



Food Trucks and Reno Food Culture

# **FOOD TRUCK**

**FRIDAY**



**RENO, NV**

## **RENO STREET FOOD**

**What do we do when we gather together...**

**WE EAT!!**

# JAN 2012 The Beginning

- Reno needed an event just for us locals
- Reno needed an opportunity for entrepreneurs in the mobile food industry to grow and thrive
- I wanted a place for families and friends to gather and be together.
- I wanted to create a culinary experience for Reno, much like an Anthony Bourdain show about street food or a San Luis Obispo, CA Farmers market.
- Food Truck Friday at Idlewild Park has been our community solution.
- New this year we are adding Wednesday in South Reno and Thursday in North Valleys.

# The Beginning

January 2012 the  
Reno mobile food  
industry was born

2012

Only 6 food trucks  
existed in Washoe  
County

2024

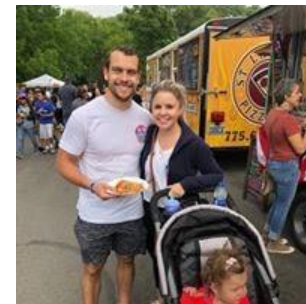
Over 150 food trucks



# Community Parks are the community solution

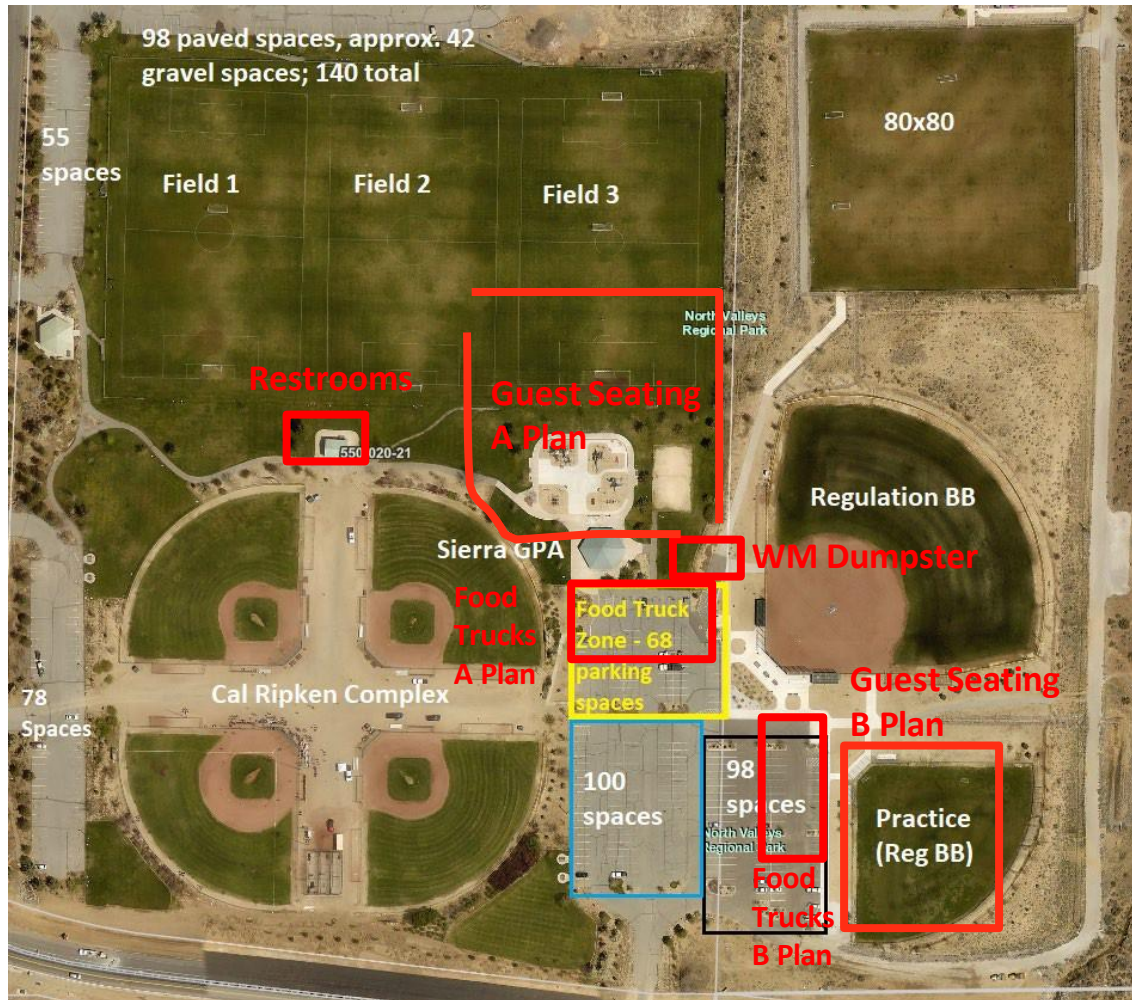


# Community Parks are the community solution





# North Valleys Regional Park- The Solution



## We will be bringing:

- **6-8 Food, 2 Dessert, 1 Alcohol vendors to begin and monitor growth based on guest's attendance and needs**
- Garbage cans, park cleaning staff
- Waste Management 15 yrd dumpster dropped off Thurs AM and picked up Friday AM.
- Spoke with Washoe County Health Department, they are very aware of Food Truck Friday operations and have no need for additional permitting or any requirements for 2025.
  - We satisfy their requirements with Waste Management for all waste and you already have a permanent bathroom on site.

## NVRP Satisfies our checkboxes for a great family event

- a good park footprint, surrounded by neighborhoods
- plenty of parking,
- plenty of grass for friends and families to sit together in large groups and enjoy the evening,
- great ingress and egress for our guests,
- minimal impact to residences nearby

# Committed to our business community

- Reno Street Food is committed to local musicians. We only hire local musicians weekly to provide music to our audience sitting in the park.
- In 13 years Food Truck Friday has been instrumental in growing our food truck industry and culture.
- Reno Street Food assisted over 150 new businesses to start, grow and thrive from just an idea.
- Food Truck Friday helps keep over 100 local food vendor businesses in business.
- Reno Street Food held 13 events in 2024. Expanding with Wed 9-13 events TBD and Thurs 9-13 events TBD
- We had on average 45 or more food, dessert and local craft beer and drink vendors per event.
- Average attendance was between 6000-9000 people every Friday for a high end average total of over 80,000.
- Over \$3,000,000 was tracked from gross sales of all vendors in 2024 in just 65 hours of business, positively impacting city, county and state with sales tax revenue, licensing and permits.
- Reno Street Food allowed 100 businesses to hire more employees and employ over 150 employees every Friday night.

# A free to attend event for locals

- The main event takes place every Friday 4-9 pm from June - August at Idlewild Park.
- Expansion this year. Taking Food Truck Friday to the community. New North Valley and South Reno locations.
- A free to attend event with live music, lots of grass to sit on with friends and family,
- We are a great family event for locals.
- Relax in the park, bring your lawn chairs and a blanket and let the food trucks cook for you!
- Reno Street Food is THE original weekly gourmet street food event in Reno put on by locals for locals.

# HIGHLIGHTS

- **Reno Street Food has become one of the Nation's top 5 largest weekly food truck events, as noted by The Travel Channel.**
- Recognized by Reno News and Review Best of 2017 in the Kids and Family category and honored by our community of voters as Winner of Best Thing to Do on a Friday Night and Best Weeknight Activity.
- Recognized by Travel Nevada and RSCVA Reno Tahoe USA as a local event that draws food tourists from other states and an event for out of towners to do while in Reno.
- Recognized by The Travel Channel as the largest weekly food truck gathering in the State of Nevada.
- Recognized in the new book, 100 Things to Do in Reno Before You Die, by Mikalee Byerman
- Recognized by Reno Gazette Journal Best of 2017 Bronze Award as Best Place to Take Out-of Town Guests.



**Food brings people together**

Food Truck Friday is a  
Free to attend family food event

**All because of food...**



*“Food, is one of the few things  
that can transcend language,  
culture and religion and bring  
strangers together.”*

—Steve Schroeder

# Community Gathering

An event created for local families and our local community.





## Benefits to the Business Community

- Local Economic impact
- Local Business growth
- Created employment for over 160 employees
- Over \$2,600,000 spent by consumers on Food Trucks at Reno Street Food
- Over 90,000 people attend annually
- Increased business license revenue
- Increased sales tax revenue

## **Reno Street Food local impact**

- Free to attend event.
- Free Entry, Free Parking, Live Music
- Every Friday June – August 4 – 9 PM Idlewild Park
- Up to 40 vendors per week
- Created employment for over 160 employees
- Over \$2,600,000 spent by consumers on Food Trucks at Reno Street Food
- Over 90,000 people attend annually
- Several mobile vendors have grown to add brick and mortar businesses

# RENO STREET FOOD, LLC



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