





Dear Highland Park Food Service Establishment:

This year, Amdur Productions will host the 8th Annual Taste of Highland Park, which will run in conjunction with the 31st Port Clinton Art Festival in the heart of Downtown Highland Park. The Taste of Highland Park will take place on Central Avenue between First and Second Streets on Friday, August 22; Saturday, August 23; and Sunday, August 24. You are invited to participate in this event to build, promote, and market your business to thousands of attendees from near and far by showcasing your unique cuisine, delivery service, passing out menus, and collecting names for future mailings.

Enclosed for review, please find a Taste of Highland Park Fact Sheet and Taste of Highland Park Food Vendor Application Form.

We hope that you will participate in this year's Taste of Highland Park and take advantage of this opportunity to increase your business's exposure, develop new customers, re-connect with old customers, and enhance the success of your business. Market your business at the showcase of Highland Parks finest restaurants.

Should you have any questions regarding this year's event or the information contained herein, please do not hesitate to contact us.

Best wishes,

Amy Amdur Director aamdur@aol.com Ph: 847-926-4300







2014 Restaurant Fact Sheet

Overview

- Local food vendors setup on Central Avenue between First & Second Streets
- Common dining area and professional janitorial staff busing tables
- Live music and entertainment from the main stage
- Hours:

Friday, August 22: 11:00am to 10:00pm Saturday, August 23: 10:00am to 10:00pm Sunday, August 24: 10:00am to 6:00pm

Advertising & Promotion

- The Taste of Highland Park is a great place to showcase your specials of the house, pass out menus, promote a new brunch, market your facility as a special event location to new and existing customers.
- Food is sold directly to the public with no cut or commission owed.

Requirements & Suggestions

- Maximum of seven approved (6) food items, and six (6) beverage items may be sold. Suggested food pricing at \$3-\$9 per item.
- There will be fixed pricing on standard brand/size bottled water, soda and wine/liquor/beer.
- Only pre-approved food and beverages may be sold from participating vendor booths. No other sales of goods will be allowed. Neither hawking nor selling outside the booth is allowed.
- Vendors must be open and operating during all Taste hours.
- It is mandatory that all staff be uniformed or wear staff shirts.
- All vendors must attend a MANDATORY vendor meeting at 3:00 p.m. on June 4, at Amdur Productions' offices, 2115 Greenbay Road in Highland Park. Entrance and parking off First Street next to Floral Gardens.
- Mandatory vendor set-up on Friday, August 22 from 7:00 a.m. 11:00 a.m.
- Participants using grease will be required to lay a grease-proof piece of material under their booth, and dispose of the grease off-site.
- No refunds will be granted following acceptance. Participants must pass onsite food inspections by the Lake County Health Department. Failure to pass does not constitute grounds for a refund.



APPLY TODAY! Deadline Monday, May 5th!

Submit your completed application with a \$975 check for your participation fee and a \$200 check for your refundable security deposit to the address below. Both checks should be made payable to Amdur Productions. Notifications of acceptance will be mailed the week of May 12th.

Amdur Productions PO BOX 550 Highland Park, IL 60035

\$975 Rental Equipment & Services Includes:

- 1 10' x 10' Fire Retardant Tent
- 1 Front Counter
- 1 Overhead Work Light
- 1 Restaurant Name Banner
- 1 Customized Menu Board
- 2 8' Prep Tables
- 2 Chairs
- 2 20 Amp Electric Circuits to your Booth
- 1 Vendor Trash Receptacle
- 1 Shared Hand Wash Sinks
- "Super H" Style Poles for banner placement
- Booth Installation, Weighting, and Removal
- Optional Rental Equipment and Miscellaneous Available:
- Additional 8' Prep Tables \$15/each
- Additional Chairs \$3/each
- Additional Electricity Price based on needs

- Electricity from Set-Up to Breakdown of the Event
- Use of Shared Refrigerator Truck
- Hot Charcoal Removal
- Covered Common Area Tables and Chairs with Umbrellas
- Common Area Janitorial & Waste Removal
- Restaurant Waste Removal
- Overnight Security
- Continuous Live Entertainment on the Main Stage
- Advertising & Public Relations
- Sell your food and drink directly to public
- No percentage of sales is take

Restaurants that participated in the 2013 Taste of Highland Park will be given first priority to participate in the 2014 event.

Other Required Form Deadline: July 25, 2014

Participants are required to obtain & provide the following documents to Amdur Productions by July 25:

- 1. A copy of your Certificate of Insurance (\$2 million aggregate, \$1 million per occurrence) naming City of Highland Park and Amdur Productions as additional insured for the Taste of Highland Park, 600 Central Ave., Aug. 22, 23, and 24, 2014.
- 2. A copy of your Lake County Health Department Temporary Food Event Permit Application Receipt. Download the application at: http://www.lakecountyil.gov/Health/Documents/2012%20TEMP%20APP.PDF
- 3. A copy of your Special Use Permit Liquor License issued by the State of Illinois Liquor Control Commission (applicable only if you are serving alcohol and have a valid liquor license issued by the City of Highland Park). Download the application at http://www.state.il.us/lcc/DOCS/SpUsePermit.pdf
- 4. A signed release form, which will be provided to participants at the mandatory pre-event meeting on June 4.

Questions? Call Lindsey at (847) 926-4300.



2014 Restaurant Application

Please complete this form and return it with required documents and fees, as indicated below, by May 5th, 2014. No menu exclusives will be granted. Those with unique signature cuisine will be given first consideration in menu selection. Acceptance letters will be sent the week of May 12th, 2014 with approved menu. Please fill out your preferred menu. You may offer up to 6 food choices and 6 beverage choices which may be alcoholic or non-alcoholic depending upon your current liquor license status. Fixed pricing on like-size branded wine, beer, alcohol, branded soda and bottled water will be in effect, please fill out your suggested retail price for review.

Please return your completed application by May 5 to:

Amdur Productions PO Box 550 Highland Park, IL 60035

Please include TWO SEPERATE CHECKS with your application as follows:

Checks will not be deposited until vendor selection is completed. Vendors not selected to participate in the 2014 Taste will be sent their deposit checks along with their notification letter

- 1. A check made payable to Amdur Productions in the amount of \$975 for:
 - 1 10' x 10' Fire Retardant Tent
 - 1 Front Counter
 - 1 Overhead Work Light
 - 1 Restaurant Name Banner
 - 1 Customized Menu Board
 - 2 8' Prep Tables
 - 2 Chairs
 - 2 20 Amp Electric Circuits to your Booth
 - 1 Vendor Trash Receptacle
 - 1 Shared Hand Wash Sinks

"Super H" Style Sign Poles for Banner Placement

Booth Installation, Weighting, and Removal

Electricity from Set-Up to Breakdown of the Event

Use of Shared Refrigerator Truck

Hot Charcoal Removal

Covered Common Area Tables and Chairs with Umbrellas

Common Area Janitorial & Waste Removal

Overnight Security

Continuous Live Entertainment on the Main Stage

Event Promotion

2. A check made payable to <u>Amdur Productions</u> in the amount of \$200 for security deposit, to be refunded after the festival if your area is left in good condition







2014 Taste of Highland Park Application

Business Name:

Contact: _____

Address:			
City/State/Zip:			
Telephone:	Cell:		
Fax:	E-Mail:		
	Preferred I	<u>Menu</u>	
Please indicate if any of y	our offerings are the following: Gluten Fi	ree (GF); Heart Healthy (HH);	Vegetarian/Vegan (V)
Food		Portion Size	Retail Price (\$3-\$7 suggested)
1		Mini Taste "Buck Bite"	\$\$1
2			\$
3			\$
4			\$
5			\$
6	(Please list beverage	es on the back)	\$
Tacto of Highlan	nd Park 2014 - Amdur Productions		cini 847-026-4300



Beverage	Portion Size	Retail Price
1.		\$
2		\$
3		\$
4		\$
5		\$
6		\$

Submit your completed application with a check for your \$975 participation fee and a check for your refundable \$200 security deposit to the address below BY MONDAY, May 5th. Both checks should be made payable to Amdur Productions.

Amdur Productions PO BOX 550 Highland Park, IL 60035

Questions? Contact Amdur Productions at (847) 926-4300

Notifications of acceptance will be mailed the week of May 12th.

Save the Date!



Mandatory Taste Food Vendor Information Meeting

Wednesday, June 4 at 3pm 2115 Greenbay Road, Highland Park