



Meeting Date: 11/15/2011

Agenda Item # 8-F

# CITY COUNCIL AGENDA ITEM

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- Type of Item:
- Public Hearing
  - Ordinance First Reading
  - Ordinance Second Reading
  - Resolution
  - Discussion & Action
  - Council Approval

**Subject:** Food Truck Expo in Orange City

**BACKGROUND:**

Food truck expos are becoming popular around Central Florida. They occur on private property for an allotted amount of time, allowing a variety of food truck vendors to come together and sell their products to customers. Orange City has the opportunity to have a monthly expo in our city, which could potentially draw in participants from all over the area. Food truck expos have a great potential to become a positive event in Orange City. They would allow the community exposure to new, exciting food options, are family-friendly and free to attend. They are a short event, lasting around three to four hours. Other food truck expos in Orlando, Oviedo and Avalon Park draw an average of 2,500 participants. This event could potentially have an economic benefit on Orange City, as participants could visit local stores and restaurants.

The food truck expo would be facilitated as a special event, to allow the use on a temporary basis. A special event is a short term gathering of 100 or more people and may consist of music, parades, fairs, festivals, carnivals, and block parties. Before moving forward and scheduling a food truck expo in Orange City, the Council would need to affirm it a special event, allowing it to occur more than four times a year.

Two articles are attached that describe the growing popularity of food truck expos in the Central Florida area.

**RECOMMENDATIONS:**

City staff recommends that City Council approve a monthly food truck expo in Orange City as a special event.

**ATTACHMENTS:**

- Orlando Business Journal—Food trucks roll into Longwood, Maitland
- Winter Park/Maitland Observer—Food Truck Round Up

**FINANCIAL IMPACT:**

None Anticipated

Reviewed by City Attorney \_\_\_\_\_  
 Reviewed by Finance Dept. \_\_\_\_\_  
 Reviewed by: \_\_\_\_\_

1 <sup>st</sup> Discussion Date: 11/15/2011	2 <sup>nd</sup> Discussion Date: date	Third Discussion Date: date	Other Dates: date
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**From the Orlando Business Journal:**

**<http://www.bizjournals.com/orlando/blog/2011/10/food-trucks-roll-into-longwood.html>**

# Food trucks roll into Longwood, Maitland

**Orlando Business Journal by Anjali Fluker, Senior Staff Writer**

Date: Thursday, October 13, 2011, 2:59pm EDT



Anjali Fluker

Senior Staff Writer - *Orlando Business Journal*

[Email](#)

There's been plenty of activity on the food truck front this month.

First, to Oviedo, where the first-ever [Food Truck Crazy event at the Oviedo Mall](#) — organized by Florida Business Expo producer [Liz Otts](#) — debuted Oct. 9. And despite the stormy weekend, seven trucks braved the wind and rain: Chutzpah Truck, Leo's Italian Ice, Baxter & Tilly's Cafe on Wheels, Caribbean Catering by Edna, Mr. Fed's Fresh & Famous Foods, Louie's Bistro on the Run and The Country Chuck Wagon. The event drew about 350 attendees, and future [Food Truck Crazy](#) events are scheduled for Nov. 13 and Dec. 11 at the mall.

Meanwhile, the planned [Food Truck Bazaar](#) organized by TheDailyCity.com's [Mark Baratelli](#), which had moved to the Lowe's parking lot at the Oviedo Park Crossing shopping center on Red Bug Lake Road — across the street from the Oviedo Mall — was rescheduled to Oct. 23.

"We said 'rain or shine' for tonight's bazaar in Oviedo, but 'severe weather warning' and 'flood watch' and 'squalls' are not rain," said a website posting by Baratelli, who previously had run his 20-truck Bazaar at the Mall and drew about 3,000 strong through September.

Now, over to [Maitland](#), where the popular [Food Truck Cafe at Lake Lily](#) had been going strong on Tuesdays since April. But the event has opted to change to Wednesdays beginning Oct. 19. The event had been such a booming success that it nearly outgrew the location, even though nearby businesses were helping by taking on overflow parking. Maitland Civic Center agreed to offer additional parking for the food truck event, but had more open spaces on Wednesdays since the center has a busy programs schedule on Tuesdays, said [Chuck Jordan](#), the city's director of leisure services. "Moving the Food Truck Cafe to Wednesdays will result in a better use of existing parking facilities and hopefully create a

more enjoyable and relaxed experience for both Food Truck Cafe and Civic Center patrons alike," Jordan told me in an email.

And in Longwood, the city was scheduled to hold its first Downtown Longwood Cruise-In on Oct. 8, which combined food trucks with an antique car show. However, the rain postponed that event as well, the Orlando Sentinel reported. The Cruise-In is slated to be a monthly event, on the second Saturday of each month, and is set to debut on Nov. 12.

That's all for now, but be assured, there's plenty more where that came from!

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## Food truck roundup

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The Big Wheel Provisions food truck, which has been in operation for about a month, appeared at the new event at Lake Lily on Tuesday night.



- By [Jenny Andreasson](#)
- April 27, 2011 3:18 p.m.
- [Archive](#)

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The food at Lake Lily on Tuesday night may have come out of a truck, but it wasn't typical carnival fare.

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The featured dishes at the Big Wheel Provisions truck were spicy grilled octopus with a chickpea salad and marinated chicken skewers with homemade Caesar dressing and tempura crunchies.

Like 32

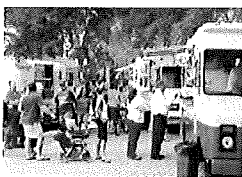
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Joining Big Wheel at the first Maitland "food truck pod" were Korean BBQ Taco Box, Yum Yum Cupcake Truck, The Crooked Spoon and Treehouse Truck.

Attendees ate, socialized and listened to a performance by the Performing Arts of Maitland as the sun went down.

### Photo Gallery

### Maitland Food Truck Cafe



Joining Big Wheel Provisions at the first Maitland "food truck pod" at Lake Lily on Tuesday night were Korean BBQ Taco Box, Yum Yum Cupcake Truck, The Crooked Spoon and Treehouse Truck.

### Real chefs

Tony Adams, chef/owner of the Big Wheel Provisions truck, said classically trained chefs, who are all veterans of the restaurant business, operate the food trucks.

"We're not serving deep-fried Twinkies," Adams said. "Most of the trucks are doing progressive stuff ... I don't remember the last time I saw octopus

coming off a food truck.”

Each of the trucks are independently owned and are in different street corners and farmers markets throughout the day and into the wee hours of the night. They rely heavily on social media to let their followers know where they are going to be for lunch, dinner and late-night snacking.

### Coming to Maitland

Starting a food truck event in Maitland’s Lake Lily Park was the brainchild of Maitland Community Events Coordinator Mari Smith.

“We jumped on the idea to set up an ongoing program at Lake Lily primarily because it’s not your everyday fare of food,” Maitland Leisure Services Director Chuck Jordan said. “Add the elements of live music from the Performing Arts of Maitland and you create a neat opportunity for people to be able to enjoy our parks.”

Maitland City Councilman Phil Bonus said he was impressed with the Maitland staff’s ability to get a piece of the food truck phenomena that’s currently sweeping the country.

“I’m optimistic that it will be a popular and fun event for people who wouldn’t otherwise come to Maitland to learn about Lake Lily and our cultural partners,” Bonus said.

### Trending

Adams said he was floored that Maitland approached the trucks about doing a meet-up at Lake Lily. “The fact that the town is taking a leap to put this together is encouraging to us. They are understanding what the trends are and that says a lot,” he said.

Adams said the culinary food truck market — while already popular throughout the country — is only now taking off in Orlando.

“It’s kind of popped in the last eight to 10 weeks,” he said.

Before becoming a food truck a month ago, Big Wheel was doing mostly catering and making appearances at local farmers markets. “We made the leap to the truck because it was an inexpensive expansion,” Adams said. “It made a lot of sense.”

### Other meetups

The meet-up or “pod” concept is relatively new to Orlando. On April 6, a pod kicked off at Firestone Live on North Orange Avenue, with six or seven trucks in attendance every Wednesday.

Earlier this month, the website TheDailyCity.com organized the first Food Truck Bazaar, which saw more than a dozen trucks in attendance, including the Winter Park Fish Co., which also has a brick-and-mortar eatery in Winter Park. The next Bazaar is 7 p.m. to midnight Sunday, May 1, in the Dillard’s parking lot at the Fashion Square Mall on Colonial Drive.

### Revenue neutral

The Maitland event doesn’t cost the city anything. In fact, the city will make a little bit of money off the fees the trucks pay to reserve the space, Jordan said. Tuesday’s event was just a pilot but the city would like the event to be weekly.

The city and the food trucks are promoting their Tuesday event on Facebook and Twitter and through e-mail blasts.

The inaugural event was just getting started when the Observer went to press on Tuesday night.

Food Truck Café will be held every Tuesday from 6-9 p.m. at Lake Lily Park in Maitland. Check the city’s Facebook page or [TheDailyCity.com](http://TheDailyCity.com) for more details and updates.



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