



## Agenda Report

18-555

Agenda Date: 5/9/2018

### REPORT TO CULTURAL COMMISSION

#### SUBJECT

Update on Food Trucks and Vendors at Concerts in the Park

#### DISCUSSION

At the April 16, 2018 Cultural Commission Special Meeting, staff was requested to provide information on the costs associated with including one or several food trucks or vendors at the 2018 Concerts in the Park series. There are six concerts scheduled for this summer on the following dates: June 15, July 13, July 22, July 27, August 12, and August 17.

There are minimal costs to the City to allow an already City of Santa Clara-licensed food truck to participate at a concert event. The only cost to the City is administrative time and expense.

Most of the costs to bring a food truck to a concert event belong to the food truck vendor. The City has permitting requirements for any food truck operating the City. Every food truck is required to have a Santa Clara business license and a peddler's permit issued by the Police Department. For a new vendor, the total annual cost for these two permits is \$286. In addition, the truck must also be licensed by the County Health Department. For larger City events, the Parks and Recreation Department charges food trucks for the opportunity to park and sell food/beverages. This charge may be anywhere from \$300 to \$500 per food truck. Given the number of attendees at the concerts, staff does not recommend charging food trucks to provide service the event. It is unknown if financial assistance is needed to attract food trucks to the concert series.

Although there is not currently an allocation in the Performing Arts budget account to bring food truck to the concert series, because the Celebrate! International Village event has been postponed; there is approximately \$4,443 available in the FY 17/18 budget. These funds could be used to seed this activity.

#### FISCAL IMPACT

There is no fiscal impact associated with this item other than administrative time and expense.

#### ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(b)(4) in that it is a fiscal activity that does not involve any commitment to any specific project which may result in a potential significant impact on the environment.

#### PUBLIC CONTACT

Public contact was made by posting the Cultural Commission agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the

City's website and in the City Clerk's Office beginning the Thursday evening before the Tuesday meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email [clerk@santaclaraca.gov](mailto:clerk@santaclaraca.gov) <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

**ALTERNATIVES**

1. Request staff to further review the inclusion of food trucks at the Concerts in the Park.
2. Decide not to include any food trucks or vendors in this year's Concerts in the Park series.

**RECOMMENDATION**

There is no staff recommendation for this issue.

**ATTACHMENT**

1. Remaining Budget for Cultural Commission activities for FY 17/18 as of May 9, 2018