

Elver Park Farmers' Market

7221 W. Valhalla Way,  
Madison, WI 53719

Kelli Lamberty  
City of Madison Parks Division  
210 Martin Luther King, Jr. Blvd. Ste 104  
P.O. Box 2987  
Madison, WI 53701-2987

Dear Ms. Lamberty:

The Elver Park Farmers' Market is submitting a proposal for a new community event in Elver Park. We are requesting the use of a section of the parking lot Saturdays from June 10 through September 16, 2017 from 7:00 am to 1:00 pm to hold a farmers' market.

Since Southwest Madison does not currently have a viable farmers' market, the market would fulfill the need of the area for fresh, healthy food. Being in such a visible and easy to access location, the market should attract many customers. In addition, the market would be within walking distance from two low-income neighborhoods that could profit from being able to obtain fresh, healthy food, especially if we are able to access SNAP benefits.

So far, the project has the blessing of the Meadowood, the Prairie Hills and the Madison West associations, with more to come. We have also surveyed residents in the area and have found great support for the market and a number of volunteers.

Please consider our request at the next Park Commission meeting.

Sincerely,

A handwritten signature in black ink, appearing to read 'J. Ryan', written in a cursive style.

Joseph Ryan  
Elver Park Farmers' Market

## **Elver Park Farmers' Market Park Permit Narrative**

Southwest Madison presently does not have a viable community farmers' market. The closest market is at Hill Farms and Hilldale Shopping Center. A farmers' market on the Southwest side would expand the availability of fresh, healthy food and promote the sale of locally-grown fruits and vegetables. A market at Elver Park would be within walking distance of two low-income neighborhoods--Park Edge-Park Ridge and Hammersley/Theresa and not far from the Balsam-Russet neighborhood. These neighborhoods are considered to be food deserts and getting good, fresh, healthy food is difficult. We intend to apply for the ability to accept SNAP users.

The market will run Saturday mornings from 7:00am to 1:00pm in the parking lot of Elver Park. For the first year, the market would run from the second Saturday in June (June 10) through the third Saturday in September (September 16).

Our goal is for 20 or more vendors with the intent to expand next year. We would also like to add crafts and entertainment on selected days. The vendors will sell fresh fruits and vegetables and may sell other items, such as: eggs, meats, cheese, baked goods, plants and flowers. All items for sale are required to be grown, gathered, produced and/or processed in Wisconsin by the vendor. Vendors will be required to hold the necessary licenses and to comply with all applicable federal, state, and local regulations governing health, labeling packaging, taxes, and weights and measures. Vendors are responsible for carrying their own liability insurance, although the market will also carry insurance.

Each vendor will provide a trash and recycling bin for their customers and will remove all debris at the end of each market day. There will be an information booth at the market as a point of reference for an emergency action plan. The EPFM estimates attendance to be a maximum of 500 each week.

EPFM wishes to use the south end of the Elver Park parking lot in two rows with the required space for fire equipment. Cars, trucks and vans can park in the main lot or in the lot to the south of the main lot. EPFM requests that the restrooms in the shelter be available during the market to accommodate the shoppers.

While the main goal of the market is to provide healthy food for the area and to give growers and producers of local agricultural commodities and other farm-related products direct marketing opportunities, the market will also serve to contribute to the vitality of the Southwest Madison communities by fostering community and social interaction. Finally, the market will attract more families to one of the finest parks in the Madison park system.

## **PARK EVENT PERMIT APPLICATION**

### EVENT INFORMATION

Name of Event: Elver Park Farmers' Market

Park Requested: Elver Park

### EVENT ORGANIZER/SPONSOR INFORMATION

Name of Organization: Elver Park Farmers' Market

Is Organizer/Sponsor a 501(c)3 non-profit agency? No. Application pending.

Estimated Attendance: less than 500

MANDATORY: State Sales Tax Exemption Number:

ES#: NA

Primary Contact: Joseph Ryan, Gloria Meyer

Work phone: 517-862-3579,  
608-288-8160

Address: 7221 W. Valhalla Way

Phone during event: 517-862-3579

13 Jacobs Court

608-347-9713

Email: [president@madwest.org](mailto:president@madwest.org)

, [GKMeyer68@gmail.com](mailto:GKMeyer68@gmail.com)

FAX: NA

Organization or Event Website: Not yet

### EVENT SCHEDULE

Date(s) of Event: Saturdays. June 10 - Sept. 16

Rain Date (if any): none

Event Start and End Times: 7:00am - 1:00pm

Set-Up Start Time: 6:30-7:00am

Take-Down Start Time and End Times: 1:00-2:00pm

Does this require time in the park the day before your event? No

### OPTIONAL:

Federal Tax Exempt Number: Are you requesting use of the park shelter? No

PERMITS

Will you have amplified sound at this event? No

(If Yes, please fill out an Amplification Permit Application.)

Will you sell anything in the park? Yes, farmers' market goods

(If Yes, please fill out a Park Event Vending Permit Application.)

Will you serve any food or beverage? If Yes, what: No

Will you sell beer/wine? Yes No

(If Yes, please fill out a Beer/Wine Sales Permit Application.)

Will you put up any temporary structures, such as tents, stages, inflatables? No

(If Yes, please fill out a Park Event Temporary Structure Permit Application. Note that permits are not required for 10' x 10' pop-up tents.)

APPLICATION SIGNATURE

THE APPLICANT FOR A PARK EVENT PERMIT SHALL AGREE TO INDEMNIFY, DEFEND, AND HOLD THE CITY AND ITS OFFICERS, OFFICIALS, EMPLOYEES AND AGENTS HARMLESS AGAINST ALL CLAIMS, LIABILITY, LOSS, DAMAGE, OR EXPENSE INCURRED BY THE CITY ON ACCOUNT OF ANY INJURY TO OR DEATH OF ANY PERSON OR ANY DAMAGE TO PROPERTY CAUSED BY OR RESULTING FROM THE ACTIVITIES FOR WHICH THE PERMIT IS GRANTED.

The applicant has included all of the appropriate permit applications and materials for this event.

I hereby certify to the best of my knowledge that the information and statements contained in this application are complete and true. I understand that failure to report components of this event/activity may result in the loss of deposit, revocation of permit and/or failure to secure future permits.



Applicant Signature \_\_\_\_\_ Date 2/3/17

## **PARK EVENT SCHEDULE**

Provide Detailed Event Schedule:

Stall Set-Up will occur from 6:30-7:00 am.

Event Timeframe: 7:00am-1:00pm

Take down: Will be completed by 2:00pm.

The Elver Park Farmers' Market will be open Saturdays beginning on the second Saturday in June (June 10, 2017) and concluding on the third Saturday of September (September 16, 2017).

All tent stalls may be set up at this time in assigned areas. Seasonal vendors will have pre-assigned stall sites for the season, making set-up and take down easier.

# 10 Farmer Vendor Map



# 20 Farmer Vendor Map

