



St. Martin's Fair Rules



HOURS: St. Martins Labor Day Weekend Fair is held on Sunday, September 6, 2026 from 8:00 a.m. to 9:00 p.m. and Monday, September 7, 2026 from 7:00 a.m. to 6:00 p.m., along W. St. Martins Rd. and Market Square Gazebo, 11230 W. Franklin St., Franklin, WI 53132.

1. Each vendor must have their own permit. One permit is good for one space, which is a maximum of thirty (30) feet, at a fee of \$220 For each additional foot over thirty (30) feet, there will be a charge of \$5 per foot, which will be measured and collected at the Fair site by the City of Franklin. A special permit with a frontage of a maximum of 15 feet is available for a fee of \$110. Additional \$10.00 fee for vendor background check.
2. The permit must be displayed on the premises at each stand. If it is not displayed, a new permit must be obtained with no refund. Permits are to be displayed conspicuous to the public.
3. All vendors must remain in their fixed location as NO mobile/moving/travelling advertising, sales or samples are allowed. No mobile selling or mobile advertising of vendors will be allowed. All stands and advertising must be off the street (blacktop), but may be set up in the area on the landowner's property to the upper edge of the curb. **NO SANDWICH BOARDS ARE ALLOWED IN THE STREET!!**
4. All vendors are required to pay by cash, money order, or cashier's check if payment is made after the application deadline of 4:00 p.m. on Friday, August 28, 2026. Applications are due 8/28/26 by 4:00 p.m. Credit card is o.k. for payment, but there is a 2.95 % charge fee. All returned checks for payment fees are subject to a service fee.
5. There will be a LATE FEE of \$100 to purchase St. Martin's Transient Merchant permits after August 28, 2026. This will be the only date for late applications. No permits will be issued after 4:00 p.m. on this date (August 28, 2026) ****\$200 Late fee when applying at the Fair.****
6. There are no refunds.
7. On Sunday preceding Labor Day, peddlers will be permitted to sell from 8:00 a.m. to 9:00 p.m. Outside beer stands shall not be open before 8:00 a.m. and shall close at 7:00 p.m. Music shall be permitted from 8:00 a.m. to 8:00 p.m.
8. On Monday, Labor Day, peddlers will be permitted to sell from 7:00 a.m. to 6:00 p.m. Outside beer stands shall not open before 7:00 a.m. and shall close at 5:00 p.m. Music shall be permitted from 8:00 a.m. to 5:00 p.m. No selling will be permitted preceding the opening of the Fair on Sunday.
9. Only five (5) beer permits shall be issued for Labor Day, and only Franklin civic service groups shall be eligible. Holders of permits from the preceding year shall be given first preferences.
10. No stakes shall be placed in any public asphalt or cement walkway or street. Property owners will be liable for damages (that were not noted prior to the Fair) to streets, curbs and sidewalks. No vendors shall be allowed to use the City's electric boxes.
11. Every landowner is responsible for cleaning up their area to the roadside, and also to advise the people to whom they rent/donate their land of the rules and regulations of the Fair. Non-compliance may result in fines, pursuant to Franklin Municipal Code: § 1-19. Property owners will be liable for damages caused by vendors or property owners (that were not identified by the City prior to the Fair) to streets, curbs and sidewalks.
12. **The sale or offering of dogs is prohibited, which includes any mobile sales.**
13. ***The rules prohibit the sale of firearms or dangerous weapons*** [as defined in Wis. Stat. § 939.22 (10), § 941.2965 (1), § 941.297 (1)], ***contraband, prescription and non-prescription medicines.***
14. ***The rules prohibit the possession and/or sale of illegally reproduced or duplicated trademarks, including computer software, is a violation of Wis. Stat. § 132.20 of and subject to fines up to \$250,000 and if the person is not an individual the person may be fined not more than \$1,000,000. Vendors are hereby warned that the City of Franklin will vigorously enforce and prosecute violation of this Statute.***
15. Vendors selling cosmetics, devices [as defined in Wis. Stat. § 450.01(6)], batteries or razor blades are required to have proof of ownership, pursuant to Wis. Stat. § 134.715. Violations are subject to charges and fines.
16. Pursuant to Wisconsin Department of Natural Resources regulations, restricted invasive plants cannot be sold. For a list of invasive species in Chapter NR 40, please see the Wisconsin DNR website: dnr.wisconsin.gov/topic/Invasives/RegulatedSpecies.
17. Temporary and Mobile Food Vendors must contact the Franklin Health Department at (414) 425-9101 for license information. All food vendors must be at least fifty (50) feet from port-a-johns and animals.
18. Selling and serving of home-baked, home-canned, or home-processed food is prohibited, except those exempted by the State of Wisconsin.
19. All food and beer stands shall provide plastic liners for the trash barrels, which they use, and they shall change the liners as the barrels are filled.
20. No private public address system may be used. Public address system is for official emergency use only.
21. No parking on West Church Street from West St. Martins Road to State Highway 100.
22. Property owners' personal rummage sales (no transient merchant permit required) must be placed along side of or behind the forward-most building facing the Fair route on the owner's property outside of right-of-way.

FARM PRODUCTS

1. All people selling farm products must have their own seller's permit. One permit is good for one space, at a fee of \$50 for each space. **A \$10 fee will be charged for the vendor background check.** Farm products include home-raised livestock, fowl, or homegrown truck garden products. This DOES NOT include nursery and landscape stock.
2. During the Labor Day Fair, Market Square (11230 W. Franklin St.) is reserved for the sale of produce and livestock only.
3. All animals must be handled following State of Wisconsin guidelines. Animals must be restrained or fenced, and kept at a reasonable distance from the public.

The rules will be supplied to all vendors, including those selling farm products.

The fair shall be provided with sufficient self-contained pumpable toilet units.

By order of the Common Council of the City of Franklin and upon recommendation of the Fair Commission, the above procedures shall be followed for the St. Martin's Fair.

City of Franklin, WI: Municipal Code: Chapter 203 – St. Martins Fair: <https://ecode360.com/8432215>

For information contact the Franklin City Clerk's Office, 9229 W. Loomis Road, Franklin WI 53132
Phone (414) 425-7500 www.franklinwi.gov