

2017 FOOD TRUCK RALLIES



The 2017 Food Truck Rally season was a big success, with more customers and trucks than we had in 2016. This was our second year hosting the Rally, which replaced the Wednesday Evening Market in 2016 after 5 seasons. The goal was to build upon the community oriented, food-focused events that were well loved as part of the Evening Market, while reducing costs and focusing our energy on monthly events. The average number of trucks in 2016 was 9-12, while this year's ranged from 11-15. The Rallies have become a way to highlight a different element of our vibrant food system: the trucks that serve prepared meals, providing unique recipes and creative ways of cooking. The Rallies create a space that fosters growth, allowing these local food businesses to expand into a new area and reach new customers.

PARTNERSHIPS



Give 365 hosted "Family Fun Night" during the Rallies, offering kids activities such as a bean bag toss, chalk, mini golf, jenga, giant connect four, a kitchen area, and more. They also recruited volunteers. Thanks to Give 365, our events were fun and included a way for the whole family to participate.



Zero Waste Washtenaw participated during the last two Rallies to cut down on waste by helping customers sort between trash, compost and recycling. Volunteers monitored stations to facilitate the sorting process and educate customers. September's Rally resulted in a 69% waste diversion rate, with a 53% diversion in October. The market will continue to work with Zero Waste Washtenaw next year to encourage the use of more compost friendly materials and reduce our waste.

Each truck sold an average of 130 meals/night, with proceeds ranging from \$500-\$1200. Staff estimates there were about 1700 customers at each rally. All of the trucks indicated they would be interested in participating again next season. 36 people volunteered between all 6 events.

What can we do better?

- More outreach to students and the university
- Better use of the whole market space
- More tables and chairs

What's going well?

“All the free activities for kids, the great overall turnout and support of the community, a much more reasonable fee compared to some other events we do.”

“The atmosphere between everyone. Customers and even with the other vendors. It was always a happy and positive thing even the couple times it rained.”

“Our sales were up 40% compared to last year. Good job with advertising!”

“Thanks for inviting us! It was a great experience and we look forward to an even bigger and better season next year.”

Month	# of carts and trucks	# of daytime market vendors	Special activities
May	12	3	1 musician Give 365 Kids Activities Face painting Community groups
June	13	4	2 musicians Give 365 Kids Activities Community groups
July	14	3	2 musicians Give 365 Kids Activities Community groups
August	15	3	1 music group Give 365 Kids Activities Community groups
September	11	4	2 music groups Give 365 Kids Activities Zero Waste Washtenaw Community groups
October	11	1	3 musicians Give 365 Kids Activities Zero Waste Washtenaw Community groups