



December 18, 2025

Dear Vendor:

Happy Holidays from the Downtown Wildwood Farmers Market!

The Wildwood Business Improvement District (WBID) will kick off Season #13 of the Downtown Wildwood Farmers Market on Saturday, May 23, 2026! Our market continues to grow in popularity, amongst both vendors and shoppers! We continue to receive over 120 vendor applications each year and have had more than 75 vendors attend the market each week!! Every Saturday morning, Pacific Avenue is packed with people travelling up and down both sides of the street, shopping the vendors' booths. As more improvements are made on Pacific Avenue, foot traffic at the Farmers Market will continue to grow! In addition to the Pacific Avenue Redevelopment Plan, our strong Marketing and Advertising plan will support the Farmers Market and other Downtown Wildwood events, as well as the Downtown Wildwood Businesses. There is limitless upside potential in Downtown Wildwood!

Attached you will find the 2026 Vendor Application and updated Rules and Regulations. Once again, the market will be held from 8 am until 12:30 pm on Saturdays, beginning on Memorial Day Weekend and running through Labor Day Weekend. **Applications, including a 25% deposit, are being accepted and reviewed up until February 27, 2026.** To prevent excessive duplication and allow space for an interesting assortment of unique vendors, categories may be closed as applications are received / approved. Please submit your complete application and deposit as soon as possible. All applicants will be advised of their status by March 20, 2026; one week before the 2nd payment deadline. Any applicant who is denied acceptance or wait listed will receive a refund. **The vendor fee for the season must be paid in full by 4/24/26. Vendor acceptance is not finalized until full payment is received.**

All the details regarding acceptable items, rates, deadlines and the process can be found in the attached 2026 Rules and Regulations document. Please review it carefully to find the answers to most questions. Our objective is to offer a variety of products, in our limited space, to meet the needs of our shoppers and keep the market interesting. Please feel free to forward this information to your fellow vendors.

Although 2026 is a 16 week season, our vendor fees will be the same as our past 15 week seasons! **Payment must be made in full by 4/24/26.** Incomplete applications (i.e. missing COI, full payment, etc.) will be put in the "On Hold" file until they are completed. If categories and/or space fills up while your application is on hold, you will be wait listed. Please note only items listed on your approved application are approved for sale in your booth. Please review and comply with the attached 2026 Rules and Regulations to prevent any issues.

Lastly, it is the vendors' responsibility to comply with all local, state and federal requirements. This includes, but is not limited to, local parking rules, Federal and State Alcohol, Health and Tax Division laws.

Thank you for your interest in the Downtown Wildwood Farmers Market! Please contact Joanne Messer via joanne.boardwalk@gmail.com with questions. We look forward to working with you this summer in Downtown Wildwood!

Sincerely,

Jodie DiEduardo
Downtown Wildwood Farmers Market Committee



2026 Downtown Wildwood Farmers Markets Vendor Application
16 Weeks: Saturdays, 8 am to 12:30 pm, May 23 - September 5, 2026 (\$400/10x10, \$600/20x10)

Deadline to apply is 2/27/26. Completed application must include 25% of fee.

Business Name: _____ **Contact Person:** _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Cell Phone: (____) _____ **Email:** _____

Number of 10 x 10 Booths Requested: _____ **Electric Request** (+ \$50 for season, as available) _____

Full Season (\$400/\$600): _____ **Partial Season** (\$30/\$45 per week, list dates below): _____

Requested Dates (less than full season): _____

Permits (if applicable) **Health Permit#** _____ **Special Permit#** _____ (please attach copies)

Product and General Liability Insurance Certificate (s) Please attach Certificate of Liability Insurance naming the **Wildwood Business Improvement District** as the Certificate Holder.

Products you are applying to sell: (please review acceptable products and requirements under "Vendor Products" in Section VII of the Downtown Wildwood Farmers Market 2026 Rules & Regulations). Proposed assortment is subject to WBID Farmers Market Committee approval. Only preapproved items will be allowed to be sold at the Farmers Market. Pictures of unique items will assist the approval process.

Amount Enclosed: _____

25% of the full and/or partial season fee must be received with this application by 2/27/26. Fee is refundable only if the application is denied. 50% of the full and/or partial season fee, is due by 3/27/26.

100% of your Full Season or Partial Season fee is due by 4/24/26.

Incomplete applications will be placed on hold until required payment & documents are received.

*Please make checks payable to Wildwood Business Improvement District (WBID) and mail to
WBID PO Box 2635, Wildwood, NJ 08260.*

I have read, and agree to adhere to, the Downtown Wildwood Farmers Market 2026 Rules & Regulations.

Signature: _____ **Date:** _____

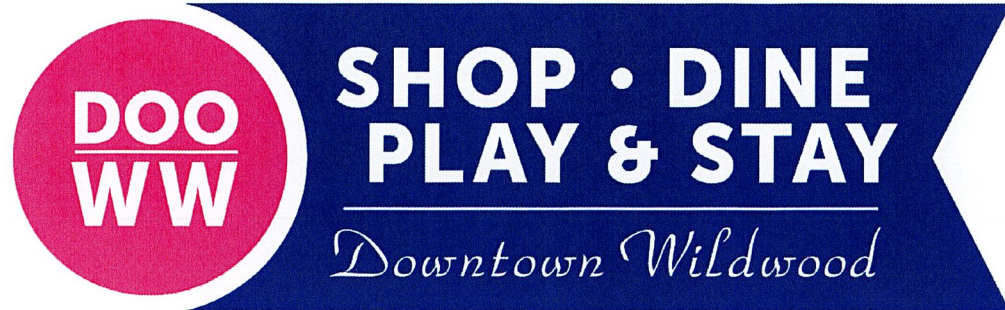
Completed application and deposit due by 2/27/26.

Office Use Only:

Date Rec'd _____ Check # _____ Amount _____ Health Permit _____ Other _____

Insurance Cert _____ Product Picture _____ Approved 2026 _____ Notified _____

WBID Farmers Market Committee, P.O. Box 2635, Wildwood, NJ 08260 (609) 523-1602
Joanne.boardwalk@gmail.com



Downtown Wildwood Farmers Market 2026 Rules and Regulations

On May 23, 2026, Wildwood Business Improvement District (WBID) will kick off Season #13 of the Downtown Wildwood Farmers Market!
The Farmers Market is conveniently located in the center of the Wildwoods in Byrne Plaza & beyond at 3400 – 3501 Pacific Avenue!
Rain or shine, the Farmers Market will be held for 16 weeks, on Saturday mornings (8 AM to 12:30 PM), from Memorial Day Weekend through Labor Day Weekend.

Mission Statement / Purpose

- The Downtown Wildwood Farmers Market ("DWFM") will create a vibrant, family friendly attraction in Downtown Wildwood on Saturday mornings throughout the summer.
- The Farmers Market will benefit the Downtown Wildwood Business District by attracting potential customers and investors to the area. Businesses are encouraged to maximize this opportunity by marketing their business in conjunction with the Farmers Market.
- The Farmers Market will benefit consumers by offering fresh farm goods, baked goods, specialty foods, local wine, craft beer & spirits, hand made arts and crafts, as well as food and drinks to enjoy onsite and the opportunity to interact directly with the product experts.
- The Farmers Markets will support our small business vendors by providing a marketplace for them to sell their goods & interact with end users.

Downtown Wildwood Farmers Market Committee

- The Downtown Wildwood Farmers Market Committee (the "DWFM Committee" or the "Committee") is made up of members of The Wildwood Business Improvement District ("WBID"). The WBID is a community of residents and businesses working together to provide a memorable family experience. The WBID is committed to providing excellent services that enhance the family, friendships, memories and romantic traditions of Wildwood. The WBID is proud to sponsor the Downtown Wildwood Farmers Market as a means of delivering quality, family friendly and value-added events in Downtown Wildwood.

Application Process and Fees

- Complete Application and deposit must be received by Friday, February 27, 2026.
- All vendor applications must be signed, acknowledging the applicant's understanding and agreement to adhere to the DWFM 2026 Rules and Regulations.
- All vendor applications must include copies of all applicable permits and/or certificates, including but not limited to:
 - Product & Liability Insurance Certificates, naming WBID as "Certificate Holder";
 - Health Permits;
 - Special Permit.
- Applications must include a minimum of 25% of the season fee for each booth requested.
- Incomplete applications will be placed on hold until completed.
- Applications will be reviewed upon receipt, wait lists will be maintained as categories are filled.
- All vendors will be advised via email of their approval status. Written approval is a requirement of selling at the DWFM. The Committee has the right to accept or reject any applicant for any and all reasons they may see fit in the best interests of the DWFM. If an application is rejected or wait listed, all fees will be refunded.
- Completed Applications received after the 2/27/26 deadline will be reviewed and approved based on available space and market assortment at that time.
- Vendors are accepted into the market on a yearly basis.
- Full Season Vendors will receive priority consideration.
- Partial Season Vendors will be considered based on space availability. Please include requested dates and payment with your application. (see weekly fee schedule below.)
- It is the vendor's responsibility to meet the payment deadlines.
- Vendor acceptance is not finalized until full payment is received.
- If accepted, WBID Businesses may sell their product, free of charge, at the Farmers Market. All other requirements must be met, including attendance & insurance. WBID Business Owners will be required to pay the weekly fee, for all remaining weeks, in advance, if they miss a scheduled market week without notifying joanne.boardwalk@gmail.com by 5 pm on Wednesday of the market week they will not be attending.

Fees

➤ <u>Summer (5/23 – 9/5/26)</u>	
➤ <u>Full Season payment is due as listed below:</u>	
➤ \$400 – One 10'x10' Booth Space	➤ \$600 – Double / Two 10'x10' Booth Spaces
➤ \$100.00 due 2/27/26	➤ \$150.00 due 2/27/26
➤ \$100.00 due 3/27/26	➤ \$150.00 due 3/27/26
➤ \$200.00 due 4/24/26	➤ \$300.00 due 4/24/26
➤ <u>Less than Full Season, payment is due as listed below:</u>	
➤ \$30 per Week for One 10' x 10' Booth Space:	➤ \$45 per Week for Double Booth (10' x 20'):
➤ 25% due 2/27/26	➤ 25% due 2/27/26
➤ 50% due 3/27/26	➤ 50% due 3/27/26
➤ 100% due 4/24/26	➤ 100% due 4/24/26

- Electric (limited availability)
 - Additional season fee of \$50 per booth space
- The Downtown Wildwood Farmers Markets will be held rain or shine. No refunds will be given under any circumstances.

Insurance

- Due to requirements of the WBID Insurance carrier, all vendors and non-profit groups will be required to provide the DWFM Committee with evidence of Liability insurance, naming WBID as additional insured / "Certificate Holder", as follows:
 - Home business type \$100,000 liability. Vendor may use homeowner Policy.
 - Non-Profit/ Charity type \$300,000 liability.
 - Business \$1 million liability.
 - Certificate Holder: **WBID, PO Box 2635, Wildwood, NJ 08260**
- EVIDENCE OF INSURANCE MUST BE ACCURATE, COMPLETE and PROVIDED TO WBID BY 4/24/26 IN ORDER TO PARTICIPATE IN THE MARKET ON OPENING DAY, 5/23/26. Please check with your insurance carrier for information on your specific needs.

Indemnification

- All vendors shall be responsible for any and all claims, suits and liabilities based upon damages to, or destruction of, any property or injury to any person (including death) in connection with its participation in the DWFM or otherwise arising out of or attributable to the DWFM and/or these rules and regulations and the acts or omissions of the vendor including, but not limited to, their respective employees, contractors and agents.

Limitation on Liability

- Except for indemnification, as listed above and for any deliberate breach of the rules and regulations by either party, neither party shall be liable to the other, or any of their respective agents, representatives, employees for any lost revenue, lost profits, loss of technology, rights or services, incidental, punitive, indirect, special or consequential damages, loss of data, or interruption or loss of use of service, even if advised of the possibility of such damages, whether under theory of contract, tort (including negligence), strict liability or otherwise.

Vendor Products

- The DWFM Committee reserves the right to accept or reject any vendor for any and all reasons as it sees fit in the best interest of the DWFM. Acceptance into DWFM will be based on the following list of acceptable products, which may be amended at the discretion of the DWFM Committee:
 - Agricultural Products:
 - Vegetables and fruits
 - Flowers, herbs, plants, and nursery crops
 - Nuts, seeds, and grains
 - Meat, eggs, and unprocessed dairy products (further regulations may apply)
 - Honey, wool, and other animal products
 - Wine, Craft Beer, Craft Spirits
 - Prepared, processed and pre-packaged food products:
 - All processed food must be produced in a health department approved kitchen and vendor must have a license in their individual or company name. If applicable, a **"Cottage Food Operator's Permit"** will be accepted. Licenses must be on file with the DWFM Committee and on display at the market or available for review at all times.
 - All food vendors MUST have prior approval from the Cape May County Department of Health to participate in the market. If a vendor is shut down by a City, County, State or Federal authority, fees will NOT be refunded.

Vendor Products (continued):

- Hand Made Non-Food Items: (Arts & Crafts) – original handmade items such as jewelry, metal, glass, photography, fine arts / graphics, leather, pottery, textiles, wood, etc. At least 2 pictures and a detailed description must be submitted with application.
- Local boutique items will also be considered on a case by case basis.
- Applications must include a complete list of items. Items not on the approved application are not allowed, without a written request and approval. Product exclusivity is not guaranteed.

Market Day Operations and Rules

- Space Assignments
 - On the first day of market season, vendors will be assigned spaces by Market Management.
 - While the same space each week is not guaranteed, all reasonable effort shall be made to assure that vendors maintain the same approximate space each week.
 - Due to concerns of market esthetics, vendor's spaces may be moved at the discretion of the market manager throughout the season.
 - Space assignments may be moved due to late arrivals, special events, and fluctuation in overall size of the market.
 - Vendors must occupy their assigned space(s) at least 30 minutes prior to the opening of the market (no later than 7:30 am) or the market manager may reassign the space.
 - **Vendors are expected to notify Joanne Messer via email joanne.boardwalk@gmail.com by 5 pm on Wednesday if unable to attend the market that Saturday.**
 - **Late notice, after Wednesday at 5 pm, must be sent via text to Jim Belles at 609-231-7077.**
 - **Two absences or late arrivals without market manager approval will result in revocation of seasonal space assignments. No refunds shall be provided.**
 - All on-site decisions by the market manager are final and binding. Any appeals must follow the procedures outlined in the "Enforcement of Market Rules" section below.
- Vendor Booths
 - Each booth space is approximately 10' x 10'. Vendors requiring more than one (1) booth are required to pay for each additional space.
 - Multiple spaces are not guaranteed and should be reserved early. Booth space requirements will be considered based on availability at the time of DWFM Committee receipt of fully completed application.
 - Vendors requiring electricity shall be subject to an additional \$50 per season charge. Electric service is limited. Electric requests will be approved based on availability at the time the complete application is received by WWFM Committee.
 - Resale or subletting of Vendor Booths is strictly prohibited and are grounds for suspension from the market and forfeiture of fees paid.
 - Sharing of Booths must be pre-approved by the manager and will be limited to like vendors. Two vendors may share the same booth each week or alternate weeks in the booth throughout the season. Please provide details for sharing parties with your application.

➤ Market Safety

- Vendors may begin set up as early as 6:00 am. Breakdown may not begin until 12:30 pm and must be completed by 2 pm. Exceptions may be granted on a case-by-case basis at the discretion of Market Management and DWFM Committee.
- Canopies should be designated for outdoor use and must be anchored with weights. Spikes are not permitted at Byrne Plaza but may be used on the Pacific & Schellenger Avenue lot.
- Vendors must occupy their designated booth space from 7:30 a.m. until 12:30 p.m. Booth space must be maintained in a sanitary and safe condition.
- Vendors are responsible for cleaning up their booth space and removing all trash. Failure to comply with this Rule will result in revocation of seasonal space assignment. No refund shall be provided.
- Vehicles are not permitted on Byrne Plaza! Vendors may unload and reload in the drive through area located behind the stage. Under no circumstances are vehicles permitted to drive onto the lot to unload or reload.
- Vehicles may drive onto the Schellenger Avenue lot as long as there are no customers on the field and vendors tents are not set up.
- **Limited free parking is available for vendors. Parking spots will be on a first come, first serve basis. Parking spots adjacent to booth spaces are not guaranteed. Metered parking spots are not free vendor spots and cars parked without paying the meter will be ticketed. Illegal parking, including parking in "No Parking" zones, will result in your vehicle being ticketed or towed.**
- Late arrival participation will be contingent on available space.
- Vendors are responsible for the safety and behavior of their staff and children. Vendors are not permitted to bring animals to the market.
- Vendors are responsible for weighting and/or tying down their tents and umbrellas to sufficiently eliminate wind disruption and danger. Spikes are NOT ALLOWED in Byrne Plaza due to the underground irrigation system. Vendors are liable for any damage occurring from their personal property.

➤ General Market Rules

- Vendors may begin selling 30 minutes prior to the official Market opening.
- Early breakdowns are not allowed – booths must be manned and stocked for sales from opening time until closing time.
- All permits necessary to sell must be on display or available for review at all times.
- All scales must bear a current seal from the Dept. of Weights and Measures.
- Signs must be accurate and truthful.
- Vendors who market their products as "Organic" must provide proof of certification to market management and have certificate on display.
- Music may not be played.
- Vendor contact information will be provided to consumers and government agencies upon request.
- Vendors are responsible for following all local, state & federal requirements. No refunds will be given due to your lack of compliance resulting in your booth being shut down by a government agency.

➤ Enforcement of Market Rules

- Vendors and management are expected to maintain high standards of honesty and respect towards market management, one another and customers. Vendors must conduct themselves in a courteous and helpful manner. Rudeness, negativity and dishonesty are grounds for suspension.
- The market management and DWFM Committee members shall have discretion to make any onsite decisions regarding market violations.
- Any vendor violating the above stated rules and regulations of the DWFM may be issued a written or verbal warning for market violations. Verbal warnings will be recorded and if the problem is not corrected in a timely manner, a written warning will be issued. Continued or repeated non-compliance shall result in a written expulsion notification. Such expulsion shall be effective immediately. Expulsion is permanent until the vendor is reinstated by the Committee of Volunteers. Vendors who are expelled from the market will not be refunded application or booth fees.
- Any person wishing to file a complaint about the market or an individual vendor must do so in writing to the Committee.
- Any serious violations or illegal activity will be reported to the proper authorities
- Vendors have the right to appeal any decision of a notice of violation or expulsion to the DWFM Committee.
 - Appeals must be received in writing by the DWFM Committee within two weeks of the violation/expulsion date.
 - Appeals should contain an explanation of the situation, grounds of the appeal, and proposed solution.
 - The DWFM Committee will respond to the appeal.
- Decisions of the DWFM Committee are final and binding.
- Vendors who are expelled from the market may only be readmitted by a majority vote of the DWFM Committee.