

LOGO

# Balancing Food Trucks & Restaurants on Main Street

## BENEFITS OF FOOD TRUCKS

### Increased foot traffic

Food trucks can increase foot traffic in the Main Street district. Having more choices attracts more people. People might attend a downtown event with food trucks, then discover the district's food offerings and make plans to return.

Restaurants tend to act as competitive clusters: geographic density typically helps! The right restaurant mix encourages customers to spend more time in the district.

One study showed that food trucks appear to complement restaurants—both industries can grow side by side. Also food trucks generally compete with fast food restaurants, not full-service restaurants.

## THINGS TO CONSIDER



### Always bring value

Everything you do should bring value to the Main Street district.



### Strategy alignment

Is there a Transformation Strategy to create a restaurant district?

Are there plans to establish a food truck hub with a permanent site and rent structure?



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NAME OF YOUR ORGANIZATION

# BEST PRACTICES

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## WORKING WITH RESTAURANTS

Offer event vendor space to downtown restaurants first.

Reserve space in front of the restaurant for their food booth. Encourage them to offer a short menu (simpler, handheld items or “street food”). They can and should make money during your event.

For every restaurant that sets up a food booth, eliminate two food truck spots. Put the power back in their hands!

Consider other initiatives that drive sales for restaurants, such as Restaurant Weeks or Downtown Food Crawls.

## WORKING WITH FOOD TRUCKS

Charge food trucks a premium for event spots—and let the downtown restaurants know!

Use food trucks strategically, such as for roadblocks to close the street or to activate under-utilized areas.

Track and analyze traffic count data on days when food trucks are present. Is there a correlation between their presence and upticks in traffic?

## RECRUITING FOOD TRUCKS

Don't compete with what you've got: recruit food trucks offering different cuisine than your downtown restaurants.

Invite food trucks that are seeking a permanent location and that fill a gap in your restaurant mix. Use your events as a business recruitment tool!