



Dear Highland Park Restaurant,

Amdur Productions is proud to announce the **12th Annual Taste of Highland Park** and **we want you to be part of it!** The **Taste of Highland Park** runs in conjunction with the 35th Annual Port Clinton Art Festival in the heart of Downtown Highland Park and will take place on Central Avenue between First and Second Streets on Friday, August 24; Saturday, August 25; and Sunday, August 26. You are invited to participate in this event to **build, promote, and market your business** to tens of thousands of attendees over the weekend. Take advantage of this opportunity to showcase your unique cuisine, promote delivery services, put your menu in the hands of your neighbors and collect names for your future mailings.

Enclosed for review, please find the facts and figures, fees and submission structure, and your **Taste of Highland Park Food Vendor Application Form**.

We hope that you will be part of this year's **Taste of Highland Park**. **Expose your business to huge numbers of potential North Shore diners**, develop new customers, re-connect with old customers and enhance the success of your business! Reserve your spot today!

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, President and CEO
Lindsey Dickinson, Vice President

aamdur@aol.com | 847-926-4300
lindsey@amdurproductions.com | 847-926-4300

PORT CLINTON ART FESTIVAL



FACTS & FIGURES

EQUIPMENT & SERVICES

- 1 - 10' x 10' Fire Retardant Tent
Set-up/weighting/removal incl.
- 1 - Front Counter
- 1 - Overhead Work Light
- 1 - Restaurant Name Banner/Menu
- 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 banners
- Electricity flows set-up to breakdown
- Use of shared refrigerator truck
- Hot charcoal removal
- Common area tables, chairs and janitorial bussing staff & 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 taken

OPTIONAL ADDITIONS

- Additional 8' Prep Tables - \$15/each
- Additional Chairs - \$3/each
- Additional Electricity -
Price based on need



Taste sample booth

LOCATION & DATES

- Event is on Central Avenue between First & Second Streets
- Friday, August 24: 5:00pm to 10:00pm
- Saturday, August 25: 10:00am to 10:00pm
- Sunday, August 26: 10:00am to 6:00pm
- Mandatory vendor set-up on Friday, August 24 from Noon – 3:00pm



EXPOSURE & BENEFIT

- The Taste of Highland Park provides a uniquely targeted audience to showcase your house specials, pass out menus and promotional materials, promote new services/dishes, market your facility as a special event location and more.
- Directly reach tens of thousands of new and existing customers.
- Food is sold directly to the public with no cut or commission owed.

REQUIREMENTS & SUGGESTIONS

- Maximum of six 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 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 24 from Noon – 3:00pm
- Participants using grease will be required to lay a grease-proof piece of material under their booth, and dispose of grease off-site.
- No refunds will be granted following acceptance. Participants must pass on-site food inspections by the Lake County Health Department. Failure to pass does not constitute grounds for a refund.

PORT CLINTON ART FESTIVAL



SUBMISSIONS

FEES & SUBMISSIONS

PARTICIPATION FEE

Restaurants selling no alcoholic items: **\$995**

Restaurants selling liquor, beer or wine: **\$1,295**

REFUNDABLE SECURITY DEPOSIT

Refunded after the festival if area is left in good condition: **\$200**

Please prepare **TWO SEPERATE CHECKS** made out to **Taste of HP Festival**, one each for your Participation Fee and your refundable Security Deposit.

DEADLINE FOR APPLICATION IS MAY 1, 2018

Notifications of acceptance will be mailed the week of May 7th. Application does not guarantee participation. Checks will not be deposited until vendor selection is completed. Vendors not selected to participate in the 2018 Taste will be sent their deposit checks along with their notification letter.

ADDITIONAL REQUIRED FORMS

Participants are required to obtain & provide the following documents to Amdur Productions by July 2:

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. 24, 25, and 26, 2018. (SEE SAMPLE ATTACHED)
2. A copy of your **Lake County Health Department Temporary Food Event Permit Application Receipt**. Download the application at: 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 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.

DEADLINE FOR ADDITIONAL REQUIRED FORMS IS JULY 2, 2018

✓ APPLICATION CHECKLIST

- Completed Application (*next page*)
- Two separate checks made out to **Taste of HP Festival**
 - Check 1: Participation Fee (\$995 or \$1,295)
 - Check 2: Refundable Deposit (\$200)
- May 1** - Mail app and checks to:
Amdur Productions
PO Box 550
Highland Park, IL 60035
- July 2** - Provide the following documents to Amdur Productions:
 - Certificate of Insurance
 - Lake County Food Event Permit
 - Special Use Liquor License *if needed*

PORT CLINTON ART FESTIVAL



FOOD VENDOR APPLICATION

Business Name: _____

Contact: _____

Address: _____

City/State/Zip: _____

Telephone: _____ Cell: _____

E-Mail: _____ Fax: _____

Please fill out your preferred menu and suggested retail price for review. We suggest a close review of the requirements section to help guide your menu planning. 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.

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 7, 2018 with approved menu. Please indicate if any of your offerings are the following: Gluten Free (GF); Heart Healthy (HH); Vegetarian/Vegan (V).

PREFERRED MENU

FOOD	PORTION SIZE	RETAIL PRICE
1. _____	_____	\$ _____
2. _____	_____	\$ _____
3. _____	_____	\$ _____
4. _____	_____	\$ _____
5. _____	_____	\$ _____
6. _____	_____	\$ _____

BEVERAGE	PORTION SIZE	RETAIL PRICE
1. _____	_____	\$ _____
2. _____	_____	\$ _____
3. _____	_____	\$ _____
4. _____	_____	\$ _____
5. _____	_____	\$ _____
6. _____	_____	\$ _____

“We look forward to this event every year and enjoy the entire community involvement”

Stephanie Karp, Sunset Foods

“Michael’s is proud to be apart of the Taste of Highland Park year after year. It is a wonderful event that promotes all the great restaurants Highland Park has to offer”

Ben Unger, Michael's