



11333 N. Cedarburg Road
Mequon, WI 53092
Phone: 262-236-2941
Fax: 262-242-9655

www.ci.mequon.wi.us

FESTIVALS COMMITTEE
Wednesday, January 17, 2024
6:30 PM
North Conference Room

Agenda

- 1) Call to Order, Roll Call
- 2) Approval of Meeting Minutes
Action requested: review and approve
 - a. November Minutes
- 3) Winter Wonderland Recap
 - a. Next Year Date- 12/8
 - b. Rebook Carriage/Santa
- 4) Brainstorm for Third Event for Spring
- 5) Taste of Mequon Planning for 9/7
 - a. Work Plan
 - b. Application Updates
 - c. Sponsor Letter
 - d. Music
- 6) Next Meeting Date and Time
 - A. Feb. 21 at 6:30pm
- 7) Adjourn

Dated: January 17, 2024

/s/ Miranda White, Chair

Notice is hereby given that a quorum of other governmental bodies may be present at this meeting to present, discuss and/or gather information about a subject over which they have decision-making responsibility, although they will not take formal action thereto at this meeting.

Persons with disabilities requiring accommodations for attendance at this meeting should contact the City Clerk's Office at 262-236-2914, twenty-four (24) hours in advance of the meeting.

Any questions regarding this agenda may be directed to the City Administrator's Office at 262-236-2941, Monday through Friday, 8:00 AM – 4:30 PM



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FESTIVALS COMMITTEE
Wednesday, November 15, 2023
6:30 PM
North Conference Room

Minutes

1) Call to Order, Roll Call

Present:

Chair Miranda White
 Vice Chair Deanna Conaty
 Committee Member Brett Benson
 Committee Member Jenne Hohn
 Committee Member Laeh McHenry
 Vanessa Nerbun
 Committee Member Tracy Johnson -- **Absent**
 Committee Member Lisa Liljegren -- **Absent**
 Committee Member Moshe Luchins -- **Absent**
 Committee Member Christine McLean -- **Absent**

Also Present: Executive Assistant Enea

2) Approval of Meeting Minutes

a. October Minutes

RESULT: **Approved by Voice Acclamation [Unanimous]**

MOVED BY: Committee Member McHenry

SECONDED BY: Nerbun

AYES:	White, Conaty, Benson, Hohn, McHenry, Nerbun
ABSENT:	Johnson, Liljegren, Luchins, McLean

3) Sponsor Update

a. Tree Lighting

Super Steel has signed on to be a sponsor at the \$1,200 level. With the number of tree lighters now being three (Super Steel Chairman, Kohler Contest Winner, and the Mayor), the Committee agreed that the tree needed to be taller than 12 foot. A 20 foot tree was available for donation, but the Committee would need to pay for the cutting and transport of it to City

Attachment: Festivals Min 111523 (9066 : November Minutes)

Hall. Committee Member Nerbun moved to pay the funds necessary for a larger tree and Committee Member Hohn seconded. The motion was passed via Voice Acclamation.

b. Ornaments & Cookies

With the addition of a new major sponsor, there was discussion about the possibility of drawing a larger crowd. The Committee voted to increase the number of cookies and ornaments to 350. Committee Chair White made the motion and Vice Chair Conaty seconded. The motion passed via Voice Acclamation.

4) Marketing

a. Kohler Contest

Committee Member Hohn offered to help with Facebook posts to spread the word about the contest and the festival in general.

b. Flyer Distribution

The Committee agreed to simplify the flyer by removing the text and adding the sponsor logos and a QR Code. The Committee will stop by City Hall to pick them up for distribution.

5) Volunteers

The Committee was happy with the volunteer sign-ups because there were only 3 spots left to be filled.

6) Committee Assignments

A. IDH Decorating on 12/8

10:00 AM on Friday

B. Arrival Time on 12/10

1:30 PM on Sunday

7) Next Meeting Date and Time

A. January 17 at 6:30pm

8) Adjourn

Committee Chair White moved to adjourn at 7:00 P.M. and Committee Member McHenry seconded.

Respectfully Submitted,

Carrie Enea
Executive Assistant

TASTE OF MEQUON WORK PLAN 2024

NINE MONTHS BEFORE

Action Requested	Responsible	Date Completed	Date Confirmed
Arrange for bands	Committee Member		
Finalize Application Materials	Festivals Committee		
Send Sponsorship Letters	Staff Liaison		

SIX MONTHS BEFORE

Action Requested	Responsible	Date Completed	Date Confirmed
Order Tent & Stage	Staff Liaison		
Order Inflatables	Staff Liaison		
Ensure band contracts are received and signed	Committee Member/Staff Liaison		
Order sound system	Staff Liaison		
Arrange for shuttle	Staff Liaison		
Arrange for use of Homestead parking lot	Staff Liaison		

FOUR MONTHS BEFORE

Action Requested	Responsible	Date Completed	Date Confirmed
Order (3) tower lights Lincoln Contractor	City Staff		
Arrange for ATM machine	Staff Liaison		
Fire Truck/Sparky the Mascot	SOFD		
Ambulance on site	SOFD		
Arrange for EMT cart	SOFD		
Schedule police officers	PD		
Arrange for photographer	Staff Liaison		
Order port-a-johns	Staff Liaison		
Order 2 Dumpsters	Staff Liaison		
Arrange Children's Stage Performers	Staff Liaison		

Arrange Craft Area Activity	Staff Liaison		
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THREE MONTHS BEFORE

Action Requested	Responsible	Date Completed	Date Confirmed
Finalize Promotional Material	Committee Member		

SIX WEEKS BEFORE

Action Requested	Responsible	Date Completed	Date Confirmed
Hang Posters	Festivals Committee		

ONE MONTH BEFORE

Action Requested	Responsible	Date Completed	Date Confirmed
Send letters to businesses and residents, village, chamber of road closure	Staff Liaison		
Arrange for checks to be processed for all entertainers and contracted services	Staff Liaison		
Confirm number of police reserves available	Staff Liaison		
Confirm city staff's schedule	Staff Liaison		
Confirm venue equipment	Staff Liaison		
Event Schedule	Staff Liaison		
Arrange for Handheld Radios	Staff Liaison		

THREE WEEKS BEFORE

Action Requested	Responsible	Date Completed	Date Confirmed
Finalize site map	Staff Liaison/Committee Chair		

TWO WEEKS BEFORE

Action Requested	Responsible	Date Completed	Date Confirmed
Meet with Police Reserve to review site map	Staff Liaison		

Communicate with restaurants day of event information	Staff Liaison		
Communicate with artists day of event information	Staff Liaison		
Parking passes	Staff Liaison		
Arrange for petty cash for volunteer meals	Staff Liaison		

WEEK OF EVENT

Action Requested	Responsible	Date Completed	Date Confirmed
Hang banners – city park • Rotary Park • East Side Fire Station • In front of City Hall Remove within two days of event.	DPW		
Hang Banners at Culver's & Chase Bank	Festivals Committee		
Call Digger's hot to mark area around tent.	Public Works Department		
Toilet paper for port-a-johns	Maintenance Department		
Coffee cups for break room	Maintenance Department		
Mark spaces on festival grounds	Maintenance Department		
Retrieve heat lamps and <u>check propane tanks</u> , make sure they are working	Maintenance Department		
Have available street barricades and cones	Police Reserves		
Arrange for pickup of concrete barricades-Thiensville	Maintenance Department/DPW		
Coordinate with 3 rd shift Police to place no parking signs on Cedarburg Road early morning on Saturday	PD		
Action Requested	Responsible	Date Completed	Date Confirmed
Vendor ID passes	Staff Liaison		
Make sure checks are available for entertainers	Staff Liaison		

Day of event emergency contact information/binders	Staff Liaison		
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TWO DAYS BEFORE

Action Requested	Responsible	Date Completed	Date Confirmed
Retrieve water hose and make available	Maintenance Department		
Place cones at dumpster location			
Mark vendor space numbers on Cedarburg Road			

DAY BEFORE

Action Requested	Responsible	Date Completed	Date Confirmed
Detour signs	DPW		
Coordinate Delivery of port-a-johns	Maintenance Department		
Lights for inside of port-a-johns	Maintenance Department		
Make available 2 x 4 (five) tables and enough chairs for check in booth & tables for Art tent	Maintenance Department		
Need tie downs and clips for committee tent banner	Maintenance Department		
Place turtles for power	Maintenance Department		
Action Requested	Responsible	Date Completed	Date Confirmed
Bathrooms pool house stocked with toilet paper	Maintenance Department		
Hang Parking Handicapped Signs	Maintenance Department		
Coordinate delivery of dumpster	Maintenance Department		
Coordinate delivery of port-a-johns	Maintenance Department		
Assist with setting up check in tents morning of setup and taking down evening of event	Maintenance Department/Parks Department		
*If weather permits the day before the event hang banners at festival grounds	Festivals Committee		

and Homestead High School parking lot			
Deliver Approx. 30 picnic tables	Parks Department		
Garbage receptacles and liners	Parks/Maintenance Departments		
Ensure Police Reserves will place no parking signs on Cedarburg Road before 4:00 or 5:00 AM	Police Reserves		
Pull out all festival grounds signs from storage and get ready for next day	Staff Liaison/Maintenance Department		
Make available emergency megaphone	Staff Liaison		

DAY OF EVENT

Action Requested	Responsible	Date Completed	Date Confirmed
11:00 a.m. message boards programmed to turn on at Mequon Road East & West Side of Eastgate	City Staff/Maintenance Department		
9:00 p.m. message boards programmed to turn off at Mequon Road East & West Side of Eastgate	City Staff/Maintenance Department		
Assist with vendor electricity	Maintenance Department		
Stock port-a-johns and pool house bathrooms with toilet paper	Maintenance Department/Parks Department		
Garbage pickup throughout the day	Maintenance/Park Departments		
Event break room refreshments	Festivals Committee		
Place event signs-Sponsor sign by stage & Taste of Mequon in median by entrance	Maintenance Department		
Place approximately 30 picnic tables on Cedarburg Rd.	Parks Department		
No parking signs on both sides of the road-Buntrock to RR tracks	Police Reserves		

AFTER EVENT

Action Requested	Responsible	Date Completed	Date Confirmed
Take down event banners at city parks	Parks Department		

Send thank you notes to event participants	Staff Liaison		
Return event supplies to storage	Staff Liaison		
Check to see (2) message boards were picked up by Barricade Flashers	Maintenance Department		



**Saturday, September 7, 2024
NOON – 9:00 PM**

FOOD/BEVERAGE VENDOR APPLICATION
Application Deadline: August 16, 2024

VENDOR INFORMATION

Name of Vendor/Business: _____

Name of Contact Person: _____

Phone # of Contact Person: _____

Address: _____

City/State/Zip: _____

Food Trucks: What window do you use to provide service?

(Required)

E-Mail: _____

(Required)

Name of Emergency Contact Person: _____

(Required)

Phone # Emergency Contact Person: _____

VENDOR SPACE FEE AND SPACE REQUIREMENT (✓ appropriate space size)

Space Size	Before June 28	Check Appropriate Box (✓)	After June 28	Check Appropriate Box (✓)
10 x 10	\$150		\$200	
10 x 20	\$250		\$300	
Food Truck	\$250		\$300	

Total Due \$ _____

Total Due \$ _____

The vendor space fee is non-refundable. Please make checks payable to: City of Mequon

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

If bringing a food truck, please provide the size: _____

ITEMS YOU WILL BE SELLING

List pre-packaged items:

Item(s) for Sale	✓
Food	
Wine	
Beer	

EVENT LICENSES

Temporary Restaurant License/Mobile Restaurant License (Food Trucks)

In order to participate, a current *Temporary Restaurant License* is required. For information on obtaining a temporary restaurant license, contact the Washington Ozaukee Public Health Department at:

Washington County Office
333 E. Washington Street, Suite 1100
West Bend, WI 53095
(262) 335-4462

Ozaukee County Office
121 W. Main Street
Room #246
Port Washington, WI 53074
(262) 284-8170

Washington or Ozaukee Counties Only

For vendors not traveling outside of Washington or Ozaukee Counties, contact the Washington Ozaukee County Public Health Department for a Temporary Food License.

Contact:

Mark Carlson R.E.H.S.
Environmental Health Specialist

Washington Ozaukee Public Health Department
121 Main Street Room 246
Port Washington, WI 53074
262.284.8170

Mark.Carlson@washozwi.gov
website: washozwi.gov

Vendors selling pre-packaged items to take home (such as jams, honey, baked goods, sauces, cheese) must provide proof of exemption for sale of pre-packaged non-potentially hazardous foods.

Liquor License/Bartender License

For information about obtaining a liquor and bartender license, please contact Mequon City Hall, City Clerk's office (262) 236-2914. **Deadline to apply for a liquor license/ bartender license is Wednesday, July 17, 2024.**

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

ELECTRICAL OUTLETS REQUIRED: (✓ required number of outlets)

In an effort to best accommodate the needs of all our food vendors it would be helpful for you to indicate the number of outlets necessary to run your operation. All outlets are 20 amps.

A maximum of three outlets will be available per vendor. Please select (✓) the number of outlets you will require below.

1 outlet	
2 outlets	
3 outlets	

Electricity is available for food trucks in most areas of the festival grounds. Due to noise, it is preferred for generators not to be used unless otherwise deemed necessary by Festival staff.

FIRE SAFETY INSPECTION

The Southern Ozaukee Fire Department will be inspecting all food vendors that are engaged in cooking operations. All vendors must pass a pre or day of Fire Safety Inspection to participate.

Mobile food preparation facilities such as "Food Trucks or Trailers" may contact Deputy Chief Kurt Zellmann for a pre-event inspection to prevent any day of event issues or answer any questions in advance.

Tent cooking operations (non-vehicle based) may also contact Deputy Chief Zellmann in advance of the event to discuss any operations and ensure pre-determined compliance with equipment, clearances and fire suppression requirements or equipment.

Deputy Chief Kurt Zellmann
kzellman@ci.mequon.wi.us
 Phone: 414-254-0369

COOKING EQUIPMENT

Indicate # of LP gas tanks you will use. _____

Will you be using a charcoal grill? Yes _____ No _____

APPLICATION CHECKLIST

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

- _____ Completed application
- _____ Check for space fee (payable to City of Mequon)
- _____ Certificate of Insurance
- _____ Completed S-240 Wisconsin Temporary Event Operator and Seller Information
- _____ Completed Release and Hold Harmless for Vendor Form
- _____ Copy of Temporary Restaurant License/Mobile Restaurant License (Food Truck)
- _____ A list of menu items with prices
- _____ License Plate Number _____

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

Questions? Please call Carrie Enea, Mequon City Hall (262) 236-2941.

The undersigned applicant agrees:

- 1) To adhere to the ***Taste of Mequon*** guidelines as provided in the food/beverage 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 ***Taste of Mequon*** 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 Certificate of Insurance Received: _____ Date Form S-240 Received: _____

Date Copy of Temporary Restaurant License Received: _____

Emergency Information Recorded: _____

Approved: January 18, 2023



FOOD/BEVERAGE VENDOR GUIDELINES

➔ All vendors must be setup by 11:30 AM.

- A WI Seller's Permit Number is required from vendors selling a product(s).
- Electricity is limited to certain areas of the festival grounds. No private generators are allowed, unless previously authorized by the Mequon Festivals Committee.
- A fire safety inspection is required by the Southern Ozaukee Fire Department.
- Vendors must remain in booth space.
- Setup is between 9:00 AM – 11:30 AM on Cedarburg Road in front of Mequon City Hall. 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.
- Set-up must be completed by 11:30 AM and booths must be staffed from noon to event close at 9:00 PM.
- At 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.
- No early breakdowns. Breakdown is after 9:00 PM.
- All vendors are responsible for liability within their space as well as any loss, theft or damage.
- Appropriate dress is required, shirts and footwear must be worn at all times.
- Vendors are responsible for their own insurance.
- All licenses must be posted within the vendor's booth during the event.

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.

Certificate of Insurance

A valid and in-force **Certificate of Insurance** naming the City of Mequon as additionally insured and evidencing the following coverage must be provided with application in order to participate:

- General Liability in the minimum aggregate amount of \$1,000,000, **and on which certificate is listed the City of Mequon as an additional insured;**
- Automobile liability in the minimum aggregate coverage of \$1,000,000;
- Workers Compensation.

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

What to Bring to the Event

To ensure a successful event setup, please refer to the *Taste of Mequon Food Vendor Checklist* provided with the application package.

- **Duct tape to secure electrical cords**
- Fire extinguisher
- Vendor must provide their own tent, table and chairs
- A clamp light with a fluorescent or LED bulb for lighting and an extension cord for the light. Electricity will be provided for the light.
- Hand washing setup with hot water
- Paper toweling
- Gloves
- Hair restraints
- ➔ • **A 10 or 12 gauge extension cord for every outlet you will need. Length of cord (50' or 100') will depend on how far away you are located from an outlet. A common household extension cord is not acceptable.**

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) 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: January 18, 2023



**Saturday, September 7, 2024
NOON – 9:00 PM**

**NON-FOOD/BEVERAGE VENDOR
APPLICATION Application Deadline: August 16, 2024**

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 AND SPACE REQUIREMENT (✓ appropriate space size)

Space Size	Before June 28	Check Appropriate Box (✓)	After June 28	Check Appropriate Box (✓)
10 x 10	\$125		\$175	
10 x 20	\$200		\$250	

Total Due \$

Total Due \$

The vendor space fee is non-refundable. Please make check payable to: City of Mequon



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

[illegible]**ELECTRICAL OUTLETS REQUIRED: (✓ required number of outlets)**

A maximum of three outlets will be available per vendor. Please select (✓) the number of outlets you will require below.

1 outlet	
2 outlets	
3 outlets	

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

- Completed application
----- 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

Questions? Please call Carrie Enea, Mequon City Hall (262) 236-2941

The undersigned applicant agrees:

- 1) To adhere to the ***Taste of Mequon*** guidelines as provided in the food/beverage 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 ***Taste of Mequon*** event terms and conditions.

Signature: _____ Date: _____

Approved: January 18, 2023



Saturday, September 7, 2024
NOON – 9:00 PM

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

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 June 28	Check Appropriate Box (✓)	After June 28	Check Appropriate Box (✓)
10 x 10	\$75		\$125	
10 x 20	\$125		\$175	

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

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

The undersigned applicant agrees:

- 1) To adhere to the ***Taste of Mequon*** 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 ***Taste of Mequon*** 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: January 18, 2023



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 9:00 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 worn 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) 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: January 18, 2023

Wisconsin Temporary Event Operator and Seller Information

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

Instructions on reverse side.

E V E N T O P E R A T O R	PART A: Event Information: To be completed by the operator of the temporary event 1. Name of Temporary Event _____ 2. Date(s) of Temporary Event _____ 3. Location of Temporary Event (e.g., Venue, City) _____ PART B: Operator Information: To be completed by the operator of the temporary event 1. Name and Address _____ 2. Daytime Telephone Number () _____ 3. Email Address _____ 4. Wisconsin Tax Account Number _____ - _____ - _____ If blank, check appropriate box: ☐ No Taxable Sales ☐ Exempt under Occasional Sales Rule ☐ Exempt Nonprofit Organization ☐ Other – Explain: _____
S E L L E R	PART C: Seller Information: To be completed by seller and given to event operator on or before the first day of event. THIS IS NOT AN APPLICATION FOR A WISCONSIN TAX ACCOUNT – SEE INSTRUCTIONS 1. Legal Name _____ 2. Business Name _____ 3. Address (Street or Route) _____ 4. City, State and Zip Code _____ 5. Home Telephone Number () _____ Business Telephone Number () _____ 6. Wisconsin Tax Account Number _____ - _____ - _____ 7. Social Security Number X X X - X X - _____ 8. Federal Identification Number (FEIN) X X - X X X _____ 9. Check one box indicating the type of activity you intend to engage in at this event: ☐ Selling Taxable Merchandise or Service ☐ Display Only ☐ Selling Exempt Merchandise or Service ☐ Exempt under Occasional Sales Rule ☐ Direct Sellers, Company Name _____ ☐ 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. If you have additional questions, please contact the Department of Revenue by email at 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. 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. (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 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. 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.



February 1, 2024

Name
Company Name
Address
Mequon, WI 53092

Dear Taste of Mequon Sponsor;

We are writing to invite you to join us as a proud partner of Taste of Mequon. This year we are celebrating our 11th anniversary.

Taste of Mequon has proven to be an excellent avenue 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 7, 2024 from Noon – 9:00 P.M. As a sponsor, you will receive recognition in a variety of ways which are outlined in the following materials.

The community response has been impressive with the attendance growing significantly each of the past ten years. This is a great opportunity to provide your business with valuable exposure while also demonstrating that you are passionate about the community of Mequon.

We 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



LEVELS OF SPONSORSHIP

Please check the level of your sponsorship below and submit form along with a check made payable to City of Mequon to the address below.

PACKAGES					
	500	1,000	2,000	2,750	4,000
Acknowledgment in web-based marketing	x	x	x	x	x
Acknowledgement in City of Mequon electronic Bulletin	x	x	x	x	x
Organization's name acknowledged in press releases		x	x	x	x
Organization's name recognized for sponsoring an activity in the Children's Area		x	x	x	x
Name acknowledgement in all print; flyers, posters and other print material.			x	x	x
Name & Logo on each main event banner			x	x	x
Logo acknowledgement in all print; flyers, posters, and other print material.			x	x	x
Recognition for sponsoring children's stage			x	x	x
Recognition for sponsoring fireworks				x	x
Individual Event Banner				x	x
Main Stage Signage as Music Sponsor					x

Business Name:

Address:

City:

State:

Zip Code:

Phone Number:

Email:

List name as you would like it to appear in all media print:

Package Levels

_____ \$4,000

_____ \$2,750

_____ \$2,000

_____ \$1,000

_____ \$500

_____ Other

Please mail form and check to:

Mequon City Hall, 11333 N. Cedarburg Road, Mequon WI 53092 no later than **August 1, 2024**
to be included in Taste of Mequon collateral and print materials.

For sponsors of \$2,000 and above e-mail your company's logo to: cenea@ci.mequon.wi.us

*Please note: name/business listing on collateral materials are subject to print deadlines. Taste of Mequon sponsorship must be confirmed no later than **August 1, 2024**.