



**BLOODY MARY FEST 2019**  
**Celebrating our 10<sup>th</sup> year!**  
**VENDOR HANDBOOK**

**BLOODY MARY FEST OPERATIONAL LOGISTICS: READ CAREFULLY**

**GENERAL INFORMATION**

SUNDAY, JULY 28, 2019

Hours are 10 AM – 5 PM. \*Set-up must be complete by 9 AM for Press/Media.

Located at Everts Park (130 Highwood Ave., Highwood) between Highwood Avenue and North Avenue (just west of Green Bay Road).

Enter the park from the back of the Highwood Library Public Parking lot or Highwood Post Office parking lot to check-in. You may drive your vehicle into the park to unload and then reload AFTER it is safely cleared of patrons at festival close. See PARKING below for more details.

The festival operates RAIN or SHINE.

**SCHEDULE**

|              |                                    |
|--------------|------------------------------------|
| 10 am - 5 pm | Bloody Mary Tasting and Live Music |
| 2 pm - 4pm   | Celebrity Judging                  |
| 4:30 pm      | Winners Announced                  |

**WHY DO WE HAVE TO ACCEPT TICKETS FOR ALCOHOL SALES?**

This is a requirement for the Illinois Liquor Commission, since Celebrate Highwood holds the liquor license all liquor sales must be via tickets. **Accepting cash for alcohol sales is a violation of the State Liquor Law and will place the entire event in jeopardy.** So please refrain from selling any alcohol using cash. We love this event and in order to be able to continue to sponsor it, we must stay in compliance of the law.

## CAN WE BRING OUR OWN ALCOHOL TO THE EVENT? IF NOT, HOW DO WE PURCHASE ALCOHOL?

Vendors/Competitors may not bring their own alcohol on site which is a requirement of the Illinois Liquor Commission. All alcohol must be purchased by Celebrate Highwood for each vendor/competitor. An order form will be forwarded by Celebrate Highwood to each vendor/competitor containing the alcohol choices and prices. There is a wide variety of different types of alcohol available for purchase as well as a wide variety of price points.

Also note, **beer may not be sold by any vendor**. Celebrate Highwood sells beer on-site as a way to raise funds for local and national charities. The only exception is for micheladas and beer chasers for your Bloody Mary's. ***Please notify Celebrate Highwood if you plan on mixing micheladas or serving beer chasers.***

## WHY WE ARE ASKING FOR 10% OF GROSS TICKET SALES

Celebrate Highwood is a 501(c)(3) nonprofit organization managed and operated by volunteers. The cost of this specific event has increased over the past ten years, however, the vendor fees for the event have not been raised. The vendor fees do not cover a majority of our costs, which includes, but are not limited to the following: liquor license fees, insurance, garbage removal, Port-a-Potty rental and maintenance, equipment rental, entertainment, iPad rentals for credit card purchases, credit card transaction fees, police presence, etc. We believe a 10% gross ticket sale fee is a better option than raising the fees and becoming cost prohibitive to our smaller and first time vendors.

## HOW TICKET SALES WORK

There will be two (or more) ticket sale locations in the park. Patrons may purchase \$5 tickets (yellow) or \$1 tickets (red). Again, these tickets **MUST** be used for ALL alcohol purchases.

There are NO REFUNDS for tickets so we will stop selling the \$5 tickets at some point later in the day in order to avoid any disgruntled patrons with a pocket full of \$5 tickets. The NO REFUNDS rules are clearly stated at the TICKET SALES TENTS. Later in the day, patrons buying tickets will be reminded that there are no refunds.

You may accept credit cards for your nonalcoholic beverages, food offerings and/or goods at your discretion and we encourage it! The number one question asked at the Celebrate Highwood Information Booth is *"Do all of the vendors accept credit cards?"*

Send any patrons inquiring about ATM machine locations to the Celebrate Highwood tent for further instruction.

At check in, you will receive a large envelope with your business name on it. You may choose to store your tickets in the envelope during the festival or wait until close. At festival

close, hand the SEALED envelope to **DONNA WALKER ONLY**. She will be located at the Celebrate Highwood tent.

***You may choose to pre-count your tickets*** and write the number of tickets on the envelope or hand the sealed envelope to Donna, if it is just too exhausting to count tickets at the end of the day during break down. All envelopes will be counted twice to ensure accuracy. **Under no circumstances should envelopes with tickets be taken out of the park.**

Expect an email notification, followed by a check ***within 10-14 business*** days for the full value of the tickets in your envelope. **Remember, we will be deducting 10% of your gross ticket sales before issuing a check.**

In the event of a discrepancy between your estimated count, your actual count and Celebrate Highwood, the envelopes of tickets will not be destroyed until we receive notification that you cashed the check.

All tickets for each vendor will be counted at least twice for accuracy.

## **CARDING MINORS AND UNDERAGE DRINKING**

To insure that our vendors, patrons and liquor license are secure, we must take precautions for underage drinking. Anyone purchasing tickets for alcoholic beverages who looks under 35 years old will be carded. Those patrons carded who are of legal drinking age will have a wristband placed on their arm. **IF SOMEONE WHO LOOKS UNDERAGE APPROACHES YOU FOR AN ALCOHOLIC BEVERAGE PURCHASE, YOU MUST ASK TO SEE A WRISTBAND OR YOU MUST CHECK FOR AN ID. SEND THEM TO A TICKET BOOTH IF YOUR LINE IS LONG AND WE WILL CHECK THEIR ID FOR YOU.**

## **SET UP & TAKE DOWN**

Drop-off and partial set up may begin as early as 6 PM on Saturday, July 27. Please note that ***Celebrate Highwood is not responsible for any damage or loss of any belongings you leave in the park overnight.*** Please **DO NOT** drop off anything valuable or dangerous to the general public (example: small appliances, heating devices, alcohol, etc...). We recommend setting up canopies/tents, tables and any large (inexpensive) items required for the festival.

ALSO note that if you plan on arriving for set-up on Saturday, you will need to contact [donna@celebratehighwood.org](mailto:donna@celebratehighwood.org) for your numbered space assignment. The number markings are on the pavement between two border dots marking your boundaries. You will be forwarded a map for reference.

You may arrive as early as 6 AM on Sunday, July 28. ***Please check-in at the entrance of the park off of the Highwood Library parking lot.***

All vendors must be ready for inspection with tents secure by 9 AM before festival opening.

Take-down not before festival close at 5 PM. No Exceptions. (See WEATHER CONDITIONS below.) As long as the park is safely clear of patrons, you may drive back into the park to load.

## **PARKING**

Vendors must park their vehicles in the street(s) adjacent to Everts Park along Highwood Ave. on the south side of the park or North Ave. on the North end of the park. You may also park in the Highwood Metra lot (accessible through Walgreen's parking lot east of the railroad tracks on Highwood Ave.).

The Everts Park and Highwood Library parking lot is reserved for patrons of the festival.

Parking in the Highwood Post Office parking lot **or any business parking lot** could result in your car being towed.

***If you have a trailer and/or require an over-sized parking space, please contact Celebrate Highwood for a parking assignment.***

## **NOW THE BORING, BUT NECESSARY INFORMATION ESPECIALLY FOR VENDORS NEW TO THE FESTIVAL**

### **CONDITIONS OF PARTICIPATION**

Vendors may not sell from their vehicles (excluding Food Trucks).

All merchandise must be wheeled/carried to their assigned spaces.

Vendors must provide their own tent, tables and chairs.

Vendors must provide electrical cords (\$50 per each extension cord hook-up), lighting and heat source.

Vendors at the festival, as well as their employees, shall at all times conduct themselves in a pleasant and courteous manner.

Vendors and their employees shall avoid using unduly loud, vulgar, profane or otherwise disagreeable language.

They shall further avoid all appearance of having been or being in a drinking or intoxicated condition.

They shall further avoid any belligerent action(s) which lead to or promote disputes, disagreements or altercations with other vendors, prospective customers, visitors, or any other persons on the festival premises.

In the event other persons, other than a vendor or his employees, cause or promote an altercation or dispute with a vendor, the vendor shall seek the advice and assistance of the Celebrate Highwood Staff.

***Celebrate Highwood reserves the right to dismiss a vendor from the festival permanently for non-compliance of the Conditions of Participation. No refund will be given.***

### **GARBAGE REMOVAL: PLEASE READ**

Our volunteers kindly monitor the festival site and empty filled bins and clear waste left on tables and on the grounds.

As we are a 501(c)(3) public charity that relies on the kindness and dedication of its volunteers to operate, we ask that you DO NOT DISCARD your end-of-operations trash into our festival bins.

We KINDLY ask you that you use the dumpsters available in the Highwood Library parking lot. They are easily seen past our POD storage units in the parking lot.

ADDITIONALLY, if you fill the trash bin near your area, we, again, KINDLY ask that you roll your bin to the dumpsters at the end of the festival.

AND PLEASE, PLEASE do not discard your garbage in the park for our hard working volunteers to have to clean up before they go home for the night.

### **SPACE ASSIGNMENT**

All vendor space assignments are issued by Celebrate Highwood.

The highest priority for assignment of space is given to returning vendors and then on a first come, first serve basis.

Assignments will be given at vendor check-in located at the entrance of Everts Park.

### **VENDOR SPACE DIMENSIONS**

Each assigned space is 10'x10'.

Additional spaces can be purchased.

Prior to the festival, vendors will receive a diagram showing the general layout of the park with the assigned spaces. At check-in, you will receive your assigned space number. Numbers can be found along the pavement between two dots. The dots indicate your boundary. Set-up within your assigned space only.

Some spaces at the festival may be purposely left vacant to allow for overlap of tents and/or to ease crowding within the rows.

Vendors must keep their produce, displays, and employees within the marked space for selling purposes.

## TENT & SPACE SET-UP

Vendors must set up their own booths/tents/etc. There will be festival staff available if issues arise during set-up.

Please ask festival staff for assistance if you're unsure how to set-up your area.

Booth space frontage should be consistently lined up with neighboring vendors along the row.

Clearance in the aisles must be kept for crowds and accessibility.

All tents/canopies ***must be weighted down with at least 25 pounds per leg***, regardless of forecast weather conditions. Severe wind gusts can develop in the park even on clear days!

## BOOTH MATERIALS

All tents, booths or canopies must be made from fire retardant material.

Each vendor (preparing food) must have an approved fire extinguisher (minimum 10 pound ABC) in their booth at all times.

Products and goods may be sold from tables, carts, or other similar structures.

All tables, chairs, tents, and other booth infrastructure will be supplied by the vendor.

Celebrate Highwood does not provide and is not responsible for the set-up of any tables, tents, chairs or other booth materials to vendors. However, we are here to help. Please just ask us if you require assistance.

## ELECTRICITY

Vendors who would like to use electricity must indicate this on the application and pay an additional fee per each electrical cord hook-up requested (see the Vendor Application for more details).

Vendors using electricity must secure cords tightly and safely to the ground using 4" wide tunnel tape, landscape stakes or plastic cord covers provided by the vendor.

All extension cords must be outdoor grade and UL approved with NO exposed wiring. No other extension cords are permitted.

We have 20 amp max, 110 volt standard outlets. Vendors are required to bring a 3-pronged outdoor rated and UL approved extension cord for use for **each** electrical cord hook-up requested.

## COOKING EQUIPMENT

***The Highland Park Fire Department does NOT allow any open flame cooking under a tent or canopy.***

All vendor booths using a deep fryer and/or open flame burners are required to have both, a K class extinguisher and 10 lb. ABC fire extinguisher.

Fire inspections by the Highland Park Fire Department are required for all events that have any type of cooking activities, whether under a tent or inside of a vendor type vehicle such as a Food Truck.

All propane cylinders shall be secured and/or chained. All cylinders shall meet current safety standards and shall have a current inspection date on the cylinder. All propane regulators shall be secured and shall not be allowed to hang loose.

Frying, cooking or grilling operations shall be done in accordance with the Highland Park Fire Department rules and regulations.

Extension cords shall not be used unless they are rated for exterior use, UL approved and are sized correctly for the appliance (see ELECTRICITY above).

Sales cannot commence until booth has been properly inspected. Be prepared for inspection one hour before festival opening.

## SAMPLES

Samples are allowed and encouraged, however, before producing samples please be sure that you are familiar with and abide by any and all Lake County Health Department regulations in regards to food sampling.

To inquire about sampling procedures for your product(s) please visit the Lake County Health Department website (<http://www.lakecountyil.gov/2313/Food-Safety>) or call 847-377-8040 for information.

## SIGNAGE

Signs prominently displaying the vendor name and price ranges of products are required. We suggest signage be at least 11"x17" in size.

Signage is important not only for promotional purposes, but also for tracking vendor attendance and location/placement. Please keep this signage within assigned booth space(s).

## HAND WASHING



Vendors that require hand washing stations per the Lake County Health Department must acquire and maintain their own temporary hand washing station.

The festival does provide water for vendors via two spigots located in Everts Park at the water fountains located at the far north end (near the playground) and south end of the park. Please refer to your vendor map of Everts Park.

## **NO SMOKING OR VAPING**

Smoking and vaping are not permitted anywhere within Everts Park or the festival area.

## **MAINTENANCE AND APPEARANCE**

Table and other fixtures should be in good repair.

All produce must be kept off the ground.

Festival products should be of a high quality. Products that do not meet this quality criterion may be removed at Celebrate Highwood's discretion.

## **WEATHER CANCELATIONS**

The festival ***takes place rain or shine***. Please check the weather conditions and prepare accordingly.

If the weather becomes unsafe for festival operations, Celebrate Highwood will in this order 1.) email, 2.) call cell phone numbers 3.) and post on Celebrate Highwood Facebook. Severe weather could result in a delay of festival start, temporary suspension of festival operations or cancellation.

NOTE: NO refunds will be issued due to weather cancellations.

## **EMERGENCY PROTOCOL**

As with any large public event, it is necessary to establish an emergency/crisis management plan and ensure that all vendors are aware of this plan. Examples of an emergency situation include the following: explosion or an accident involving multiple victims, firearm(s) being discharged, a suspicious package, a fire that is not under control or a chemical spill with fire or fumes and severe weather (i.e. tornado).

The festival does have a speaker system in the gazebo, therefore, it is necessary to listen closely in regards to news and updates regarding a potential emergency situation. As always, please call 9-1-1 if an emergency situation is taking place in your vicinity that may endanger yourself, your staff or our patrons.

FYI: POLICE ARE ONSITE AT ALL MAJOR FESTIVALS IN EVERTS PARK.



As part of our evacuation plan, we ask that 1.) YOU remain calm and 2.) instruct your staff and patrons to immediately and orderly evacuate the site through the nearest exit/gateway.

In the event of severe weather, please immediately evacuate the festival and go to either 1.) the Humble Pub (back door access is along the north east side of the park between the tents and down the stairs) or 2.) Walgreens (exit the park through the Highwood library parking lot, turn left on Highwood Ave. and walk across Green Bay Rd.).

Do not return to the festival site until directed by public safety officials.

If you have concerns during a festival, please reach out to the Celebrate Highwood.

## APPLICATION PROCEDURES AND REQUIRED PAPERWORK

A completed Bloody Mary Fest *Vendor Application* is required. Please refer to the document for submission instructions.

Additional Documents Required:

✓ **Certificate of Insurance**

We require that all vendor participants carry liability and vehicle insurance and provide a Certificate of Insurance (COI) showing general liability of at least \$1,000,000 per occurrence naming 1.) Celebrate Highwood and 2.) the City of Highwood as additionally insured. The address for both is 17 Highwood Ave., Highwood, IL 60040.

All vendors must submit a copy of the *COI* in order to participate in the festival.

✓ **Signed Affidavit**

All vendors agree to hold harmless and indemnify Celebrate Highwood and the City of Highwood, and agents, representatives and employees of those organizations, from any and all responsibilities, losses of income, claims, damages, lawsuits, reasonable attorney fees, costs, expenses or judgments incurred by, or resulting from, the enforcement of any rules or from the sale or consumption of goods sold by the vendors at the festival.

All vendors must submit a signed *Celebrate Highwood Affidavit* in order to participate in the festival.

✓ **Lake County Health Department Certificate**

All vendors who will be cooking, serving, or offering food samples will be required to obtain a Temporary Food Service Permit from the Lake County Health Department. You must also have your Health Department certificate with you at your booth at all times. Representatives of the Lake County Health Department will make periodic inspections.

Please contact the Lake County Health Department (<http://www.lakecountyil.gov/2313/Food-Safety>) or call 847-377-8040 for information or to request an application.

Vendors selling fresh produce, or non-potentially hazardous (i.e. needing no refrigeration or heating), or packaged products, do not require a permit.

## **PAYMENT**

Vendors may pay by check (made payable to Celebrate Highwood) or credit card. See the *Vendor Application* for complete instructions for submitting payment.

Vendors must submit payment in full **before the start** of the festival.

As we are a 501(c)(3) public charity that relies on the kindness and dedication of its volunteers to operate, we appreciate your prompt payment.

## **CONTACT INFORMATION**

To submit all required paperwork, please **email** the following attachments 1.) Vendor Application, 2.) Signed Affidavit and 3.) COI.

email: [info@celebratehighwood.org](mailto:info@celebratehighwood.org)  
cell/text: 847-668-1213

Mailing Address:

Celebrate Highwood  
17 Highwood Ave.,  
Highwood, IL 60040  
Attn: Bloody Mary Fest

Please bookmark and check our website for news and announcements:  
[celebratehighwood.org](http://celebratehighwood.org)

*NOTE: Festival rules are subject to change at the discretion of Celebrate Highwood.*