



THE LOT 2024 SEASON VENDOR APPLICATION INFORMATION

THE LOT 2024 EVENT SCHEDULE

Taste of Highland Park: June 21 & 22, 5-10 PM

Vintage Car Show: August 11, 12-4 PM

Decades: September 14, 12-10 PM

Oktoberfest: September 28, 12-10 PM

Scarecrow Fest & Walk: October 19, 12-5 PM

Stews & Brews (& Booze) & Blues: November 2, 5-9 PM

EVENT DESCRIPTIONS

- **Taste of Highland Park: June 21 & 22, 5-10 PM**

Highland Park's premier food and music festival returns with more music, more food, and more fun! Savor the taste of summer with special dishes and select beverages curated from Highland Park restaurants, all while jamming out to exceptional live music.

Space for twelve food/beverage vendors with 7,500 attendees expected over two days.

- **Vintage Car Show: August 11, 12-4 PM**

Peruse a fabulous array of vintage vehicles, right on St. Johns Avenue while enjoying live music, food, and beverages. Then, head inside The Lot to check out The French Market, happening simultaneously.

Space for six food/beverage vendors with 3,000 attendees expected.

- **NEW! Decades: September 14, 12-10 PM**

Fantastic headlining music from the 70s, 80s, and 90s brings together decades of music fans. Travel back in time to experience the sounds, tastes, and trends from these three decades through a selection of live performances and food and beverage vendors. A "Decades of Music" scavenger hunt through downtown Highland Park businesses will round out this event.

Space for twelve food/beverage vendors with 5,000 attendees expected.

- **Oktoberfest: September 28, 12-10 PM**

Start the day with traditional Oktoberfest fun: music, food, beverages, and family-focused activities. At 5 PM, we switch up the vibe with a headline band.

NEW! Scarecrow Fest & Walk: October 19, 12-5 PM

Space for six food/beverage vendors with 2,000 attendees expected.

- **Stews & Brews (& Booze) & Blues: November 2, 5-9 PM**

Space for twelve food/beverage vendors with 2,000 attendees expected.

- **French Market: Sundays, June 9-September 29, 10 AM-3 PM**

For information on being a vendor at the French Market, please contact [Bensidoun USA](#).

- **Bitter Jester Music Festival Grand Finale*: Saturday, June 29, 2-10 PM**

**This event is produced by a nonprofit charity and hosted by the City of Highland Park*

For information on being a vendor at the Bitter Jester Music Festival Grand Finale, please contact [Bitter Jester Foundation for the Arts](#).

GENERAL LAYOUT OF THE LOT EVENTS

APPLICATION ELIGIBILITY REQUIREMENTS

Applications must be submitted for the first right of refusal for City of Highland licensed businesses by **February 29, 2024**.

Application submissions will be open to non-Highland Park-based businesses after March 1, 2024.

Applicants will be notified of acceptance by March 4, 2024.

Upon acceptance, application and participation fees must be received by The Lot event management company, Ripple Public Relations, by **March 15, 2024**.

PARTICIPATION FEE (COSTS AND SERVICES PROVIDED)

Participation fee is based on the number of events and whether the applicant is a Highland Park or non-Highland Park-based business. The vendor participation fees represent 25% of the setup, teardown, event maintenance and operational costs, The City of Highland Park is covering 75% of these costs.

Services provided with fee:

- 10' x 10' white commercial grade flame retardant tent, with weights, sidewalls, and set up
- Three 8-foot banquette tables
- Electrical service for up to 20-amps distributed to your booth, with continuous power (Vendors using electricity are required to bring a 100 ft., 3-pronged outdoor rated and UL-approved extension cord for each hook-up).
- Common area dining tables and chairs
- Janitorial support
- NOTE: For Taste of Highland Park, all vendors must use The Lot Taste of Highland Park provided signage, including the top of tent horizontal business banner and vertical menu board
- NOTE: Overnight security provided for Taste of Highland Park

Fees by event:

- **Taste of Highland Park:**
\$250 Highland Park-based business
\$500 Non-HP-based business
\$125 signage package for restaurant name banner + menu board. Note: if you have previously participated Taste of Highland Park at The Lot, you can reuse your restaurant banner.
- **Vintage Car Show:**
\$150 Highland Park-based business
\$250 Non-HP-based business
- **Decades:**
\$200 Highland Park-based business
\$400 Non-HP-based business
- **Oktoberfest:**
\$200 Highland Park-based business
\$400 Non-HP-based business

- **Scarecrow Fest & Walk:**
\$150 Highland Park-based business
\$300 Non-HP-based business
- **Stews & Brews (& Booze) & Blues:**
\$200 Highland Park-based business
\$400 Non-HP-based business

All vendors are required to submit a \$200 refundable security deposit due upon acceptance. The security deposit covers any damage to City and rental property, equipment, etc.

Multiple Event Discounts:

- 5-6 events 20% discount
- 3-4 events 10% discount
- **Note:** Discounts will be given based on the approval of applications

INSURANCE AND OTHER REQUIREMENTS

All participating vendors are required to provide the following:

- A Certificate of Insurance (\$2 million aggregate, \$1 million per occurrence) naming the City of Highland Park and Ripple Public Relations as additional insureds for General and Liquor Liability (as applicable).
- A completed Lake County Health Permit and any other necessary licenses/permits
<https://www.lakecountyil.gov/DocumentCenter/View/3241/Temporary-Event-Application-PDF>
- If alcohol is served, a valid Highland Park liquor license is mandatory, as is a Special Event Liquor License issued by the State of Illinois Liquor Control Commission
(<https://www2.illinois.gov/ilcc/SiteCollectionDocuments/Special%20Use%20Permit.pdf>).
- **Note:** The City will provide a letter for the State License upon request.

Only pre-approved food and beverages may be sold from participating vendor booths. The sale of other goods is not permitted. Neither hawking nor selling outside the booth is allowed.

Participants must pass on-site food inspections by the Lake County Health Department and Highland Park Fire Department. Failure to pass inspection does not constitute grounds for a refund. No refunds will be granted following acceptance, except in the case of event cancellation due to weather.

NOTE: Any non-Highland Park approved vendor must complete a City of Highland Park Vendor Registration / Certification Form and provide a W9.

PARTICIPANT RESPONSIBILITIES

- Abide by load-in and set up and vehicle removal times (to be sent upon application approval).
- Be on-site, set up, and ready for City and Lake County Health Department Inspection times.
- All participating vendors must attend a mandatory pre-season meeting in May.
- Procuring and providing food/beverage products.
- Providing serving utensils, paper plates/serving containers, plastic forks/knives, etc.
- Glass containers for public use are not permitted.

- Participants utilizing grease will be required to lay grease-proof material under their booth and to dispose of grease off-site and not into the City sewer system.
- Participants cooking with coals must provide a container and remove it after event. Coals cannot be put in The Lot trash dumpster, nor can they be put on grass or asphalt.
- Participants must remain open during all event hours.
- At least one current and working 10# ABC fire extinguisher on the premises at all times during hours of the events and if utilizing propane gas for cooking purposes, will have tanks chained securely to booth posts, and in accordance with all local, state, and federal regulations.
- It is recommended that all staff be uniformed or wear staff shirts.
- It is recommended that participants take the time to decorate their booths to be engaging and visually appealing.
- Bee traps are also recommended.

MENU ITEMS

To best showcase your food/beverages, all menu items must be consistent with your establishment's character or the festival's theme. A copy of your menu offerings is required in the application process.

Those with unique signature cuisine will be considered in the menu selection, and no food or beverage exclusives will be granted.

Vendors should offer at least one different menu item for each event and different from previous years.

Vendors should offer reduced and full portions to allow attendees to try sample a variety of options.

Acceptance letters will be sent by March 4 with invoice and additional materials.

REQUEST FOR EVENT VENDOR APPROVAL

Please check the events you would like to participate in.:

Taste of Highland Park: June 21 & 22, 5-10 PM _____

Vintage Car Show: August 11, 12-4 PM _____

Decades: September 14, 12-10 PM _____

Oktoberfest: September 28, 12-10 PM _____

Scarecrow Fest & Walk: October 19, 12-5 PM _____

Stews & Brews (& Booze) & Blues: November 2, 5-9 PM _____

2024 THE LOT VENDOR APPLICATION FORM

Application available below or online at www.enjoyhighlandpark.com/the-lot.

Please email completed application to: Ripple Public Relations at info@ripplepublicrelations.com or

Mail to: The Lot c/o Ripple Public Relations, 440 Central Avenue, 2nd Floor, Highland Park, IL 60035.

Questions, please call 847-432-6000 or email info@ripplepublicrelations.com

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____

Cell: _____ Email: _____

Website: _____

Facebook Page: _____ Additional Social Media: _____

VENDOR AUTHORIZATION:

I agree to all terms, rules, and regulations that are a part of this application. Acceptance of this application by The Lot's team constitutes a binding contract. Application is not a guarantee of approval.

Name: _____ Title: _____

Signature: _____ Date: _____

AFTER THIS INITIAL APPLICATION, WE WILL FOLLOW UP WITH ADDITIONAL DOCUMENTS TO THOSE THAT ARE APPROVED:

1. NOTIFICATION OF ACCEPTANCE WITH A FULL VENDOR PROTOCOL LIST THAT REQUIRES SIGNATURE
2. VENDOR UPDATED DOC WITH LAYOUT, LOCATION, OVERVIEW, EXPECTATIONS, FACT SHEET, AND MUSIC SCHEDULE