

GAYS MILLS APPLE FESTIVAL 2026

VENDOR PERMIT FEE & DOWN TOWN SPACE APPLICATION

Friday/Saturday/Sunday, September 25, 26, & 27, 2026

SPACE RENTAL INFORMATION & FEES

The Gays Mills Apple Festival requires that **ALL** vendors register with the Village for a six month **Vendor Permit Fee of \$50.**

Additional fees for all three days include:

15' Prime Village Space/Lot Food Vendor	\$150.00
15' Prime Village Space/Lot-Non Food Vendor	\$ 25.00
Late Processing Fee for any Applicant after Sept. 1 st	\$ 25.00

----- **COMPLETE & RETURN VENDOR PERMIT/SPACE (LOT) FORM BELOW WITH PAYMENT** -----

Name _____ Business Name _____

Address, City, State, Zip _____

Phone _____ email _____

Describe Entry _____ Returning Vendor _____ Yes _____ No

All Food applications must include:

1. **Valid Wisconsin Food Vendor License**
2. **Proof of Insurance**
3. **ENTIRE MENU**
4. **Completed Wisconsin Temporary Event Operator and Seller Information form (DOR S-240)**

(Quantity) _____ of 15' Prime Village Food Vendor Space X \$150= _____

(Quantity) _____ of 15' Prime Village Non Food Vendor Space X \$ 25= _____

Late Application after September 1st X \$ 25= _____

6 Month Vendor Permit + \$ 50

Total check enclosed \$ _____

I Do Not Hold the Village of Gays Mills Liable for Loss or Damage.

Date _____ Signature _____

Applications without a signature will not be accepted.

ADDITIONAL INFORMATION:

- Rental fees include Friday through Sunday (If needing help with set-up, on-site event staff can assist you Thursday after 12 pm, Friday morning, and Saturday morning).
- Vending Times - Friday optional 10am – 5pm, Saturday 9:30am – 5:00pm, Sunday 9:30am – 4:00pm
- To maintain business during all hours of Apple Festival, vendors are encouraged to stay during show hours above, or later if desired.
- Vendors who leave early will not receive a refund or be allowed to return the following year.
- "No Show" Vendors will not receive a refund or be allowed to return the following year.
- Please stay entirely within your rented booth space. If you need additional space, please pay accordingly.
- Electricity is not available. Only soundless generators may be used.
- No display or set-up equipment is provided. Vendors must provide their own equipment.
- There is no parking on Main Street except during loading/unloading.
- Please note we are a RAIN OR SHINE event!
- Vendors are not allowed pets in vendor space.
- Vendors are responsible for cleaning up their area prior to departure. Please place garbage in proper bags and leave at curb. Do not leave any cardboard.

LIONS CLUB VENDING AREAS

Other vendor space is available at the Fairgrounds in the Lions Club Arts & Crafts or Flea Market sections.

Please contact the Lions Club for further information:

608.73.LIONS (608.735.4667) (Bob) or GAYSMILLSLIONSCLUB@GMAIL.COM

CONFIRMATION OF ACCEPTANCE:

Vendors will be reviewed by the Festival Committee before final approval of vending and space is assigned. Vendors requesting to guarantee a specific location, including their same 2025 location, must apply and pay their fees by **July 31, 2026**.

- We reserve the right to accept or reject any booth or merchandise.
- All items must show good taste and be family appropriate. No illegal merchandise.
- You will be notified that you've been accepted to participate.
- Your canceled check is your receipt.
- Notification of booth information is available after Sept. 4, 2026

Early Registration is urged. Return your completed application, with applicable required paperwork, and check made payable to *Gays Mills Apple Festival* to:

Gays Mills Apple Festival
16381 State Hwy 131 Suite #1
Gays Mills, WI 54631

For more information or questions, please contact:

www.gaysmills.org
Dawn at the Gays Mills Village Office
608.735.4341
fax: 608.735.4328
email: dmccann@gaysmills.org
Monday-Friday 8am-4pm.

Wisconsin Temporary Event Operator and Seller Information

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

Instructions on reverse side.

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PART A: Event Information: To be completed by the operator of the temporary event

1. Name of Temporary Event GAYS MILLS APPLE FESTIVAL
2. Date(s) of Temporary Event SEPTEMBER 25 - SEPTEMBER 27, 2026
3. Location of Temporary Event (e.g., Venue, City) GAYS MILLS - DOWNTOWN

PART B: Operator Information: To be completed by the operator of the temporary event

1. Name and Address VILLAGE OF GAYS MILLS
2. Daytime Telephone Number (608) 735-4341
3. Email Address DMCCANN@GAYSMILLS.ORG
4. Wisconsin Tax Account Number _____ - _____ - _____
If blank, check appropriate box:
 No Taxable Sales Exempt under Occasional Sales Rule Exempt Nonprofit Organization
 Other – Explain: _____

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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.