



What do we do when we gather together...

WE EAT!!

Food Trucks and Reno Food Culture

The Beginning

January 2012 the
Reno mobile food
industry was born

2012

Only 6 food trucks
existed in Washoe
County

2025

Over 150 food trucks



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.

A free to attend event for locals

- The main event takes place every Friday 4-9 pm from June - August at Idlewild Park.
- Expansion in 2025. Taking Food Tuck Friday to the community. New North Valleys 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.

Community Gathering

An event created for local families and our local community.





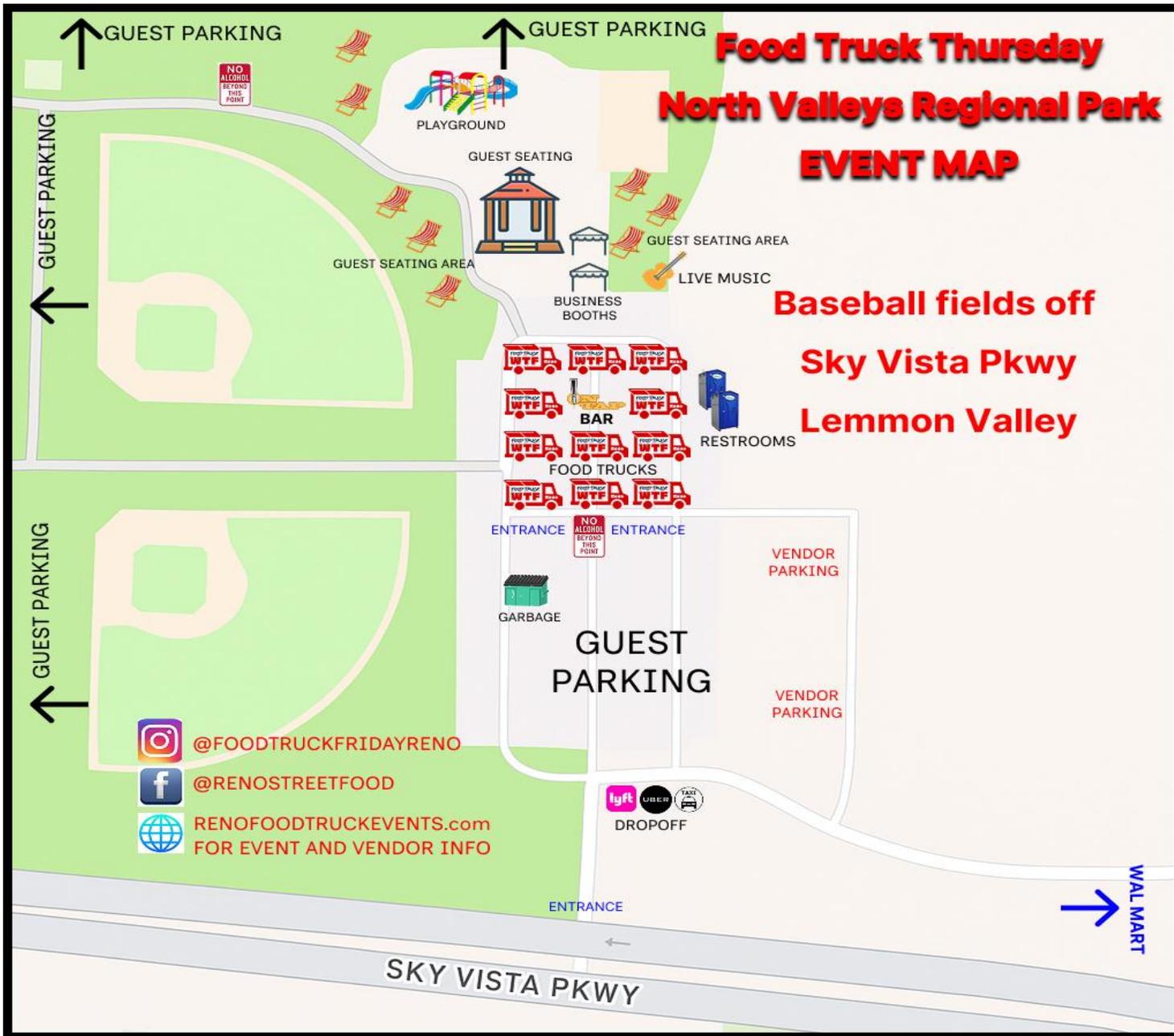
Food brings people together

Food Truck Thursday 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



The event was a success for the residents of North Valleys

...more than just an event

We brought 14 restaurants on wheels weekly to the residents of North Valleys.

There are limited dining options for the residents of North Valleys/Stead/Cold Springs. We provided food options not available for dining in the North Valleys.

We saw many guests on their way home pull in, order to go and take their food home. A solution to a problem we did not know existed. Happy customers!

North Valleys Regional Park- The Solution



2025 was a success:

- 10-12 Food, 2 Dessert, 1 Alcohol vendors participated weekly
- Garbage cans, park cleaning staff
- Waste Management 15 yrd dumpster dropped off Thurs AM and picked up Friday AM.
- Cleaning crew for park cleanliness

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

North Valleys Regional Park is the solution



North Valleys Regional Park is the solution



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.



Benefits to the Business Community

- Local Economic impact
- Local Business growth
- Created employment for over 160 employees
- Over \$3,000,000 spent by consumers on Food Trucks at Reno Street Food
- With 31 events in 2025 over 100,000 people attended
- Increased business license revenue
- Increased sales tax revenue
- Over 90 vendors booked weekly

RENO STREET FOOD, LLC



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[@RenoStreetFood-Food Truck Friday](https://www.facebook.com/@RenoStreetFood-Food-Truck-Friday)



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