

Family entertainment tent coming to Waukesha Farmers Market

New and returning vendors to fill stalls starting Saturday

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WAUKESHA — The Waukesha Farmers Market's 2025 season will start Saturday and will continue through October.

Shelley Gallamore, vice president of the Waukesha Downtown Business Association, said there many new exciting things coming to the market, including more than 30 new vendors.

"A lot of our daily vendors that came a couple times last year are back as full-season vendors this year. That is exciting," Gallamore said.

Visitors will see many new things such as a coffee roaster, sourdough bagels, a winery, new food trucks, and pastries.

"Just lots of different new things are coming," she said.

The biggest new attraction will be the 20-foot-by-10-foot family entertainment tent. Each week will offer entertainment for families specifically geared toward children ages 4-10.

"We have a variety of different non-profits, community partners and businesses that will be hosting each week. Everything from the Waukesha Public Library to Tosa Block Party that brings Legos and does a big Lego party," she said. There will also be several churches and dance centers participating in the tent.

"We have a sponsorship from Trilogy Health Group and they are our primary sponsor for that," Gallamore said.

The WDBA understands that there are many children who come with their families to the farmers market.

"We think this will be a favorite and a good draw for our attendees," Gallamore said.



Freeman File Photo

The Waukesha Farmers Market's 2025 season will start Saturday and will continue through October.

The music tent will return to the market as well.

Making the market more accessible

Waukesha Downtown Business Association President Chris Janet previously said last year that seating was one of the top requests they get from patrons year in and year out.

Additional picnic tables have been added for two different seating areas this year instead of one.

"We have a few more staff and are uti-

lizing our staff very strategically to assist our vendors. We really built out our job descriptions and homed in on how our staff can best serve," she said.

Staff will be able to monitor handicap parking more closely. They are setting up a pick up/drop off for people who have large purchases. A visitor can leave the item at the drop off area and get their car to pick it up. Also, there are new wagon rentals for people who need a way to carry items.

There will be a new check in loyalty program using an app called "Stamp me." It's a loyalty card app for many different industries. It will allow people to easily

check into the Farmers Market. It also allows the market to offer more incentives. If someone checks in a certain amount of times they receive a gift certificate to the market.

Speaking of gift certificates, in the past they only had \$5 gift certificates. People really liked those and now they will be offered \$5, \$10, \$20 amounts.

Connect Chiropractic is returning as the primary sponsor.

"The sponsorship really helps us with staffing and being able to provide these things," Gallamore said.

The market runs weekly from 8 a.m. to noon Saturday at 125 W. St. Paul Ave.