjacent buildings. No sandwich boards are allowed to be used outside of your assigned booth area. Business cards and other marketing materials are highly recommended.
5. Vendors must be set up to take sales from 11:00am to 8:00pm – no exceptions. To better organize the flow of vendor set-up, all vendors must arrive at the market no later than 9:30am. WDW team members will greet vendors upon arrival and guide you to your assigned booth space.
6. Vendors must come prepared with enough products in order to stay open until 8:00 pm. If, for some reason, a vendor sells out of their product, they are still expected to stay until the market closes in order to present a full market. Those who leave early without notifying an ALCVB team member may be asked to forfeit the following month's market, as there are waiting lists of people who want to be there for the full day.
7. The event will only allow load-in and load-out in designated areas and times. We ask that vendors be considerate of each other and patrons during load-in/load-out.
 - a. **Load-In Procedure (8:00 – 9:30am):** Follow directions of ALCVB staff/volunteers to your assigned space. Swiftly unpack the vehicle. Slowly drive your vehicle out of the event area and park in designated parking areas before you begin set-up. No vehicles are allowed to remain within the market area.
 - b. **Load-Out Procedure (8:00 – 9:30pm):** Pack up all products and booth tent. Retrieve your vehicle from the parking area. Swiftly pack your vehicle and safely depart the market area.
8. Vehicles are not allowed within the market space until **AFTER the music ends and the crowds have dispersed**. ALCVB will open the area for vehicles once the majority of the people have cleared from the market area. **DO NOT** try to drive into a space with people still in the street. If barricades are still closed, you will have to wait until ALCVB staff opens the street. Use the utmost caution when entering the market area with your vehicle. Cars and people don't mix!

SECTION 6 – Parking

1. Designated parking will be provided for all vendors. This information will be provided to you in your welcome kit upon acceptance into the market. Spaces will be provided at no cost and available on a first-come, first served basis.



2. To accommodate more vendors and a more vibrant, bustling market, NO VEHICLES (cars, trucks, etc.) or TRAILERS will be allowed to remain on the market space or behind your booth. Personal vehicles and trailers will be allowed into the market street space during load-in and load-out times only.
3. Vendors **are not** allowed to park on Broadway Avenue, Williams Street, Clark Street or Water Street.

SECTION 7 – Food

1. **Baked Goods/Confections/Farmers Market.** This category has been created to accommodate all food vendors that are not considered restaurants. This includes farmers market items, canned foods, baked goods, confectionery, etc. Please fill out the Farmers Market/Baked Goods/Confections application if your product(s) fall into this category.
2. **Food Vouchers.** Band members will be given a food voucher to be redeemed at any event food vendor for one food item and one drink. You may hand in food vouchers to an ALCVB team member to receive a reimbursement check for the value of the food item and drink provided (write the item, drink and value on the back of the voucher prior to turning it in).
3. **Wind Down Wednesday Branded Cups.** All alcoholic beverages served at WDW must be served out of a WDW branded cup – no exceptions. These cups can be purchased from the ALCVB at their booth. Cups are 12oz in size. **The charge for cups is .30 ea. or \$7.50 for a sleeve of 25.** If any restaurant or bar is found not using these cups for serving alcoholic beverages, that restaurant/bar will no longer be able to serve alcohol until the required WDW branded cups are used.
4. **Ice/Water Emptying.** If your booth requires water or ice, please do not dump it at the event. Rather, remove it to an offsite location or your own property to dump. Albert Lea Public Works may incur costs that can be passed onto vendors if this policy is violated.
5. **Sampling.** If you plan to offer samples of food to visitors at your booth, you **MUST** adhere to the Minnesota Department of Agriculture guidelines to do so. If a vendor is found in violation of any of those guidelines, the MNDOA reserves the right to issue a corrective order which if not complied with, will result in an order to discontinue operation and the vendor will be required to vacate the market for the remainder of the day or season depending on the severity of the order issued by the MNDOA (Section 3 – Reimbursement, Cancellation & Termination Policies).
6. **Selling Ready to Eat Foods.** If you are selling ready to eat food items, you must have a sign on your table stating that your goods have not been produced in a commercial kitchen and that the consumer is eating the items sold at their own risk. You must also provide a list of ingredients (due to food allergies), your name and address on a label on each food product prior to placing your items out for sale. This also helps to generate return business.
7. **Mats and Stain Removal.** Food vendors are required to provide mats to protect the sidewalk and street surfaces from food preparation/serving stains. Plan to purchase one for the event if you have not already done so, or be prepared to pay for stain removal.
8. **Licensing.** All food & beverage vendors are required to abide by all licensing required by the City and State with regard to food & drink sales as it pertains to outdoor markets and festivals. Restaurants and Bars who are accepted into the market are responsible for providing their own liquor liability insurance and showing coverage for the WDW market area no later than June 1, 2025. The ALCVB will provide copies to the City Clerk and City of Albert Lea.

SECTION 8 – Presentation

1. Please remember that you are part of your display and your display reflects the market. We aim for a clean, attractive look to the event. It is important, therefore, that you present clean hygiene and behave in a manner that promotes the advancement of the event. Our customers should enjoy a positive visit to the event.
2. Smoking is not permitted by any vendors/employees.
3. You must remove any trash created by your stand and provide your own receptacle; hauling away upon load-out. The trash/recycling containers set in the market area by ALCVB are for attendees use and not intended to handle vendor generated trash. Bring a broom and dustpan to clean your area before, during and after the event to keep the market user friendly.



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SECTION 9 – The Rest

1. You must be 18 years of age or older to legally enter into this contract.
2. **Weather.**
 - a. **Light Rain:** ALCVB does not cancel once the festival has begun due to light rain. The market will allow the artist/vendor the decision to leave or to stay and carry on in the event if there is light rain. ALCVB is not responsible for any damage to the vendor's product or booth. With light rain, you may have to drop the tents to their lowest levels and take cover for brief moments.
 - b. **Severe Weather:** ALCVB will monitor if severe weather is forecasted, & cancel the festival prior to 9:00am via an email notification. If unforecasted severe weather arises during the festival once we have opened, cancellation announcements will be made over the PA system at the main stage, as well as shared with vendors via ALCVB staff.
 - c. **Sunny & beautiful:** Let's goooooooooo!
3. The ALCVB or any associated business or sponsors are not responsible for any accidents or damage that take place as a result of vending at the event.
4. The ALCVB is not responsible for any goods that you sell that in any way cause harm to the purchaser of your goods, or services provided at the event.
5. In the event a vendor is either unable or unwilling to fulfill contracted participation in the event for any reason, the vendor must notify the ALCVB immediately and the event policy committee reserves the right to fill that vendor space with another vendor from the waitlist (Section 3 – Reimbursement, Cancellation & Termination Policies).
6. All authorized vendors participating in the event shall be individually and severally responsible to the ALCVB for any loss, personal injury, deaths and/or any other damage that may occur as a result of the vendor's negligence or that of its servants, agents, and employees and all vendors hereby agree to indemnify and hold the ALCVB harmless from any loss, cost, damages and other expenses, including attorneys' fees suffered or incurred by the ALCVB by reasons of the vendors' negligence or that of its servants, agents and employees, provided that the vendors shall not be responsible nor required to indemnify the ALCVB for negligence of the City, its servants, agents or employees. No insurance is provided by the ALCVB to participate in the street market.

Your signature on any of the Wind Down Wednesday vendor applications binds you to the terms and requirements denoted in this handbook.