DDA ITEM AGENDA REQUEST FORM

Meeting Date: 11/17/2025 (Special-Called) **Staff Contact:** Phillip Trocquet

Agenda Section: Old Business **Department:**

Staff Report:

Item Description:

Consideration to discontinue participation in the FCDA Grant Program for the Fire Station Redevelopment Project.

Background/History:

As a result of being awarded grant monies from the FCDA to pursue redevelopment of the fire station property into a food truck park, the DDA instructed staff to perform a pilot project at Shamrock Park to ascertain the feasibility and success of a food truck park prior to investing the grant award and DDA funds.

Findings/Current Activity:

Staff ran the food truck pilot in Shamrock Park from September through November on Fridays and Saturdays for lunch and dinner. The following statistics were gathered via survey and questioning food truck vendors:

- 15 unique food trucks participated.
- 72% Food truck participation (27 out of 38 meal times were reserved).
- Average of 10 meals served per truck.
- Average food truck experience rating: 3 out of 5 stars.
- #1 Food Truck Request: More people & fewer trucks
- Preferred Mealtime: Dinner

In speaking with food vendors, the main request was that, due to relatively small numbers of visitors, the cap of food trucks be limited to only one or two. It seemed that they were interested in continuation of the pop-up under those conditions. Even so, a charge for parking spaces would not be feasible for them unless a significant increase in patrons occurred.

Actions/Options/Recommendations:

Given the limited success of the food truck pop-up at Shamrock Park, staff does not believe a full investment in a food-truck park would generate enough revenue to break even or provide the DDA

with modest profits to pour into further redevelopment efforts. As a result, staff recommends the following:

1. Discontinued participation in the FCDA grant to fund a purpose-built food truck park at the fire station property.
    a. This includes the refund of their initial $50,000 payment.
2. Continued organization of the food truck pop-up at Shamrock Park on a seasonal basis for 1 to 2 trucks as an umbrella event of the DDA with the Town's permission.
3. Pursuit of new development options for the Fire Station property.