

Mobile Food Facilities

Overview and Proposed Ordinance

presented by:



CHICAGO
FOOD
TRUCKS

What is a Mobile Food Facility?

A Mobile Food Facility (MFF) is commonly known as a food truck or catering van. MFF's are vehicles that are equipped to allow the preparation, cooking, and serving of a variety of foods. Many cities across the nation, such as Los Angeles, New York, Portland and Austin, already allow for a thriving mobile food culture. Because the City of Chicago is ranked as one of the world's great culinary cities, it only makes sense that we would also find a way to allow the operations of such vehicles.

By allowing the operation of Mobile Food Facilities, we will allow for considerable revenue for the city while creating a new industry that allows for entrepreneurial opportunity, job creation, and a vivid food culture that will attract tourists and community members alike.



Creating Innovative Industry

- The hospitality industry employs millions of people throughout the city and the country. The jobs that are offered in the restaurant industry generally become careers for many.
- A typical mobile food truck could easily employ from 4 – 12 people from the chef, driver, prep crew, commissary staff, etc.
- MFF's allows entrepreneurs another avenue in which to start their own business at a much lower start up cost.
- For those who currently have traditional standing restaurants, MFF's would allow for expansion of the business.
- MFF's stimulate other industries such as the automotive industry, insurance and local farming.



Employment Opportunities

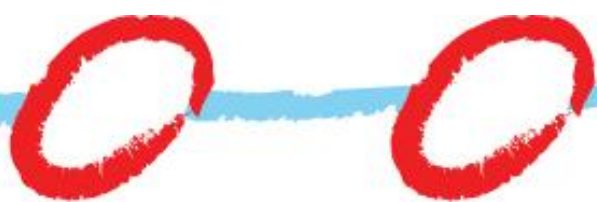
Example of the number of jobs that could be generated with a few trucks.

Greater Los Angeles Food Truck Employment Data – Courtesy: Matt Geller of SoCal Mobile Vendors Association



60 TRUCKS

= 526 EMPLOYEES =



2009 Restaurant Industry At A Glance

- Restaurant Industry* Sales: **\$566 billion**
- Locations: **945,000** across the US
- Employs: **13 million** people

National Restaurant Industry Forecast 2009

Restaurant Jobs Expected to Outperform Economy



Benefits for All Communities

- A mobile food truck license holder will have the opportunity to provide food services to a variety of neighborhoods and the ability to travel to areas where demand for quality meals is highest.
- Lower startup costs will allow entrepreneurs from your communities to enter the industry with limited capital. MFF's can be purchased used as low as \$20,000 and brand new up to \$100,000.
- These business owners are likely to hire employees from their neighborhoods.
- The requirement for commissaries and shared kitchens as a result of this license will necessitate the need to lease and purchase space in areas of town that do not have a large restaurant presence, which will possibly revitalize underdeveloped areas of the city.
- Provide a venue where neighbors can meet, greet and eat!

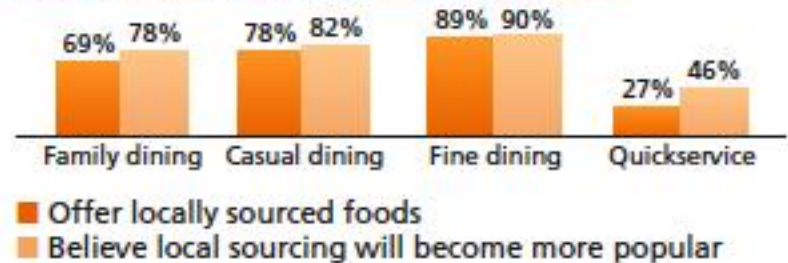


Nutritional Initiatives

- If the ordinance is passed, food trucks will be able to serve fresh made-to-order meals. With FRESH ingredients, they will be able to serve surrounding communities that have a need for healthy alternatives to current fast food offerings.
- Expanding healthy food choices for our citizens is in line with an important White House effort to battle childhood obesity and the movement to combat the problems of America's fast food culture.
- Many municipalities in the country offer incentives for MFF's that have green initiatives and focus on healthy nutritional items.

Looking for Inspiration in Your Own Backyard

Percent of operators that currently offer locally sourced food items or believe these items will become more popular in their segment in the future



Source: National Restaurant Association, operator survey, October 2008



Brick & Mortar Competition Concerns

- Many critics fear that a mobile food industry will hurt other food service establishments. Currently, there are NO restrictions on where a food service establishments can open, basically allowing for direct competition from restaurants right next door to each other.
- An MFF is a completely different dining experience than a traditional standing restaurant. The need and desires to go to a brick and mortar restaurant will always exist as they have the advantages of table dining, the sale of liquor and a roof!
- As part of our proposed ordinance, we have created a distance rule – detailing how close a mobile food truck can operate to a brick and mortar establishment:
 - 200 feet from a similar concept (i.e. a taco truck cannot park in front of a Mexican restaurant)
 - 100 feet from all other retail food establishments
- To reiterate, the MFF's can also be used to support or essentially expand an existing restaurant.



Other FAQ's

1. **Isn't there already a license for this?** There is a Mobile Food Dispenser license that allows for the vehicle owner to sell food that is prepackaged. The main difference between a MFD and MFF is that a MFF will allow for the preparation and cooking of raw food.
2. **What about traffic and parking?** MFD's currently operate without inhibiting traffic and MFF's have operated successfully in other congested cities. MFF's will be parked for slated periods of time and then move to their next destination. They will also be expected to feed the meters, just like everyone else.
3. **What about security?** DBACP would encourage MFF operators to use a credit card system rather than carry cash. Some truck operators have been known to hire a security person when needed.
4. **How will licenses be distributed or will there be a limit on them?** It is not uncommon for larger municipalities to have limits on the number of licenses that they issue, which are distributed by lottery. However, there are many cities that do not have restrictions and are able to operate successfully. We need to weigh the pros and cons of each method to determine the best plan for our city.
5. **How will health inspections be handled?** Every truck will need to submit a route plan so that health inspectors will be able to do surprise inspections when needed.
6. **As an Alderman, will I have any say over where these trucks would operate?** Yes, you will be able to submit an ordinance that restricts operations.
7. **Where can I see a copy of the ordinance?** It is included with this presentation.



Leaders In the Industry



Jeff Minton, photo credit

http://www.time.com/time/photogallery/0,29307,1973377_2089548,00.html



Olga Thomas, photo credit



Sean Flanigan, photo credit



Donny Tsang, photo credit

http://www.time.com/time/photogallery/0,29307,1973377_2089548,00.html



National Media Links

Find  Food Trucks

findlafoodtrucks.com (Lists all Twitter accounts for LA food trucks)



www.msnbc.msn.com/id/37400996/ns/business-small_business/

THE ORANGE COUNTY BETA
REGISTER

fastfood.oregister.com/2010/06/21/food-truck-craze-comes-to-disneyland-but-is-it-worth-it/65139/ (Food Trucks in Disney)

fastfood.oregister.com/2010/02/18/spanish-tapas-jewish-deli-food-trucks-to-roll-into-o-c/51993/



foodchannel.com/stories/2756-the-food-truck-revolution

Inc.

foodchannel.com/stories/1000-upscale-meals-prepared-on-wheels#

the social
by Caroline McCarthy

www.inc.com/inctv/2009/10/startup-trends-food-trucks.html

http://news.cnet.com/8301-13577_3-10242185-36.html

Chicago Media Links

chicagofoodtrucks.com

legalizelunch.com

streetfoodnow.blogs.chicago.timeout.com

A number of articles also have been written in **The Chicago Reader**, **Chicago Tribune**, **Chicago Sun Times** and **WBEZ**.



Tracking and Support Sites

MobileCravings 

www.mobilecravings.com

Find NYC Food Trucks

www.findnycfoodtrucks.com

Listorious

listorious.com/ZagatBuzz/los-angeles-food-trucks



roaminghunger.com/la

boston.com

www.boston.com/lifestyle/food/articles/2009/04/22/the_truck_stops_here

www.foodcartsportland.com

FOOD CARTS PORTLAND

www.pennfoodtrucks.com/index.php

pennfoodtrucks.com
Because you deserve good, cheap food.

socalmfva.wordpress.com

So Cal MFA

www.vendingtrucks.com/trucks_instock_new.php (manufacture/seller)



Chicago Trucks Leading the Trend

www.gastro-wagon.com/Gastro-Wagon/Home.html

happybodega.blogspot.com

www.flirtycupcakes.com



Vote Yes!

- For building a new industry in the City of Chicago and surrounding areas
- For job creation and training
- For entrepreneurial opportunities in tough economic times
- For bringing communities together
- For Chicago to become a leader in the Mobile Food Movement and the culinary arts!

