

Condensed Title:

A Resolution approving a Food Truck Pilot Program in North Beach.

Key Intended Outcome Supported:

Increase satisfaction with family recreational activities

Supporting Data (Surveys, Environmental Scan, etc.): Number of participants at Arts in the Parks events has increased from 1,270 in 2008, 3,875 in 2009, 4,493 in 2010, to 14,920 in 2011.

Issue:

Shall the City sponsor an event in North Beach which includes participation by food trucks?

Item Summary/Recommendation:

Following referrals for discussion to Committee, as well as community input, on April 27, 2012, the Neighborhood Committee recommended that an event incorporating food trucks be initiated as a pilot program beginning in June. The NCAC further recommended that North Beach restaurants be allowed to participate in the event, that the program include branding of the event, and that the food trucks be responsible for providing restrooms, sanitation, and security. A total of three events were recommended as part of the pilot. Based on the discussion and recommendation by the NCAC, the following criteria for the Food Truck Pilot Program, with events in June, July and August, is proposed:

- Take place beginning in June after school and that the event be branded as a family-oriented event;
- That the event take place on a weeknight, such as a Monday, Tuesday or Wednesday;
- That they be in addition to live entertainment at the bandshell followed by a special Movie in the Park showing or a similar event open to the public;
- That the food trucks line up on Ocean Terrace facing away from the street;
- That an area be set aside for local restaurants to participate.

The Administration has prepared a preliminary budget for the portions of the pilot program that the City would be responsible for providing. This funding for the Food Truck Pilot Program was submitted to the NCAC Committee as part of the North Beach Economic Development program budget for this fiscal year:

Fee for movies	\$1,566
Labor	\$450
Off-Duty/Security	\$660
Entertainment	\$2,400
Equipment Rentals (tables, etc)	\$1,500
Marketing Expenses	\$4,500
Total Projected Budget	\$11,076

Advisory Board Recommendation:

Neighborhoods/Community Affairs Committee, July 7, 2011, November 10, 2011, and April 27, 2012

Financial Information:

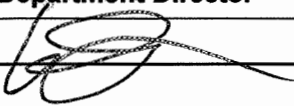
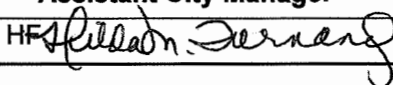
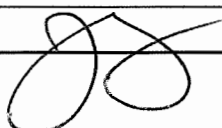
Source of Funds:	Amount	Account
1	\$11,076	From previously appropriated funds Acct 011-9322-000353
Total	\$11,076	

Financial Impact Summary:
n/a

City Clerk's Office Legislative Tracking:

Kevin Crowder, City Manager's Office

Sign-Offs:

Department Director	Assistant City Manager	City Manager
KC 	HF 	JMG 





MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

MEMO #

COMMISSION MEMORANDUM

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: March 9, 2012

SUBJECT: **A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING THE NEIGHBORHOOD/COMMUNITY AFFAIRS COMMITTEE'S RECOMMENDATION TO IMPLEMENT A PILOT FOOD TRUCK PROGRAM TO TAKE PLACE IN NORTH BEACH.**

BACKGROUND

On July 7, 2011, the Neighborhoods/Community Affairs Committee (NCAC) discussed the topic of food trucks and the potential of a food truck festival in North Beach. The Committee heard input from several North Beach business owners regarding a potential food truck event, and the Committee approved a motion to defer discussion regarding food trucks to the September meeting.

On November 10, 2011, the NCAC again discussed the topic of food trucks and the potential of a food truck festival in North Beach. The NCAC approved a motion to direct the Administration to have further discussion with the community to identify issues and suggestions regarding a food truck event. A food truck workshop was held with the North Beach community on February 16, 2012, at the North Shore Park & Youth Center. Businesses and residents were invited to attend; approximately 25 individuals attended the workshop (sign-in sheet attached).

Overall support for a food truck festival was split, with the residents in attendance strongly in favor, while the restaurants were opposed. There was a feeling amongst the majority of the crowd that the only way to really know if it will work is to try it once. However, if food trucks are going to be allowed in North Beach, even on a one-time basis, there was consensus on the following issues:

- It is important to bring people to the neighborhood from outside of the area.
- The food truck event should be done on a slow business day, not on a weekend;
- The food trucks should not be a standalone event, but should be part of a larger event. Concepts included:
 - Taste of North Beach;
 - Incorporate with an event at the Bandshell;
 - Promote with the MIMO District;
 - Promote with movie night and skate night.
- There was overwhelming consensus that local businesses, particularly restaurants, must be allowed to participate for free;
 - If alcohol is allowed, it should only be available from the existing

restaurants.

- Success or failure must be measurable.
- The food trucks must take care of restroom, sanitation, and security needs.

NEIGHBORHOODS COMMITTEE RECOMMENDATION

On April 24, 2012, the Administration reported the results of the community workshop to the NCAC. The NCAC recommended that an event incorporating food trucks be initiated as a pilot program beginning in June, and that three events be held. The NCAC further recommended that North Beach restaurants be allowed to participate in the event, that the program include branding of the event, and that the food trucks be responsible for providing restrooms, sanitation, and security.

Based on the discussion and recommendation by the NCAC, the Administration proposes the following criteria for the Food Truck Pilot Program, with events in June, July and August:

- That the event take place beginning in June after school has let out and that the event be branded as a family-oriented event;
- That the event take place on a weeknight, such as a Monday, Tuesday or Wednesday;
- That the event include live entertainment at the bandshell followed by a special Movie in the Park showing;
- That the food trucks line up along Ocean Terrace facing away from the street;
- That an area be set aside for local restaurants to participate at no cost.

Since the Food Trucks are part of a larger, City-sponsored event, the City will apply for the special event permit for this event. However, as previously noted, the Food Truck organizers will be required to meet other requirements (insurance, security, sanitation, restrooms).

The City will be responsible for promotion of the event, although the Food Trucks selected are expected to also promote the event through their extensive social media networks.

PROPOSED PROGRAM COSTS

The Administration has prepared a preliminary budget for the three events, and recommends that funding from the North Beach Economic Development activities budget previously approved by the City Commission be reallocated from the Umbrella Marketing Campaign line item in that budget to the Food Truck Pilot Program.

Fee for movies	\$1,566
Labor	\$450
Off-Duty	\$660
Entertainment	\$2,400
Equipment Rentals (tables, etc)	\$1,500
Marketing Expenses	\$4,500
Total Projected Budget	\$11,076

*Commission Memorandum
May 9, 2012
Food Truck Pilot Program*

CONCLUSION

The Administration recommends that the Mayor and City Commission approve the Resolution and support the NCAC's recommendation for a Food Truck Pilot Program in North Beach.

JMG/HF/KC 

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FOOD TRUCK PILOT PROGRAM COMMUNITY MEETING

February 16, 2012

6:00 PM

North Shore Youth Center

Attendance Sheet

NAME	E-MAIL ADDRESS	CONTACT NUMBERS	FAX NUMBER
1. Marc Broekhoff	Mbrocks @ Aol.COM	603.901.1487	
Marguente Ramos	margmiami @ gmail.com	305-389-7444	
Daniel Veitis	Daniel @ 10/Albertsons.com	305-295-408	
Kim Brown Eve	kimbeve @ aol.com		
REGAN EVE	" @ "		
Jessie Kane	ed @ miami @ gov.		
DIANA FONTANI	dianefontani @ miami beach fl.gov	(305) 673-7030	
Yvonne Meyers	jmeyers @ "	x 10167	
Jim Heins	Jim @ LATINBURER.COM	713.539.1173	
10. MAMC WEITHORN	MANCW @ DPT-MIAMI.COM		
1. Alex Fernandez	alexfernandez @ MIAMI BEACH FL.GOV	7105	
2. Abid Chaudhry	Abidmb3 @ Yahoo.com	917-626-6222	
3. AKHIL CHAUDHRY	MIAMICRIB305 @ GMAIL.COM	(718) 501-7551	
4. Elizabeth Gomez	elyandy2000 @ Yahoo.com	786 419 2452	
15. GEORGIS IBLESIAS	georgisiblesias @ GMAIL.COM	(305) 335-9690	
16. George Rodriguez	george ar 23 @ yahoo.com	305-519-2921	
17. JOE CROSS	JOSEPH.CROSS @ CITYNATIONAL.COM	305-868-2906	
18. David De la Espina	David De la Espina @ Miami Beach Fl. Gov	x5587	
19. ROGER BALSA	ROGERO.BALSA @ CITYNATIONAL.COM	305 868-2905	
20. Gail M Frank	gfrank @ the-beach.net	305-864-2831	(same)

NCAC Agenda (Revised) April 24, 2012
 (Page 8 of 128)
 Page 12 of 34

131

RESOLUTION TO BE SUBMITTED