



Taste of Chicago
 July 11-15, 2018
 Grant Park

POP-UP VENDOR (1 OR 2 DAYS) – Application Information

Taste of Chicago, created by restaurateur Arnie Morton in 1980, is the nation’s premier free admission food and music festival. Arnie’s motivation was to highlight many of Chicago’s great culinary offerings in one location. In 2018, Taste will continue that tradition by showcasing classic Chicago food favorites, as well as new offerings from our city’s exciting culinary scene. This free admission event will highlight entertainment such as cooking demonstrations, local and nationally known musical acts and other specialized programming areas.

This year’s event will take place from Wednesday, July 11 through Sunday, July 15, 2018.

Participants will find that Taste is an effective marketing tool for their business. The public relations and goodwill generated at Taste will have a positive residual effect on participants year-round. Participants also will have the opportunity to gain more exposure through pre-event promotions. Chicago’s media community strongly supports the events produced by the Department of Cultural Affairs and Special Events and will provide extensive publicity and promotional opportunities.



WHAT IS THE “POP –UP” PROGRAM AT TASTE OF CHICAGO?

The Pop-Up Program is one of the Taste of Chicago’s more popular vending opportunities. This Program provides an opportunity to participate for 1 or 2 days in the event instead of all 5. The program is designed for smaller establishments who exemplify the best of up-and-coming dining hot spots, as well as neighborhood dining gems.

The Pop-Up booths are featured in a prominent location on the event grounds. The event provides a basic outdoor kitchen, a vending booth and on-site signage. Participants in this program will vend up to three of the establishment’s items at a moderate ticket price, along with “Taste of” items which are smaller sized portions.

Only participants that have never participated as a 5-Day vendor at Taste of Chicago will be allowed in the Pop-Up program. **Preference will be given to new participants. Vendors who have participated for more than several years in this program are strongly encouraged to apply for our 5-Day program.**

POP-UP PARTICIPATION – ELIGIBILITY REQUIREMENTS

Participants must be located in the City of Chicago.

Preference will be given to new participants that feature a product which is in high demand, and exemplifies Chicago’s exciting culinary scene. Franchised establishments will be considered on a case-by-case basis.

Applicants will be evaluated prior to selection for proper sanitation certification and the ability to produce high volume sales. For a participant to demonstrate it can effectively perform outdoors, its year-round operation should reflect the highest possible standard in terms of sanitation, food handling and personnel training.

Taste management has the discretion to accept applications after the deadline if the participant will enhance the quality of the event.

LICENSE AND OTHER REQUIREMENTS

Documentation for the licenses listed below must be submitted **at the time of the application**. Applicants must:

- Have all necessary City of Chicago and State of Illinois operation licenses and permits
- Be listed as the d/b/a, if applicable, on their City of Chicago License
- Not have any outstanding debts with the City of Chicago or the Illinois Department of Revenue
- Not have any pending cases with the City of Chicago Liquor Commission

INSURANCE REQUIREMENTS

Applicants will be required to provide an original Certificate of Insurance evidencing the following insurance minimums for the dates of July 6–July 17, 2018:

- Workers Compensation and Employers Liability- Minimum of \$500,000 each accident, illness or disease
- Commercial General Liability – minimum \$1,000,000 per occurrence
- Automobile Liability – minimum of \$500,000 per occurrence
- Property coverage (replacement cost)



Final acceptance is contingent on applicant naming the City of Chicago, The Chicago Park District, the Illinois Restaurant Association, their employees, agents, and officials as additionally insured. Applicants must also submit a copy of the endorsement using ISO form CG 20 26 or equivalent. Applicant's certificate of insurance must also evidence a waiver of subrogation in favor of the City of Chicago, its employees, elected officials, agents, or representatives.

POP-UP PARTICIPANT RESPONSIBILITIES

1. Procuring and providing food product
2. Providing serving utensils, paper plates/serving containers, plastic forks, knives, etc.
3. Sending up to 2 staff members to the required Summer Festival Sanitation course. The date of this class will be forwarded to you.
4. Hiring labor to prepare and serve
5. Signing and completing the contract that will be forwarded to you by the City of Chicago upon acceptance to the event. You will also have to fill out a City of Chicago Indebtedness Investigation Form and an Economic Disclosure Statement.
6. Obtaining a City of Chicago Special Event Food License

PROPOSED MENU ITEMS

Applicants must submit a list of 1 to 3 main menu items, and 1 of the items must a "signature item". (A "signature" item must be an item for which the establishment is known for or a specialty item consistent with the character of your establishment.)

Additionally, applicant must submit 1 or 2 "Taste of" items. See details below.

- **If serving only 1 main menu item (must be a signature "Taste of" portion must be a smaller portion of the signature item.**
- **If serving 2 main menu items-you must serve 2 "Taste of" portions and 1 needs to be a smaller portion of the signature item.**
- **If serving 3 main menu items-you must serve 2 "Taste of" portions and 1 needs to be a smaller portion of the signature item.**

The application will require that you include the weight in ounces of each of these items.

item)- your



A fourth menu item may be added under special circumstances, if approved by Taste management.

All menu items must be consistent with the character of the establishment. A copy of your establishment's menu should be uploaded in the application process if applying online, or included in your mailed or hand-delivered application package.

ALL SALES ARE BY TICKET ONLY. Vendors are not allowed to accept cash. All menu prices must include sales tax, be in multiples of fifty-cents (\$.50), and the "Taste of" item pricing may not exceed \$3.00. Food tickets will be sold in strips of 14 tickets for \$10. Although maximum limits for main menu pricing will not be instituted, it's recommended that your pricing be consistent with an event which promotes "sampling" from multiple Taste vendors. The concept is to provide attendees with a sample of your product, not a full dinner portion. There will not be a limit on the average price per menu item.

COSTS OF PARTICIPATING

The cost to participate in the Pop-Up Program is \$100 per day, plus a 21% commission on gross sales after taxes. Participating vendors will also be charged for propane used onsite and any additional event services. Food vendors must also obtain a City of Chicago Special Event Food License. The \$100/day participation fee will be invoiced upon acceptance and must be paid by the due date on the invoice.

Please note: New this year, a \$1,000 deposit will be invoiced upon acceptance into Taste of Chicago and will be returned as a credit at Ticket Redemption following participation in the event.

How does a participant receive their net cash? Because all sales are by ticket only, vendors will "redeem" their tickets with the City of Chicago approximately 3 to 4 days after the event ends to determine gross sales. After all deductions have been taken, the City of Chicago will issue a check to the participant approximately 5-10 working days after that redemption date. Participants will be notified where the checks may be picked up.

POP-UP FOOD VENDOR PARTICIPANTS RECEIVE:

- A professionally equipped cooking area designed by a restaurant equipment manufacturer
- Refrigerated storage on site
- Work tables
- A 20'x20' tent canopy
- Two menu signs
- Basic electrical power per vendor (additional power provided at additional cost)
- 2018 Summer Festival Sanitation class and certificate
- Vendor Training Seminars to assist you in making Taste beneficial for you and the City of Chicago.

KEY RULES AND REGULATIONS

Rules and regulations, as well as other vital information, will be discussed at the first Vendor Meeting to be held in Spring 2018. This meeting is MANDATORY for each participant's key contact person and on-site event manager. It will be hosted by the Illinois Restaurant Association in downtown Chicago.

Attendance at all training seminars is MANDATORY for all key contact persons of each participant. There are no substitute or make-up sessions.

Choose your key contact person carefully as that person will need to be available at all times from the point of acceptance through the end of the Taste event.

Prior to the first Vendor Meeting, all accepted participants will receive a packet detailing the information and documentation due at the first Vendor meeting.

Participants and their employees must maintain the highest degree of cleanliness and professionalism in their booths and on Taste grounds at all times.

Extensive publicity and promotions are planned for this year's event. Taste vendors may be called upon to participate in pre-event promotions.

Menu prices or signs may not be altered during the event. Any alterations will result in your booth being closed down for the day.

Participants may not sell food for cash. All food sales must be made by Taste tickets only. **Food tickets are sold in strips of 14 tickets for \$10.**

Participants may not sell beverages of any kind.

Recycling is a vital part of Taste. Use of recycled/recyclable products is highly recommended and encouraged.

The majority of food preparation should take place at the participant's normal place of business or shared kitchen. The food may be "finished" on site.

All equipment brought onsite by the Pop-up food vendor (i.e., equipment not supplied by the Event) must meet City of Chicago safety and health standards.

HEALTHIER CHOICES

The Taste of Chicago prides itself on offering a wide array of menu items for everyone! We are currently in the process of developing this year's Healthier Choices program for Taste of Chicago. We are asking that you consider adding a healthier choice to your menu application.



Main Menu Items

- Less than 500 calories
- Less than 4 grams saturated fat
- Less than 500 mg sodium

"Taste of" portions:

- Less than 320 calories
- Less than 2 grams saturated fat
- Less than 300 mg of sodium

READY TO APPLY?

Option #1: NEW THIS YEAR! Applications for this year's Taste of Chicago can be completed online. Link below:
<https://www.surveymonkey.com/r/TasteOfChicagoFoodVendorApplication>

Option #2: If you prefer to submit your application by hand, please download the PDF, fill it out and deliver to:
Department of Cultural Affairs and Special Events – Taste Office
Chicago Cultural Center, 78 E. Washington St., Rm. 400, Chicago, IL 60602

Don't forget to include:

- 1 – A copy of your City of Chicago Food Business License
- 2 – A copy of your State of Illinois Certificate of Registration
- 3 – A copy of your most recent City of Chicago Health Inspection
- 4 – Your establishment's menu

All applications must be submitted by Wednesday, February 28, 2018

Any questions?

Contact **Lisette Medina, Taste of Chicago Restaurant Operations**, at the Illinois Restaurant Association
1-312-380-4145

lmedina@illinoisrestaurants.org

