

# TASTE OF CHICAGO

July 5-9, 2017



## 1 OR 2 DAY POP-UP VENDOR APPLICATION

This application is due **March 3, 2017**

Completed application, deposit and supporting documentation should be delivered to:

Department of Cultural Affairs and Special Events – Taste of Chicago Office  
Chicago Cultural Center, 78 E. Washington St., Rm. 400, Chicago, IL 60602

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 2017, Taste of Chicago 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 from celebrity chefs, locally and nationally known musical acts, and other specialized programming areas.

This year's event will take place from Wednesday, July 5 through Sunday, July 9, 2017.

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 in pre-event promotion. 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 newest and 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 signature items at a moderate ticket price, along with "Taste of" items which are smaller sized portions. This program will allow the public to sample some of the delicacies of Chicago establishments to which people may have limited access.

Only participants that have never participated as a 5 day vendor at Taste of Chicago will be allowed in the Pop-Up program. **2017 is the 6th year of the Taste of Chicago 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.**

### ALL SALES ARE BY TICKET ONLY

Vendors are not allowed to accept cash. All menu prices should include sales tax and be in multiples of fifty-cents (\$.50). When you are creating your menu items, you should remember that the item is a sample. The concept is to provide attendees with a sample of your product, not a full dinner portion.

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## WHO IS ELIGIBLE TO APPLY?

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 standards in terms of sanitation, food handling and personnel training.

1. Participants must submit completed application by March 3, 2017. Taste management has the discretion to accept applications after the deadline if the participant will enhance the quality of the event.
2. Menu items on your application must include weight and pricing and should be priced no higher than similar products and portions in the participant's normal operation.

## WHAT ARE THE COSTS FOR PARTICIPATION?

The cost to participate in the Pop-Up Program is \$100 per day, plus a 21% commission on gross sales after taxes. Additionally, participants will be charged for propane used on site and any additional event services. The \$100/day participation fee will be invoiced upon acceptance and must be paid by the due date on the invoice.

A \$1000 deposit must be submitted with this application. Deposit will be returned immediately if not selected. If accepted, deposit will be returned at 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 redemption date. Participants will be notified where the checks may be picked up.

## HUMANA HEALTHIER CHOICES

For its tenth consecutive year, Humana will be partnering with local Chicago food vendors to host its Healthier Choices program at the Taste of Chicago. This is the only program of its kind at the festival that evaluates the ingredients and calories of menu items, allowing attendees guilt-free indulgence. Those wishing to participate may submit nutritional information here: [www.surveymonkey.com/r/HHChoices2017](http://www.surveymonkey.com/r/HHChoices2017). Items submitted will be evaluated by an independent panel of nutrition experts. Throughout its tenure at the Taste of Chicago, the Humana Healthier Choices program has increased its presence year over year and received extensive local media coverage, providing additional promotion for participants. This program is voluntary, but last year we had more Healthier Choices than ever before including vegetarian and gluten free options. Following acceptance, more information will be shared directly.

## PARTICIPANT RESPONSIBILITIES:

1. Obtaining a City of Chicago Special Event Food License
2. Providing food product
3. Hiring labor to prepare and serve
4. Sending up to 2 staff members to the required Department of Public Health sanitation course. The dates of these classes will be forwarded to you.
5. Providing serving utensils, paper plates/serving containers, plastic forks, knives, etc.
6. 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.

# 1 OR 2 DAY POP-UP VENDOR APPLICATION

Participants may not sell food for cash. All food sales must be made by Taste tickets only. **New: In 2017, tickets will be sold in strips of 14 tickets for \$10.**

Participants may not sell beverages, or novelty items of any kind.

Attendance at all training seminars is MANDATORY for all key contact persons of each participant. There are no substitute or make-up sessions. Contact people must provide all requested paperwork and information by the dates provided at acceptance. Choose your key contact person carefully as that person will need to be available at all times from the point of acceptance through the Taste event.

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 participants may be called upon to participate in pre-event promotions.

All non event-supplied equipment (provided by the vendor) must meet City of Chicago safety and health standards.

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

Menu prices or signs may not be altered during event.

## INSURANCE REQUIREMENTS

Applicants will be required to provide an original Certificate of Insurance evidencing the following insurance minimums for the dates of June 30 - July 11, 2017:

- 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 of applicant is contingent on applicant naming the City of Chicago, the Chicago Park District, the contracted restaurant and beverage management company, 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. Applicants' certificate of insurance must also evidence a waiver of subrogation in favor of the City of Chicago, its employees, elected officials, agents, or representatives.

## EVENT RESPONSIBILITIES

The event will provide:

1. A professionally equipped cooking area designed by a restaurant equipment manufacturer
2. Vending tents
3. Signage
4. Work tables
5. Electricity – one 110 volt, 20 AMP quad box
6. Refrigerated storage on site

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Please type or print clearly:

### CONTACT INFORMATION

Participant name (Name of business): \_\_\_\_\_

\_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Participant main phone: \_\_\_\_\_

Participant main fax: \_\_\_\_\_

Participant web site: \_\_\_\_\_

Owner's name: \_\_\_\_\_

Owner's home phone: \_\_\_\_\_

Owner's cell phone: \_\_\_\_\_

Owner's work phone: \_\_\_\_\_

Owner's e-mail: \_\_\_\_\_

Key contact name: \_\_\_\_\_

Key contact address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Key contact home phone: \_\_\_\_\_

Key contact cell phone: \_\_\_\_\_

Key contact work phone: \_\_\_\_\_

Key contact e-mail: \_\_\_\_\_

Home numbers must be included!

Alternate contact name: \_\_\_\_\_

Alternate contact home phone: \_\_\_\_\_

Alternate contact cell phone: \_\_\_\_\_

Alternate contact work phone: \_\_\_\_\_

Alternate contact e-mail: \_\_\_\_\_

# 1 OR 2 DAY POP-UP VENDOR APPLICATION

## PROPOSED MENU ITEMS

Write your complete menu below. Once you have listed your items, you will not be able to change them. Only Taste of Chicago may change the menu items once the application has been filed.

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

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 must accompany this application.

All prices must include sales tax. All prices must be in multiples of \$.50 (fifty cents). **NEW: In 2017, "Taste of" portions may not exceed \$3.00 (6 tickets). Tickets will be sold in strips of 14 tickets for \$10.**

Please keep in mind that Taste of Chicago is designed for people to enjoy a variety of food from many vendors. The word "Taste" suggests a sampling and not a full entree serving size. We ask that you create your menu portions and pricing for your main menu items to meet this standard.

1. Signature Item:	
Size in ounces:	Price:
2. Main menu item:	
Size in ounces:	Price:
3. Main menu item:	
Size in ounces:	Price:
"Taste of" portion #1 Signature Item:	
Size in ounces:	Price:
"Taste of" portion item #2:	
Size in ounces:	Price:

Please rank from 1-5 (1= most preferred date, 5=least preferred date) your choice for the day which you would like to participate. Please note: Event Management has complete discretion on assignment of dates.

### 1 DAY

\_\_\_\_\_ Wednesday, July 5  
\_\_\_\_\_ Thursday, July 6  
\_\_\_\_\_ Friday, July 7  
\_\_\_\_\_ Saturday, July 8  
\_\_\_\_\_ Sunday, July 9

### 2 DAY

\_\_\_\_\_ Wednesday, July 5 & Thursday, July 6  
\_\_\_\_\_ Thursday, July 6 & Friday, July 7  
\_\_\_\_\_ Friday, July 7 & Saturday, July 8  
\_\_\_\_\_ Saturday, July 8 & Sunday, July 9

Please check here if you are interested in doing a cooking demonstration at the Taste Demonstration Kitchen on site.

# 1 OR 2 DAY POP-UP VENDOR APPLICATION

The following must be attached:

- This completed form
- A copy of your City of Chicago Food Business License
- A copy of your Illinois Sales Tax Certificate of Registration
- A copy of your most recent City of Chicago Department of Public Health inspection report
- A copy of your currently used in-house menu
- A \$1000 deposit check made payable to City of Chicago which will be returned immediately if not selected. If accepted, deposit will be returned at redemption, following participation in event.

All participants will receive a contract from the City of Chicago outlining terms and conditions for Taste of Chicago.

Upon acceptance in Taste, the participation fee of \$100/day will be invoiced to you and must be paid by the due date on the invoice.

( Example: 1 day participation= \$100.00; 2 day participation=\$200.00 )

I have read this application for Taste of Chicago and the accompanying fact sheets. I hereby agree that if my business is selected for participation, I will abide by all rules, regulations and requirements.

I understand that failure to do so will result in disqualification for participation in Taste of Chicago.

Signature of Owner or Corporate Officer
Title
Name (type or print)
Signature of Key Contact Person
Title
Name (type or print)

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