

taste^{of} chicago

Chicago's Four-Star FEASTival of Food and Fun
July 8-12, 2015



VENDOR APPLICATION TO PARTICIPATE **ALL 5 DAYS**

This application is due Monday, March 16, 2015
Completed application, deposit check and supporting documentation
should be delivered to:
Department of Cultural Affairs and Special Events – Taste 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 2015, 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 from celebrity chefs, locally and nationally known musical acts, and other specialized programming areas. **This year's event will take place from Wednesday, July 8 through Sunday, July 12, 2015.**

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.

ELIGIBILITY REQUIREMENTS FOR **5 DAY PARTICIPATION**

Participants must be located in the City of Chicago.

Preference will be given to those participants:
• which exemplify the culinary treasures of the City and/or are a part of Chicago's exciting culinary scene
• propose to serve unique menu items
• who represent ethnic and culinary diversity

Publicly-held, Chicago-based corporations will be considered on a case-by-case basis. Applicants will be selected based on meeting the requirements listed in this application.

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 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 3-14, 2015:

- 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 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.

VENDOR SKILLS NEEDED

Taste of Chicago is looking for participants that can prove they have the ability to sustain both Taste and their home base operations. It is critical to have participants that can produce at high volume and withstand production in an outdoor environment under very restrictive conditions.

Participants applying for Taste are expected to effectively maintain (both outdoors on event grounds and at their home bases) the highest possible standards in terms of sanitation practices, proper food handling, professionalism and personnel training. In advance of acceptance, the contracted restaurant and beverage management company will work closely with the Chicago Department of Public Health to analyze past health inspection reports and warnings that may provide some information in making a decision on whether to accept or reject a certain participant.

Since the majority of food preparation and cooking for Taste should take place at the participant's normal place of business, each participant will need to make sure that they have the proper arrangements in place to cook, transport and store the food in compliance with standard food sanitation practices. A careful and detailed plan and schedule should be assembled by all participants to ensure that all of the deadlines can be met pre-event. Equipment rental, refrigeration rental and commissary prep should be scheduled as soon as your business has been accepted into the event. Also, participants will need to make their suppliers aware of delivery restrictions at Taste grounds for the duration of the event.

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 SALES ARE BY TICKET ONLY. Vendors are not allowed to accept cash. All menu prices must include sales tax and be in multiples of fifty-cents (\$.50). Although maximum limits for pricing will not be instituted, it is 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.

5 Day Vendor Application Information

COSTS OF PARTICIPATING

The fee to participate in Taste of Chicago is \$3,000. A \$1,500 deposit must be made at the time of application. This deposit will be returned if you are not selected to participate in the event.

- All sales taxes will be deducted from gross sales
- Commission will be deducted from gross sales (after tax) as follows:
 - 21% - of first \$100,000 of gross sales after taxes
 - 23% - of gross sales exceeding \$100,000
- \$125 cost for a Temporary Food License, payable to the City of Chicago Department of Business Affairs and Consumer Protection.

There are additional expenses for participants that use propane gas, refrigerated storage rental, equipment hook-ups and repairs, fuel, electricity and other services. These expenses will be deducted from the participant's gross sales. Participants are responsible for securing any and all necessary equipment for their operation. All equipment must meet City of Chicago safety and health standards. After acceptance, the contracted restaurant and beverage management company will work closely with each restaurant to advise them on the goods and services that will be needed on-site.

Every participant is required to enter into a contract with the City of Chicago and complete a City of Chicago Indebtedness Investigation Form and an Economic Disclosure Statement.

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 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 participant approximately 5-10 working days after that redemption date. Participants will be notified where the checks may be picked up.

INCLUDED IN COST OF PARTICIPATION

- A 20' x 20' tent canopy
- Two menu signs
- Basic electrical power (One (1) 40amp, 120volt circuit) per vendor (additional power provided at additional cost.)
- 2015 Summer Festival Sanitation class and certificate – consists of a series of Training Seminars to assist you in making Taste beneficial for you and the City of Chicago.

KEY RULES & REGULATIONS

Rules and regulations, as well as other vital information, will be discussed at the first Vendor Meeting to be held in Spring 2015. This meeting is MANDATORY for each participant's key contact person and on-site event

manager. It will be hosted by the contracted restaurant and beverage management company in downtown Chicago.

Participants may not sell beverages 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.

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. Remember, deposits will not be returned until after you complete the event.

Prior to the first Vendor Meeting, all accepted participants will be mailed a packet detailing the information and documentation that they will need to provide at the first Vendor Meeting.

The appearance of the event as a "whole" is extremely important, including the design of the food booths. Please provide a picture or a design of your booth which you plan to use for 2015.

If your booth does not meet the event appearance requirements, and your establishment is selected to participate in the event, the event will provide a uniform facade, menu board and counter for use. The participant will incur a rental and set up and take down fee.

Under no circumstances, whether using vendor-supplied or event-supplied facades, will participants be allowed to use additional structures, signage, tents or booths unless reviewed and approved by event management in writing, prior to the event.

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

Recycling is a vital part of Taste. Use of recycling products is highly recommended and encouraged.

For the eighth consecutive year, **Humana will implement its Healthier Choices program** at Taste of Chicago. This is the only program of its kind at the festival that evaluates the ingredients of menu items, allowing attendees guilt-free indulgence. Those wishing to participate may submit nutritional information here: www.surveymonkey.com/s/W57QT9P Items submitted will be evaluated by an independent panel of nutrition experts. Previously, the Humana Healthier Choices program has received extensive local media coverage, providing additional promotion for participants. This program is voluntary, but in 2014 nearly half of all the vendors participated. Following acceptance, more information will be shared directly.



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Department of Cultural Affairs and Special Events

Taste of Chicago Office

Chicago Cultural Center
78 E. Washington St., Rm. 400
Chicago, IL 60602

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: _____



Participant selection will be carefully evaluated in regard to menu items. The Taste management team has full discretion to accept or reject any menu item proposed by an applicant.

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.

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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. Main menu item (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:

The following documentation must be attached:

- This completed form
- A check or money order for \$1,500 deposit made payable to the City of Chicago
- A photo or rendering of proposed booth facade design
- 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

Initial that the above 7 documents are attached: _____

I UNDERSTAND: (signator must check boxes)

- Upon acceptance in the Taste, the balance of \$1,500 must be submitted within 72 hours in the form of a check or money order made payable to the "City of Chicago".
- Any participant that applies and is not selected will receive a full \$1,500 refund.
- The City of Chicago reserves the right to refuse the leasing of a restaurant booth for products or services, which in its opinion, are not in the best interest of the event.
- Participant participants will pay the event commissions based on gross sales after taxes.
- Participants will receive a contract from the City of Chicago outlining terms and conditions for Taste.
- I have read this application for Taste and the accompanying fact sheets. I hereby agree that if my establishment is selected for participation, I will abide by all rules, regulation and requirements. I understand that failure to do so will result in disqualification for participation in Taste.

Signature of Owner of Corporate Officer

Title

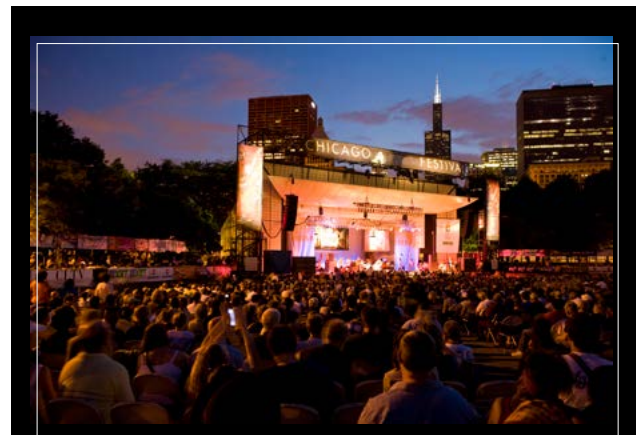
Name (type or print)

Signature of Key Contact Person

Title

Name (type or print)

Deliver application and supporting materials to:
Taste of Chicago Office
Chicago Cultural Center
78 E. Washington St., Rm. 400, Chicago, IL 60602



BECOME A VENDOR AT THE CHICAGO BLUES FESTIVAL

Chicago Blues Festival (June 12-14)

*If you have any questions, please contact the
Department of Cultural Affairs and Special Events
at 312-744-6969*