



MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # **210-2012**

LETTER TO COMMISSION

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

FROM: Kathie G. Brooks, Interim City Manager *Kathie G. Brooks*

DATE: August 9, 2012

SUBJECT: **UPDATE ON THE FOOD TRUCK EVENT IN NORTH BEACH**

The purpose of this LTC is to provide the Mayor and City Commission with an update on the Food Truck Pilot Program that will take place in North Beach. The first event will take place on Wednesday, September 19, 2012. A press release announcing the event is attached.

BACKGROUND

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. 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 North Shore Park Bandshell;
 - Promote with the North Beach Miami Modern (MIMO) historic districts;
 - 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 bear the costs associated with providing of restroom, sanitation, and security needs.

NEIGHBORHOODS COMMITTEE RECOMMENDATION

On April 24, 2012, the Administration reported the results of the food truck community workshop to the Neighborhoods and Community Affairs Committee (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 community input and the discussion and recommendation by the NCAC, the Administration proposed the following criteria for the Food Truck Pilot Program, to take place during a three month period:

- 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.

FOOD TRUCK PILOT PROGRAM COSTS

On May 9, 2012, the Mayor and City Commission adopted a resolution approving a Food Truck Pilot Program in North Beach, pursuant to the parameters recommended by the NCAC for summer 2012. 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 also promote the event, although the Food Trucks selected are expected to also promote the event through their extensive social media networks.

The Administration recommended a budget for the three (3) Food Truck events, and the Mayor and City Commission approved a reallocation of the funding from the North Beach Economic Development Activities budget previously approved by the City Commission for an Umbrella Marketing Campaign line item to the Food Truck Pilot Program. The following budget is for all three (3) Food Truck events; however, two (2) of the events may take place in Fiscal Year 2012/13. Funding for the North Beach Economic Development activities is also included in the proposed FY 2012/13 budget.

| | |
|---------------------------------|-----------------|
| Labor | \$450 |
| Off-Duty | \$660 |
| Entertainment | \$3,966 |
| Equipment Rentals (tables, etc) | \$1,500 |
| Marketing Expenses | \$4,500 |
| Total Projected Budget | \$11,076 |

Although Commission approval was for summer 2012, since these are outdoor events there was a request to start in September. The Food Truck Pilot Program events will take place on a Wednesday each month from 5:00 p.m. – 10:00 p.m., beginning on September 19, followed by events on October 17 and November 14. The events will include:

- Participation by the food truck operators;
- Space in the event area will be provided free of charge for local restaurants to participate;
- Live entertainment will be presented in the Bandshell from 6:00 p.m. – 9:00 p.m.

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NORTH BEACH INITIATIVES

The Food Truck Pilot Program is one initiative targeting economic development in North Beach. The FY 2011/2012 North Beach Economic Development program budget includes the following items:

| | <u>BUDGET</u> |
|--|----------------------|
| Movies in the Park | \$10,080 |
| DiSh restaurant program | \$4,052 |
| Friday Night Skates | \$4,680 |
| Teen Club Presentations at the Bandshell | \$1,560 |
| North Beach Nights and Lights | \$10,000 |
| Food Truck Pilot Program | \$12,000 |
| Total | \$42,372 |

To date, there is a balance of approximately \$27,000, including the funds for the Food Truck Pilot Program, available in the current fiscal year for North Beach Initiatives. Most expenses came in under the anticipated budget and some of the costs for the Dinner and a Show (DiSh) program with the Miami Beach Stage Door were funded in FY 2010/11. In light of this balance, the Administration recommends increasing funding for the Food Truck Pilot Program by \$8,000 for a total of \$20,000. The additional funds would be used to enhance entertainment, and for the rental of the backline PA system and misters.

Funding for these programs in FY 2012/13 has been set aside pending final budget approval by the City Commission during the annual budget process. The Administration is seeking direction on whether or not to replicate some or all of these programs again in the next Fiscal Year.

If the funding for North Beach Initiatives were to be approved for the FY 2012/13 budget, staff recommends eliminating Friday Night Skates, as participation in this event was very minimal. Instead, staff recommends expansion of Movies in the Park in order to continue weekly programming at the North Beach Bandshell. In the current Fiscal Year (FY 11/12) North Beach Nights and Lights included a series of five (5) events between Thanksgiving and Christmas. Attendance at these events was also very small. Staff believes efforts should concentrate on two (2) larger events during that time period that may attract larger crowds and could have a greater impact on the neighboring businesses.

Façade Improvement Program

In addition to the initiatives identified above, the Mayor and City Commission also approved funding in the amount of \$100,000 for a storefront improvement program in the target area of Collins Avenue between 73rd Street and 75th Street. Eligible applicants will be able to apply for the funding for this program until December 31, 2012, or until the funds are exhausted, whichever occurs first. Funding may be provided to building owners or tenants within the target area up to a maximum of \$30,000 per building or business. Applicants are eligible for up to \$10,000 with no match requirement. For any amount between \$10,001 and \$30,000, applicants must provide a match equal to or greater than fifty percent of the amount awarded through this program. The match must be spent on eligible activities in the Façade Improvement Program (FIP).

City staff has visited each business in the target area with an announcement of the program, as well as a preliminary application, and explained the program to each

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business owner. Pre-application meetings are now taking place with interested business and property owners.

An update on this program was provided at the June 25, 2012 Finance and Citywide Projects (FCWP) Committee meeting. At the meeting, Commissioner Gongora expressed concerns about the fairness of the funds being awarded on a first-come first-serve basis. Chairperson Deede Weithorn suggested that a date be established for the acceptance of applications and that funds then be awarded on a first-come first-serve basis. The Committee recommended that a start date of August 31, 2012 for the acceptance of applications be established.

Cultural Arts Council Grant Programs

In September 2008 the Cultural Arts Council (CAC) instituted a new funding category to allow greater diversity of programming and a more geographically equitable distribution of grant funds. The North Beach Initiative earmarked funds for proposed projects at the Byron Carlyle Theatre, North Beach Bandshell and other North Beach locations (north of 63rd Street) for the purpose of increasing the amount cultural activities in Miami Beach's North Beach community. Programs included:

Two (2) applicant groups utilized the North Beach Initiative in FY 2008/09:

- Center for Folk and Community Art
- Dance Now! Ensemble

Eleven (11) applicant groups utilized the North Beach Initiative in FY 2009/10:

- Brazz Dance Theater
- Center for Folk & Community Art
- Community Arts & Culture
- Dance Now! Ensemble
- Friends of Miami-Dade Public Library
- FUNDarte
- Greater Miami Youth Symphony
- Miami- Dade Community College
- Miami Light Project
- Momentum Dance Company
- The Rhythm Foundation

Byron Bonus

In an effort to increase utilization at the Byron Carlyle Theater, in 2010 the Cultural Affairs Committee (CAC) instituted the Byron Bonus program in order to maintain incentives for programming in North Beach, a 'Byron Bonus' of up to \$2,000 was given to grant recipients utilizing the Byron Carlyle Theatre. This covered the Theatre's rental fee and related production costs.

Nine (9) applicant groups utilized the Byron Bonus in FY 2010/11:

- City Theatre
- Dance Now! Ensemble
- Florida Dance Association
- FUNDarte
- Karen Peterson & Dancers
- Miami Children's Chorus

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- Miami Momentum Dance Co.
- Siempre Flamenco, Inc.
- Tigertail, Inc.

Fresh Air Fund

Once Stage Door Theater took over management of the Byron Carlyle Theater, the CAC in 2011 created a **Free** Outdoor Performance Bonus of \$2,000 to all FY 2011/12 Artistic Disciplines and Cultural Presenter grantees whose projects include free outdoor performances anywhere in the City of Miami Beach. This new "Fresh Air Fund" replaces the Byron Bonus that was offered in FY 2010/11.

A total of eleven applicant groups utilized/will utilize Fresh Air Funds in FY 2011/12. Of those, four (4) took place in North Beach:

- Dance Now! Ensemble – "Afternoon at the Bandshell", Dance performance @ North Beach Bandshell
- FUNDarte – "Once Upon a Time in the Caribbean" Children's theater @ North Beach Bandshell
- Miami Short Film Festival – "Beach shorts Night", Film festival event @ North Beach Bandshell
- Orchestra Miami – "Beethoven on the Beach" concert @ North Beach Bandshell

A total of seventeen (17) applicant groups are recommended for Fresh Air Fund projects for FY 2012/13. Again, four (4) will take place in North Beach:

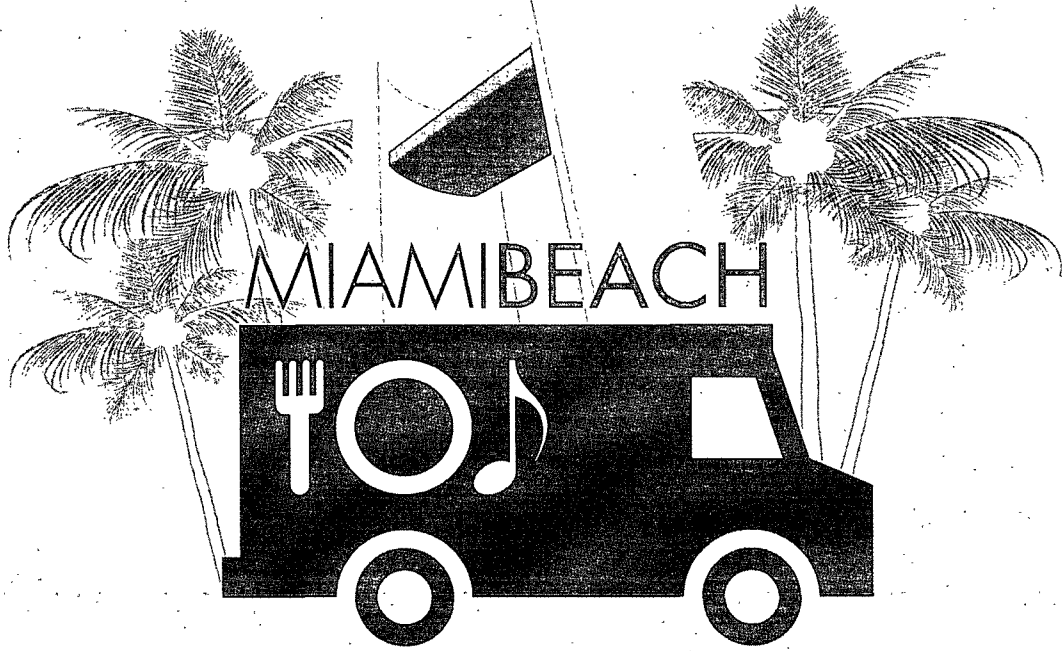
- Community Arts and Culture – "A Day at the Beach", Concert @ North Beach Bandshell
- Dance Now! Ensemble – "Evening at the Bandshell", Dance performance @
- FUNDarte – "Global Cuba Fest Interactive Concert for Children" @ North Beach Bandshell
- Miami short Film Festival- "Beach shorts Night", Film festival event @ North Beach Bandshell

Arts in the Parks

The City will also be presenting two **FREE** concerts by Grammy-nominated Seraphic Fire at the North Shore Bandshell on Saturday, November 3 at 1:00 p.m. and 7:00 p.m. as part of its Arts in the Parks program.

Please feel free to contact me should you have any questions.

KGB/MAS/kc



FOODTRUCK & MUSIC FEST

Wednesdays Free
ENTERTAINMENT *and* MUSIC

September 19

October 17

November 14

NORTH SHORE BANDSHELL • OCEAN TERRACE
Collins Avenue and 73 Street • mbculture.com



MIAMIBEACH

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PRESS RELEASE

FOR IMMEDIATE RELEASE
July 27, 2012

Miami Beach Launches Food Truck & Music Fest *North Shore Bandshell on September 19, October 17 and November 14*

Miami Beach, FL – Miami Beach's North Shore Park Bandshell & Ocean Terrace will dress in the typical, characteristic Latin flavor of the North Beach area to welcome the Miami Beach Food Truck and Music Fest on Wednesday nights this fall.

The events take place on September 19, October 17 and November 14, from 5:00 p.m. to 10:00 p.m., at the North Shore Park Bandshell on Collins Avenue and 73 Street. The food and music fest will feature the popular mobile food trucks, free entertainment and participation by area restaurants.

The salsa sounds of the Marlow Rosado y La Riqueña's nine-piece band will kick off the festival on September 19. Entertainers for the other festival dates will be announced soon.

"It is a great neighborhood and we're looking forward to having people come and enjoy good food, good music, and the beautiful beach and also hoping to entice neighboring residents to come and discover the charm of North Beach," said Miami Beach Acting Assistant City Manager Max Sklar.

The popular food truck lineup includes the following: Ms. Cheezious, Sakaya Kitchen, Gastropod, Health Nut on Wheels, Dolci Pecati, Sugar Yummy Mama, Garcia Brothers Seafood, La Camaronera, Moty's Grill, Latin Burger, Mangia Mia and Bocaditos. They will be offering varied menus from burgers and seafood to healthy bites and ethnic dishes.

For more information, visit www.mbculture.com.

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