

Neighborhood/Community Affairs Committee Meeting
November 19, 2012

**Discussion Regarding Licensing And Authorization Requirements For Mobile Trucks And
Proposal For A City Sponsored Food Truck Festival.**

*Commission Item C4G, January 19, 2011
(Requested by Commissioner Tobin)*

Max Sklar, Acting Assistant City Manager
Kevin Crowder, Economic Development Division Director

ITEM #1



COMMITTEE MEMORANDUM

TO: Neighborhood and Community Affairs Committee

FROM: Kathie G. Brooks, Interim City Manager

DATE: November 19, 2012

SUBJECT: **DISCUSSION REGARDING THE FOOD TRUCK EVENT IN NORTH BEACH.**

BACKGROUND

Commissioners Tobin and Gongora both referred a discussion regarding a City sponsors food truck festival for North Beach at the January 19, 2011 City Commission meeting. The City hosted a community meeting to discuss the concept on June 2, 2011. Subsequently, the subject was discussed by the Neighborhood and Community Affairs Committee at their July 2011 and November 2011 meetings.

Another 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 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 should 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 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

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 applied for the special event permit for this event. The City promoted the event, and the Food Trucks selected also promoted the event through their extensive social media networks.

The Administration recommended a budget for the three food truck events, and the Mayor and City Commission approved, at its May 9, 2012 meeting, an allocation of the \$12,000 of funding from the North Beach Economic Development activities budget previously in the Citywide Cost Center approved by the City Commission for an Umbrella Marketing Campaign to the Food Truck Pilot Program. Funding for the North Beach Economic Development activities is also included in the proposed FY 2012/13 budget. The Food Truck Pilot Program is one initiative targeting economic development in North Beach. The North Beach Economic Development program budget includes the following items:

Movies in the Park / Friday Night Skates	\$14,760
DiSh restaurant program / General Marketing	\$4,052
Teen Club Presentations at the Bandshell	\$1,560
North Beach Nights and Lights	\$10,000
Food Truck Pilot Program	\$12,000
Total	\$42,372

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 took place on September 19, October 17 and November 14. The events included:

- Participation by the food truck operators;
- Space in the event area for local restaurants to participate;
- Live entertainment in the Bandshell at approximately 6:00 p.m.

Please note that although movies in the Bandshell was part of the original concept, after expanding the Friday night movies in the Bandshell, this portion of the program was no longer pursued.

The \$12,000 that was originally approved was not sufficient to produce the events properly. There were unspent funds in the approved North Beach Economic Development budget, which were used to supplement the original funding. The City coordinated and provided equipment, staff (Police, Sanitation and Parks), Advertising, Printing and Entertainment for each of the 3 events. Estimated costs for all of these services for the 3 events were approximately \$26,000, or approximately \$8,700 per event. Please note that, since the third event took place last week, the Administration is still finalizing these costs.

The response from the community was overwhelming. Ten food trucks and two local restaurants participated in the first event, and many of the food trucks ran out of food. As a result five (5) additional food trucks were added to the second and third events, along with five local restaurants at the October event and six at the November event. Initial feedback from the businesses in the area has been very positive and several of them reported seeing an increase in businesses on the night of the events.

In order to better help improve future events, if authorized by the City Commission, the Administration asked the Greater Miami Convention and Visitors Bureau to conduct surveys during the October and November events. Again, since the third event took place last week, we have not yet received the results of the surveys.

FUTURE FOOD TRUCK EVENTS

On October 24, 2012, the City Commission authorized another food truck event for December 2012. That event will take place on December 19, 2012. Additionally, on October 3, 2012, staff met with Carol Housen, Mark Weithorn, Deborah Ruggiero, Mickey Minagorri, and Margueritte Ramos who, as North Beach community stakeholders, had expressed interest in assisting to enhance the North Beach area. The subject of the meeting was to discuss the Festival of the Arts proposal discussed at the NCAC. There was general consensus that a series of events spread out over time would be more valuable to the North Beach community than a single weekend-long Festival. All agreed that the food truck events were extremely successful and should be continued on a regular basis. A desire was expressed to incorporate visual art into the food truck events; to that end Carol Housen, as president of North Beach Development Corporation, agreed to engage James Echols, Life is Art, Inc., to manage the visual arts component.

Mr. Echols was not successful in finding artists to participate in the event, even after his organization offered to pay the modest registration fee he initially sought. Mr. Echols explained that the artists felt it unlikely they would sell work, since the art element was peripheral to the main event, and they were reluctant to provide insurance indemnity to the City.

If the NCAC and City Commission would like to proceed with the food truck events, \$12,000 has been budgeted in FY 2012/13 as part of the North Beach Initiatives for food truck events. The City has also budgeted \$55,000 for the Festival of the Arts, which could also be used for this program. The Administration believes cost would go down slightly if the program was continued for a longer period of time. Additionally, sponsorships could be sold to help cover the costs of the event. Producing the event monthly for 3 months would cost approximately \$22,500. Therefore, 6 months would cost approximately \$45,000, 9 months would cost approximately \$67,500 and 12 months would cost approximately \$90,000. The City Commission could also consider producing the events every other month to ensure participation from the public is sustainable.

At this time, the Administration is seeking direction from the NCAC regarding whether or not to continue the food truck events and for the NCAC to provide guidance and input regarding how the event operates.

KGB/MAS/kc