

Dunwoody Food Truck Thursdays

DFTT is a three hour long free attendance weekly community event created by Bill Grossman for the Dunwoody Homeowners Association and co-sponsored by the City of Dunwoody. Redbird Events provided booking and logistical support and professional on-site management assisting Grossman during the 2013 season. Projected attendance for 2014 is 500-1500 per week (2013 average was 500 per week) For the 2013 season the event included 8 dinner trucks, 3 dessert vendors, 2 Dunwoody based adult beverage (Veno Venue for wine and Moondog Growlers for craft beer) vendors and a Musical act. We plan the same mix for the 2014 season with targeted improvements for 2014 to the Music part of the weekly community event as funding allows.

In our initial 2013 season we utilized over 30 different food vendors (we required food vendors to purchase a business license from the City). 17 different Musical acts provided free live music for the events over the 22 week long season. The weekly entertainment ranged from the local high school jazz band to individual singer/guitarists performers to a 10 piece band with three vocalists. During 2013 weekly attendance by promotional teams with give-a-ways from the Atlanta Braves or the Atlanta Hawks were the norm and we plan to add even more freebies for 2014. Event is rain or shine. In 22 weeks during 2013 we were rained out twice. Our on-site manager will make the decision to proceed or cancel due to weather at the beginning of each week's event.

2 types of temporary event signage went up on site each Thursday and were stored after the event. These included directional signage for free parking, directional signage to the music field and general event sandwich board signage tagging DHA, The City of Dunwoody and Redbird Events. Given the nature of the event in 2013 we found social media and local press coverage to be most effective in producing turnout. The musical acts and some of the food vendors changed each week and social media got the word out to the community. Our various email blasts went out to thousands in the Dunwoody community each week and the Facebook page was effective for listing each week's vendors and musical act. Over 2300 Dunwoody families have liked our DFTT Facebook page. In early 2013 we made application to the City of Dunwoody and requested consideration of City co-sponsorship. Signature event status was approved by the Mayor and Council for a 12 week test of concept during the summer of 2013. The test was deemed a success the first month of operation and we continued the weekly event for another 10 weeks after the end of the test period, ending October 24, 2013.

For 2014 we request that the City of Dunwoody consider City co-sponsorship of the DFTT event series at the Premier event level. During 2013 we quickly learned that a single Dunwoody Police officer walking the Park fulfilled our need for Police support services during the weekly event. By granting our request for Premier event status the City would cover 100% of the cost of police support services during our 2014 season; starting May 1st, continuing for a total of 27 consecutive Thursdays and ending October 30, 2014.