APPLICATION INFORMATION
Created by restaurateur Arnie Morton in 1980, Taste of Chicago is the nation’s premier food and music festival. Arnie’s motivation was to highlight Chicago’s great culinary restaurants in one location. In 2020, Taste will continue that tradition by showcasing classic Chicago favorites and new additions from the city’s exciting culinary scene. The free admission event will also include cooking demonstrations, specialty food experiences, local and nationally renowned musical acts, family activities, art installations, dancing and more!

This year’s Taste will take place from Wednesday, July 8 through Sunday, July 12, 2020. With over a million visitors attending the five day event, Taste of Chicago provides an unprecedented opportunity for participating food vendors to gain exposure for their business. Supported by the Department of Cultural Affairs and Special Events, vendors will benefit from pre-event marketing and extensive publicity and promotion opportunities that can have a positive effect on participants year-round.

WHAT IS THE “POP-UP” PROGRAM AT TASTE OF CHICAGO?
The Pop-Up Program is one of 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 signage. Participants in this program will vend up to six the establishment’s menu items including “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.

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 exemplify 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
• Have a completed City of Chicago Economic Disclosure before acceptance into Taste of Chicago

INSURANCE REQUIREMENTS
Applicants will be required to provide an original Certificate of Insurance evidencing the following insurance minimums for the dates of July 1–July 20, 2020:

• 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 2020 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

MENU ITEMS
To best showcase your food, all menu items must be consistent with the character of your establishment, and a copy of your menu offerings is required in the application process.

As you plan your menu, we encourage you to serve more “Taste of” items!
You may submit a list of (2) to (6) menu items that best represent your establishment.

There should be no more than (6) items on your menu:

• If you have (6) menu items, at a minimum (3) must be “Taste of” portions
• If you have (5, 4 or 3) menu items, at a minimum (2) must be “Taste of” portions
• If you have (2) menu items, at a minimum (1) must be a “Taste of” portion

"Taste of" portions should not be priced higher than $3.00.

There are no other portion/pricing requirements! Historically, many vendors have found the majority of items sold on-site are “Taste of” portions so if you would like to serve a menu of all “Taste of” portions, that would be welcomed.

It’s up to you!
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). The “Taste of” item pricing may not exceed $3.00. Food tickets will be sold in strips of 14 tickets for $10. Although maximum price limits will not be instituted for non "Taste of" items, it’s recommended that your pricing be consistent with an event which promotes “sampling” from multiple Taste vendors. The concept provides 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 $200 per day (Wed/Thurs will be a combo and count as one 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 purchase a City of Chicago Special Event Food License. The $200/day participation fee will be invoiced upon acceptance and must be paid by the due date on the invoice. 

Please note: 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. Electronic Funds Transfer is an option this year! Forms will be available upon acceptance to sign up for this expedited payment processing system.
POP-UP 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)*
- 2020 Summer Festival Sanitation class and certificate
- Vendor Training Seminars to assist you in making Taste beneficial for you and the City of Chicago.

CHICAGO FOOD POLICY ACTION COUNCIL
The City of Chicago’s City Council passed the Good Food Purchasing Program (GFPP) to support expanded purchasing of fresh and processed foods that are local, sustainable, fair, humane and nutritious. DCASE in partnership with the Chicago Food Policy Action Council are piloting the GFPP in 2020 at the Taste of Chicago. We are looking for a few volunteer vendors who would be interested in participating. The participating vendors would receive special recognition in Taste promotional materials and during the festival. Please let us know if you are interested by checking ‘Yes’ in the online application and we will follow-up with more information.

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 2020. 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.

**Ready to Apply?**

Applications for this year’s Taste of Chicago can be completed online [HERE](#):

**You Will Also Be Required to Submit:**
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 Monday, March 2, 2020**

**Any Questions?**
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