



## Legislation Details (With Text)

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**Title:** FOOD TRUCK CURATOR FOR THE 2016 SOUNDS AT SUNDOWN EVENTS  
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**TO:** Chair and Members of the Board  
**FROM:** Diane Colonna, Executive Director  
**DATE:** November 10, 2015

### FOOD TRUCK CURATOR FOR THE 2016 SOUNDS AT SUNDOWN EVENTS

**BACKGROUND:** In 2012, food trucks began to participate at the Sounds at Sundown and What's Cooking, Inc. has provided food truck curator services for that event since that time through an annual licensing agreement with CRA. What's Cooking has also provided the food trucks for the Margate Under the Moon events.

In previous years, staff did outreach to other food truck curators to see if there was interest in participating in the events and no other proposals were received. This year, two (2) proposals have been received to provide services for the 2016 Sounds at Sundown events at no cost to the MCRA.

The proposals are attached for your review but a brief outline of the services is as follows;

#### What's Cooking Inc.

- Negotiate and secure 8-15 trucks per event
- Provide cross promotion via social media and banners
- Pay the MCRA \$40.00 per truck
- Pay the MCRA 75% of any sponsorship revenues
- Limited number of non-food vendors no more than five (5)
- Balloon artist

#### Atlantic Studios

- Secure 8+ high quality food trucks
- Tented vendors of local arts, crafts and small businesses
- Provide yard games and DIY activities

- Provide cross promotion, press releases and event posters and flyers

Atlantic Studios has produced the Margate Under the Moon events, arranging for the music and vendors (but not the food trucks).

Staff is open to either proposal and will bring a licensing agreement for approval to the December 8, 2015 meeting with the curator the Board selects.

**RECOMMENDATION:** Recommend a food truck curator for the 2016 Sounds at Sundown Events.

**FISCAL IMPACT:** N/A

**CONTACT PERSON:** Diane Colonna, Executive Director