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May 17, 2023

TO: City of Milwaukee Public Safety and Health Committee
Chair: Scott Spiker
Vice Chair: Khalif Rainey
Members: Mark Borkowski, Marina Dimitrijevic, Lamont Westmoreland

RE: Support of Proposed Food Truck Legislation

The Wisconsin Restaurant Association (WRA) wishes to express our support for the proposed legislation on the regulation of food trucks in the City of Milwaukee. The WRA represents over 7,000 restaurant locations statewide with almost 250 establishments in the City of Milwaukee. Our organization represents all segments of the restaurant and hospitality industry including seasonal drive-ins, supper clubs, diners, bars, locally owned franchisees, fine-dining, hotels/resorts, and yes, even food trucks. Over 75 percent of our membership are independent restaurants.

We firmly believe that food trucks are a popular and vital part of a vibrant food scene for many cities, including Milwaukee. However, it is also important to establish and enforce reasonable regulations on their operations with an eye towards fairness for all establishments, while also creating a safe environment for the surrounding community and for guests who love this dining option. Only through clear and enforceable regulations will it provide clarity on what is allowed, versus the chaotic situation that is currently taking place. Because of the actions of a few bad actor food truck operators these regulations are necessary.

I understand that there are concerns about the use of zones for food trucks to operate. I've checked with my peers around the country and the following cities successfully utilize zones for the regulation of food trucks:

- Madison, WI
- Chicago, IL
- Atlanta, GA
- Savannah, GA
- Raleigh, NC
- Charlotte, NC
- Durham, NC
- Grand Rapids, MI
- Albany, NY
- Buffalo, NY

These are just a sample of other cities who have used this strategy to help create clarity on how both food trucks can operate safely for their customers and their communities, while also existing with brick-and-mortar establishments, who are also a very important part of the Milwaukee dining scene.

Thank you for your time and consideration of these proposed changes.

Sincerely,

Kristine Hillmer
President & CEO