

taste^{of} chicago

Chicago's Four-Star FEASTival of Food and Fun
July 9-13, 2014



FOOD TRUCK VENDOR APPLICATION

This application is due Tuesday, April 1, 2014
Completed application, deposit, application fee 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 2014, 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 an area devoted to children and family programming.

This year's event will take place from Wednesday, July 9 through Sunday, July 13, 2014.

Participants will find that Taste of Chicago is an effective marketing tool for their business. The public relations and goodwill generated at Taste of Chicago will have a positive residual effect year-round. 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.

HOW WILL THE FOOD TRUCK PROGRAM WORK?

Last year, Taste introduced one of the culinary community's most popular elements – Food Trucks. Food Trucks were placed on the perimeter of Butler Field, the lawn seating for the concerts at Petrillo Music Shell.

Participants in this program will vend up to three items at a moderate ticket price, along with "Taste of" items.

Only fully City of Chicago licensed and compliant mobile food vehicles may participate. Taste of Chicago may expand or change the program based on demand.

In 2014, Food Truck opportunities will expand at Taste of Chicago with 2 options:

1. Vend at Food Truck Court area(s) during all open hours and days of Taste
2. Vend at the perimeter of Butler Field during Petrillo Music Shell concerts

TASTE OF CHICAGO FOOD TRUCK VENDOR APPLICATION

•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). Menu items proposed for Taste of Chicago must be on your pre-approved menu determined at the time of licensure. Vendors may not sell beverages of any type. The concept is to provide attendees with a sample of your product, not a full dinner portion.

Applicants must be a fully licensed mobile food vehicle, whose primary function is the preparation and sale of food.

Trucks must be licensed in the City of Chicago.

Preference will be given to those vendors that feature a product high in demand and exemplifies Chicago's exciting culinary scene.

Applicants also will be evaluated prior to selection for proper sanitation certification and the ability to produce high volume sales. Trucks must reflect the highest possible standards in terms of sanitation, food handling and personnel training.

1. Trucks must submit their completed application by Tuesday, April 1, 2014. **Taste management has the discretion to accept applications after the deadline if the quality of the event will be enhanced.**

2. Menu items on your application must include weight and pricing and should be priced no higher than similar products and portions in the normal operation.

PLEASE NOTE CHANGES IN 2014:

The cost to participate in the Food Truck Program is \$100 per day, plus a 21% commission on gross sales after taxes. Additionally, participating vendors will be charged for any additional event services. The \$100/day participation fee is due within 72 hours after acceptance into the event.

A \$1000 deposit must be submitted with this application. Deposit will be returned immediately if not accepted. If accepted, deposit will be returned at redemption following participation in the event.

How does a food truck receive their net cash?

Because all sales are by ticket only, vendors will "redeem" their tickets with the City of Chicago approximately 2 to 3 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 vendor approximately 5-10 working days after redemption date. Restaurants will be notified where the checks may be picked up.





FOOD TRUCK VENDOR APPLICATION

Be a part of Chicago's Four-Star FEASTival of Food and Fun



VENDOR RESPONSIBILITIES:

1. A temporary food vendor license, that costs \$125.
2. Food product
3. Labor to prepare and serve
4. A certified food manager must be on the truck at all times of operation.
5. Serving utensils, paper plates/serving containers, plastic forks, knives, etc.
6. Signed contract, which will be forwarded to you upon acceptance to the event. You will also have to fill out a City of Chicago Indebtedness Investigation Form and an Economic Disclosure Statement.

INSURANCE REQUIREMENTS

Applicants will be required to provide an original Certificate of Insurance evidencing the following insurance minimums for the dates of July 9-13, 2014:

- 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, and the Illinois Restaurant Association, as additional insureds. Applicants must also submit a copy of the endorsement using ISO form CG 20 26-11 85 and HA 99 13-01 87 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.

Participants may not sell food for cash. All food sales must be made by Taste tickets only.

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

Attendance at any training seminars is MANDATORY for all key contact persons of each vendor. 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 trucks 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.

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

Menu prices or signs may not be altered during event.

application

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**Please type or print clearly:
CONTACT INFORMATION**

Truck name: _____

Address: _____

City: _____ State: _____ Zip: _____

Vendor main phone: _____

Vendor main fax: _____

Vendor 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: _____

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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.

PLEASE NOTE THESE CHANGES IN 2014

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 and on the menu. 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). "Taste of" portions may not exceed \$2.50 (two dollars and fifty cents).

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.	
Size in ounces:	Price:
3.	
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 and times subject to change.

You may only participate in one area per day.

Concert Vending

_____ Wednesday, July 9, 5:30-8 pm
_____ Thursday, July 10, 5:30-8 pm
_____ Friday, July 11, 5-8 pm
_____ Saturday, July 12, 5-8 pm
_____ Sunday, July 13, 4-7 pm

Food Truck Court Vending

_____ Wednesday, July 9
_____ Thursday, July 10
_____ Friday, July 11
_____ Saturday, July 12
_____ Sunday, July 13

Trucks will be able to participate all 5 days if room permits.

☐ I would like to participate as many days as possible.

application

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The following documentation must be attached:

- This completed form
- A copy of your City of Chicago Mobile Food 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 \$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.
- A photo of food truck as well as the dimensions of the truck.

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

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

Upon acceptance in Taste, the participation fee of \$100/day must be submitted within 72 hours in the form of a Cashier's Check, Certified Check or Money Order made payable to the "City of Chicago".

(Example: 1 day participation = \$100.00; 4 day participation = \$400.00)

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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