

SOCIABLE CITY 2011 LIVE WEBINAR SERIES



Tuesday
May 10, 2011
10-11 am
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INFORMATION

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STREET VENDING BEST PRACTICES

Integrating Food Vendors & Trucks into Cities' Street Scene



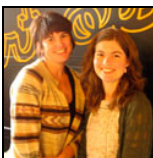

Food vendors and trucks have gained a cult following throughout North America by locals seeking the best taco, hot dog, BBQ, cupcake, and other unique culinary options. Mobile businesses are an integral part of the social experience of a city. They drive foot traffic downtown, increase the vibrancy of public spaces and enhance street life. An opportunity for entrepreneurial start-up for immigrants and recent culinary school graduates alike, vending is a critical incubator to test-market new products.

Despite the social and economic benefits of street vendors, city policy often misconstrues this industry as a nuisance. Policymakers cite infrastructural concerns over trash facilities, litter, pedestrian pathways and public health standards. Vendors face steep fines, fees and penalties due to inconsistent regulations and arbitrary enforcement. Cities that recognize the positive contributions of vendors have overhauled restrictive policies and legislation to sustain vendors' continued viability. With the right tools and support systems, they can be a sustainable asset for sociable cities and hospitality zones. [Register](#).

Discussion Topics

- ◆ **Social and Cultural Role:** How vendors contribute to street life, public safety and cultural diversity.
- ◆ **New Frontier for Entrepreneurship and Brand Extension:** Learn how multi-cultural entrepreneurs harness vending and how brick and mortar businesses also utilize this avenue to expand branding and clientele.
- ◆ **City Case Studies of Best Practices:** How [Washington DC](#), [Toronto](#), [New York City](#) and [Portland](#) approach regulations and support systems to help vendors flourish in the cutting edge food scene.
- ◆ **Advocacy Organizations:** Find out how groups like the [Toronto Street Food Vendors Association](#), the [New York-based Street Vendor Project](#), and the [Street Vendors Association of North America](#) provide centralized resources to assist vendors navigate permits, licenses and regulations to ensure legitimacy and compliance.
- ◆ **Community Engagement:** Restaurateurs typically form the loudest opposition to mobile vendors. Learn how to dispel misperceptions by communicating the legitimacy of vendors as small businesses and the mutual advantages of food vendors in close proximity to dining and residential.
- ◆ **Recommendations for Legislative Policies:** How city policy can support a mix of high quality vendors while addressing trash, litter, pedestrian walkways, public health standards and safety with nightlife crowds.

PRESENTERS

	<p>New York City, New York Sean Basinski, Director Street Vendor Project Urban Justice Center</p>		<p>Toronto, Ontario, Canada Marianne Moroney, Executive Director Street Food Vendors Association</p>
	<p>Portland, Oregon Kelly Rodgers and Kelley Roy, Authors Cartopia: Portland's Food Cart Revolution</p>		<p>Washington, DC Samuel Williams, Manager of Special Events and Vending District of Columbia Department of Consumer & Regulatory Affairs</p>

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