

Trucks! Trucks! Trucks!

- Food truck festival meets touch-a-truck event
 - Held on a Saturday from 11a.m. to 2 p.m.
 - Summer reading kickoff event
- Collaboration between Adult and Youth Services



Six to Eight Months before the Event

- Food trucks book up to six months in advance, so it's critical to reach out to them way ahead of time.
- To find food trucks near you—your state may have a food truck association with a list of its members; or search for food truck festivals in your area and find out which trucks

will be at them

- Keep of spreadsheet of all the food trucks—I collect name, food type, website, email, phone number, and location.
- Rather than send out individual emails and wait to see what happens, it's much more efficient to use an application to track who's interested. I used [Cognito Forms](#)—it's free and, unlike Google Forms, respondents can upload files (like their menu and logo) into the application. I based our application on applications for other food truck festivals. *Emphasize that there are no fees for participating in your event.*
- While booking trucks, keep in mind that, to make a profit, food truck owners need there to be at least 200 people per truck at your event.
- Try to book a variety of sweet and savory trucks.
- Check with your local government about food vendor license requirements. We contacted our Township Clerk for the information.
- Find out if your local government requires a permit for your event.



**CHERRY HILL
PUBLIC LIBRARY**
THE HEART OF TOWN

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Three to Four Months before the Event

- Hard confirm with the trucks who have submitted applications.
- The food trucks are responsible for obtaining the proper vendor licenses. They may already have a license for your area, but make sure you tell them how to get the proper license if they don't have one already.



Seven to Ten Days before the Event



- Confirm (one more time) with your food trucks.
- Ask the food trucks to arrive one hour before your event starts so they have time to set up.
- Expect some food trucks to back out at the last minute without much explanation.
- Give food truck owners your cell phone number for the day of the event (just in case).

Things to Keep in Mind

- This event is scalable based on the size of your community and/or available space. Smaller communities or libraries without large parking lots can book just one or two food trucks. Larger communities or libraries with large areas for parking can book more (we had six in 2017).
- In 2015, we ran this event at **ZERO COST** to the Library. In 2017, we spent about \$350 on a DJ for the event and it really livened things



up. The DJ made announcements, played music, led dance contests, and convinced the food trucks to give away free food for music trivia prizes.

- People LOVE food trucks! You will get a large response to events that feature them.

