

## FTS Data

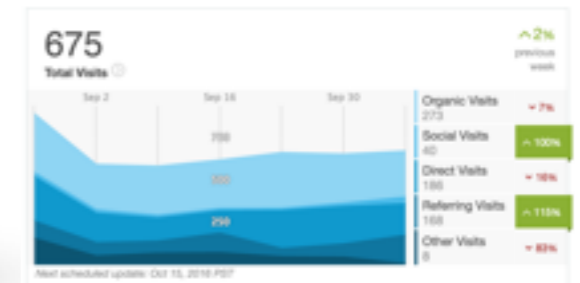
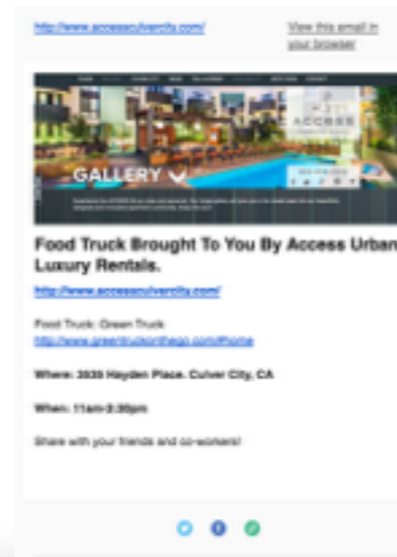
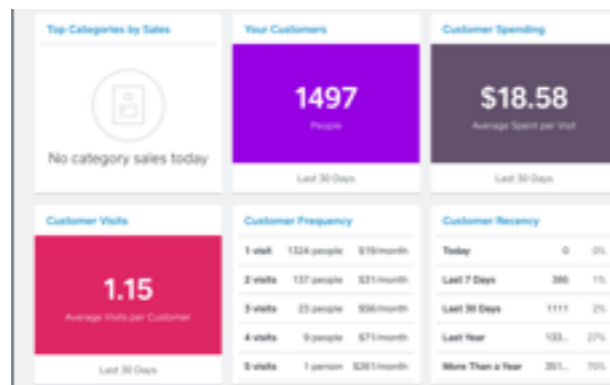
Since 2010 FTS has collected and stored data about specific locations to determine the optimal Gourmet Food Truck schedule.

Certain key factors determine whether or not it is a good location for a food truck, when, and what type of food truck; including:

**Income, parking availability, commuter status, social media engagement, age, population density, mobility**

This is determined by collecting data; including:

**average lunch cost + customer frequency + digital engagement + commute length + cost of parking + total number of customers + commuting method**



## Activation Data:

- FTS will work with EventNext to collect data relevant to the goals of the activations
- Onsite FTS activation specialist will interact with queuing customers
- FTS will provide 4 iPads per location to collect data from customers
- Customers will be encouraged to submit either their cell phone number and/or email
- EventNext may specify additional information to be collected
- FTS will develop and publish the data collection form for EventNext approval
- FTS will provide activation data updates to EventNext as needed
- EventNext will have exclusive use of this data during the course of the campaign

FTS Daily Stop Data Dump

DATE	STOP	TRUCK	INVOICE	PAYD	Ticket Count	Avg \$
Monday, April 11	BEYOND HOGA	Local Beverage	Yes		185	
	ECO			\$0.00	232	10.5742857
	FAMOUS	Funky Chef Cafe	Paid	\$0.00	175	10.8375
	HYDEN	Burning Burns	Waived	\$0.00	176	12.8742857
	JURIN	Chef Monique	Sent	\$0.00	200	10.47919048
	MAGENTO	The Lobos Truck	Paid	\$0.00	130	8.285714286
	NEW ROADS			\$0.00		
	NPR			\$0.00	108	10.50333333
	POP SUGAR	The Grilled Cheese Truck	Paid	\$0.00	200	10.5261579
	TESLA	Green Truck	Paid	\$0.00	276	14.5261579
TOWNS	Voice	Sent	\$0.00	140	8.66666667	
			\$0.00			
Tuesday, April 12	BEYOND HOGA	Good Greek Grub	Paid	\$0.00	145	8.9625
	DIGNITY	Baby's Badass Burgers	Waived	\$0.00	232	13.64705882
	ECO	Green Truck	N/A	\$0.00	188	
	FAMOUS	Nika	Paid	\$0.00	175	10.5294176
	HYDEN	Green Truck	N/A	\$0.00	231	14.4375
	JURIN	Funky Chef Cafe	Paid	\$0.00	140	8.33333333
	MAGENTO	Chef Monique	Paid	\$0.00	194	10.25886667
	NEW ROADS			\$0.00		
	NPR			\$0.00		
	POP SUGAR			\$0.00		
STEEL HOUSE	Curl's Appeal	Paid	\$0.00	180	10.71428571	



**Staff Parking:** The staff park in the street.

**YOUR ARRIVAL TIME: 10:30 AM**  
Your customers will expect you to be there until 2:30 PM but you can stay until you see fit.

We will market your stop for you. Please send us any of your social media handles, hashtags, or links as well as photos of your food. We recommend retweeting and reposting our posts!