



## CDA Agenda Item

Meeting Date: July 18, 2024

Agenda Item: Food Truck Fest

Staff Contact (name, email, phone): Taylor Zeinert [tzeinert@whitewater-wi.gov](mailto:tzeinert@whitewater-wi.gov) 262-473-1048

### BACKGROUND

(Enter the who, what, when, where, why)

To date, the Office of Economic Development has completed 17 Business Recruitment and Expansion (BRE) visits. The information gathered has been helpful as to how the Office of Economic Development and the CDA can best support our business community.

A re-occurring comment and request staff has received is to increase foot traffic in our downtown area and draw the UW-Whitewater students out of the bubble of the University. In an attempt to address both of these concerns, the Office of Economic Development has decided to host a food truck fest.

This event is scheduled to be held on Saturday, September 14, 2024 from 11:00 a.m. to 7:00 p.m. at Cravath Lakefront Park. This event will feature several food trucks ranging from tacos, lumpia, grilled cheese, and so much more! We have seen a range of interest for this type of event from vendors in Whitewater, Madison, Milwaukee, and various communities in Illinois.

### PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

N/A

### FINANCIAL IMPACT

(If none, state N/A)

N/A

### STAFF RECOMMENDATION

Staff recommends that the CDA members support the event.

### ATTACHMENT(S) INCLUDED

(If none, state N/A)

Food Truck Fest 2024 Flyer