



P.O. Box 457  
Storm Lake, IA 50588

## **News Release: Star Spangled Spectacular Extends Food Vendor Opportunity to For-Profits**

**Storm Lake, Iowa** (May 9, 2023) – Storm Lake’s annual Independence Day celebration is opening registration to for-profit vendors in an effort to provide more diverse food offerings July 3-4.

The Star Spangled Spectacular (SSS) has historically offered opportunities solely to non-profits, but has noticed a participation decline in recent years.

“We’ll continue to reach out and prioritize our local nonprofits who still want to raise money for their organizations, but we need to make sure we are providing enough food and drink in both quantity and variety,” says commodore Ty Eggers. “People down at the parks shouldn’t have to worry about running out of food this year or in the future.”

Nonprofits will have the opportunity to secure their previous vendor locations in the parks, but must register as a SSS food vendor by the May 26 priority date. Additional for-profit vendors such as area restaurants and food trucks may then register to sell food and drink.

With a theme of “Three Cheers for 150 Years” in commemoration of the town’s sesquicentennial, commodores Ty and Jared Eggers have made an exploratory effort to learn about the event’s needs and create fair opportunity for all interested in selling food and drink at the SSS. Ty has held several conversations with area nonprofits, SALUD, as well as Buena Vista County’s Environmental Director Ben Mueggenberg overseeing food/hotel programming.

“We learned about some challenges and are working to find fair solutions for everyone,” says Ty. “Together with the committee, Jared and I want the food offerings to mirror the diversity of our town, create an opportunity for non-profits to raise money, to have enough to feed everyone throughout the day, and to continue growing one of Iowa’s greatest events.”

Food will be available for purchase beginning at 5 p.m. on Monday, July 3 in Sunset Park during the Kiddie Parade, Classic Car Show, and balloon art. The Storm Lake Municipal Band and the Pork Tornadoes will kick off the celebration’s musical entertainment that evening. Tuesday will welcome even more food vendors beginning at 11 a.m.

Food vendors may register to participate at [www.starspangledspectacular.net/get-involved](http://www.starspangledspectacular.net/get-involved).



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**About the Star Spangled Spectacular**

A favorite Northwest Iowa tradition, Storm Lake's annual Star Spangled Spectacular celebrates Independence Day along the City's beautiful shores. The family-friendly event is held July 3-4 and welcomes fresh entertainment and returning favorites such as The Big Parade, food and shopping vendors, a classic Car Cruise, the Ride-Run, fireworks, a Patriotic Ceremony, a Kiddie Parade, and more. Visit [www.starspangledspectacular.net](http://www.starspangledspectacular.net).

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