Portland food carts

San Francisco Street Food Conference: La Cocina
August 2010
the food cart scene

- 40% increase in the # of food carts in the past 2 years.
  - Today there are well over 450 food carts—from mobile to stationary; concentrated downtown, but growing in our urban neighborhoods
- They provide food choices from every continent and almost every food group
- They have a dedicated website—www.foodcartportland.com, but no organized voice
- Offer interim uses on vacant lots, underutilized sites, and Brownfields; they tend to locate on surface parking lots downtown.
An example of the growth...

Before (2008)...

4 carts
Today...

20 food carts!
...an old church in 1984 on Mississippi St.
Today...pegged, the Mississippi Marketplace anchored by a bar and 10 food carts...likely bedfellows!

Beer and food! Or is it, food then beer!
Alberta Street Main Street
Vacant lot reuse along Alberta
Alberta Street
Greeley Street Main Street... brownfield reuse
Downtown Food Carts...activating the streets (what a juxtaposition!)
Property owners advertising for food carts

DREAMERS
*15 Carts
*ATM on site
*Parking
Happy Hour
Every Wed & Fri
4pm - 8pm
2737 NE MLK Blvd
www.dreamerspdx.com

CART SPACE AVAILABLE
MLK JR. BLVD & LOMBARD
503-327-9496

Belmont Fare
26th & Belmont
503 516 7114

FOOD CARTS
APPLY NOW
DEVI DANCING
QI GONG KUNG FU
503 249 0303
Innovation in the field...
Regulatory framework

- Multnomah County food handlers license --$10
- Bureau of Development Services-permit review--$ Depends
- Transportation Bureau—sidewalk vending--$ too much
- Food Cart Vending--Priceless
## Food cart economics

<table>
<thead>
<tr>
<th></th>
<th>No. of Carts</th>
<th>No. of Jobs</th>
<th>Avg SF per Cart</th>
<th>Total SF</th>
<th>Avg Monthly Rent</th>
<th>Total Yearly Rent</th>
<th>Avg Annual Revenue</th>
<th>Total Annual Revenue</th>
<th>Annual Revenue per SF</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High Estimate</strong></td>
<td>461</td>
<td>1844</td>
<td>200</td>
<td>92200</td>
<td>$550</td>
<td>$253550</td>
<td>$50000</td>
<td>$23 Million</td>
<td>$250</td>
</tr>
<tr>
<td><strong>Low Estimate</strong></td>
<td>461</td>
<td>461</td>
<td>130</td>
<td>59930</td>
<td>$300</td>
<td>$138300</td>
<td>$30000</td>
<td>$13.8 Million</td>
<td>$230</td>
</tr>
<tr>
<td><strong>Pre-recession Average</strong></td>
<td>370</td>
<td>555</td>
<td>150</td>
<td>55500</td>
<td>$500</td>
<td>$185000</td>
<td>$30000</td>
<td>$11.1 Million</td>
<td>$200</td>
</tr>
</tbody>
</table>

Revenue for the City: $0 unless the food cart grosses more than $50k a year...benefits come from the vitality, tourism, developing entreprenuers, re-thinking urban spaces, especially vacant, underutilized, Brownfields, etc.
Food Cartology: rethinking urban spaces as people places

- Group of PSU students partnered with the Bureau of Planning:
  - Two issues: study the effects of food carts on street vitality and neighborhood livability and the community economic development role of these food carts
  - Inform the Planning Bureau of the growing industry to include in policy discussions around the Portland Plan
Recommendations

- Set of recommendations included:
  - Identifying additional locations for food carts—As properties develop the city should be proactive in creating partnerships with developers, public and private property owners, and other organizations
  - Increase awareness of informational resources—connect these micro-entrepreneurs with existing programs—Mercycorp NW, Hacienda CDC, Hispanic Chamber of Commerce, Portland Development Commission, VOZ Day Labor Center
  - Promote innovative design elements that support food carts—Street amenities, design regulations for right-of-way push carts
Thank you!

The Food Cartology study could be found at:
www.portlandonline.com/bps/index.cfm?a=200738&c=47477

Portland Food Cart Resources Link:
http://www.portlandonline.com/bps/index.cfm?c=52798

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