

**CITY OF GREENVILLE EVENTS
FOOD TRUCKS
2020**



EVENT QUICK GUIDE

Weekly Events:

- Moonlight Movies
- Downtown Alive
- Main Street Fridays

Yearly Events:

- iMAGINE Upstate
- Red, White & Blue
- Fall for Greenville
- Night of Lights

Event	Event Date	Application Goes Live	Application Due	Registration Fee
Moonlight Movies	Wednesdays, May, September & October 21	January 1	January 31	\$20 per date
Downtown Alive	Thursdays, March 19 – August 27	January 1	January 31	\$20 per date
Mainstreet Fridays	Fridays, March 20 – September 25	January 1	January 31	\$20 per date
iMAGINE Upstate	April 4	January 1	February 21	\$50
Red, White & Blue	July 4	March 16	April 30	\$100
Fall for Greenville	October 9 – 11	May 13	June 26	Varies from \$40 to \$200
Night of Lights	December 4	October 26	November 16	\$20



Registration Information

- Applications are not guaranteed entry into the event.
- Please wait to send in your payment until after the selection process has been completed and you have been accepted into the event.
- Click on the “Apply Here” button on each page to get to the application for that event.



Selection Information

- Applications will be reviewed on the varying guidelines and needs for each event.
- Vendors must have a current City of Greenville food truck license in order to participate in the event. Visit www.greenville.org/329/Food-Trucks for more information.

MOONLIGHT MOVIES

Wednesdays

in May, Sept, Oct
8:00 pm (dusk)
Falls Park



Overview

Moviegoers can bring their picnic dinners, blankets and lawn chairs and enjoy classic films under the stars Wednesday evenings during the months of May and September, with a special Halloween presentation in October and a special Christmas presentation in December. The free series held in Falls Park features classic movies of various genres.

Sample of Previous Movies

Strangers on a Train, Batman, The Wizard of Oz, The Magnificent Seven, Breakfast at Tiffany's

Food Truck Information

One Food truck will be booked per event. Dates are assigned on a first-come-first-served basis. All food trucks must have a current City of Greenville food truck license.

Dates

May 6, 13, 20, 27; September 2, 9, 16, 23, 30; October 21

Registration Information

- Registration fee: \$20 per date
- Application goes live January 1

[Apply Here](#)



Target Audience

- 15 - 65+ yrs
- Looking for entertainment
- Families



Attendance

- 3,000+ for the entire season

DOWNTOWN ALIVE

Thursdays

March 19 - August 27, 2020

5:30 pm - 8:30 pm

NOMA Square on Main Street



Overview

Downtown comes alive every Thursday evening with an outdoor street party featuring live musical entertainment with varied sounds, including rock, blues, funk and cover bands. Main Street serves as the perfect backdrop to this free event series where people can unwind by meeting up with friends, making new acquaintances and networking.

Sample of Previous Bands

Brooks Dixon Band, TJ Lazer & The New Detroits, Nathan Angelo, Dangermuffin, and James Radford Band

Food Truck Information

One Food truck will be booked per event. Dates are assigned on a first-come-first-served basis. All food trucks must have a current City of Greenville food truck license.

Registration Information

- Registration fee: \$20 per date
- Application goes live January 1

[Apply Here](#)



Target Audience

- 25-35 years old, professional, looking for entertainment
- 30-45 years old, professional with a family



Attendance

- 1800 weekly
- 45,000/ season

MAINSTREET FRIDAYS

Fridays

March 20 - September 25, 2020

5:30 pm - 9:30 pm

NOMA Square on Main Street



Overview

Wind up the work week listening and dancing to the best in musical entertainment performed by local, regional and national talent. Main Street Fridays is a 28-week free music series running every Friday from March through September. This Friday night tradition provides the perfect opportunity to enjoy downtown Greenville on our award-winning Main Street. In addition, a children's activity area and special promotional events add to the family fun.

Sample of Previous Bands

True Blues, The Jamie Wright Band, The Flashbacks, Mac Arnold & Plate Full O'Blues

Food Truck Information

One Food truck will be booked per event. Dates are assigned on a first-come-first-served basis. All food trucks must have a current City of Greenville food truck license.

Registration Information

- Registration fee: \$20 per date
- Application goes live January 1

[Apply Here](#)



Target Audience

- 25-35 years old, professional, looking for entertainment
- 30-45 years old, professional with a family



Attendance

- 1800 weekly
- 45,000/ season

IMAGINE UPSTATE

Saturday

April 4, 2020

11:00 am - 5:00 pm

Downtown Greenville



Overview

The iMAGINE Upstate festival is an annual festival designed to showcase preK-12 education and career pathways in Science, Technology, Arts, Engineering and Math (STEAM) through fun, hands-on learning. iMAGINE Upstate partners with major South Carolina employers to identify high demand career pathways and showcase them to a new generation of innovators in exciting ways. Through interactive learning experiences, iMAGINE Upstate sparks the imaginations of preK-12 students and fosters their aspirations to pursue 21st century STEAM careers.

Food Truck Information

Three to five food trucks will be selected for this event. Applications will be evaluated based on uniqueness, quality and price of menu items. All food trucks must have a current City of Greenville food truck license.

Registration Information

- Registration fee: \$50
- Application goes live January 1

[Apply Here](#)



Target Audience

- 2 - 45+ yrs (School-age children and parents)



Attendance

- 12,000+

RED, WHITE AND BLUE

Saturday

July 4, 2020

5:00 pm - 10:00 pm

Downtown Greenville



Overview

Red, White & Blue is Greenville's premier 4th of July celebration, showcasing one of the state's largest fireworks displays. A barrage of colors illuminates the sky of downtown Greenville as families enjoy live music, food and a variety of other activities. This event attracts approximately 50,000 people.

Food Truck Information

Three to five food trucks will be selected for this event. Applications will be evaluated based on uniqueness, quality and price of menu items. All food trucks must have a current City of Greenville food truck license.

All food and beverages will be sold by tickets. Tickets will be sold at the festival ticket booths. Price per ticket is \$1 each. Please note: No cash transactions will be allowed. Violators will be asked to leave the festival, with no refund of fees. Food vendors will retain 72% of ticket sales, with 28% returning to the event.

Registration Information

- Registration fee: \$100
- Application goes live March 16

[Apply Here](#)



Target Audience

- Families



Attendance

- 50,000

FALL FOR GREENVILLE

Friday - Sunday

October 9-11, 2020
Downtown Greenville



Overview

Fall for Greenville, a Top 20 Event in the Southeast, is one of the largest FREE admission food street festivals in the Southeast. With 40 restaurants showcasing over 250 menu items, Fall for Greenville provides a dynamic weekend full of flavor. In addition to its diversity of food, Fall for Greenville is known for its free musical entertainment performed by local and regional musical talent on six different stages. Additional ancillary events include a variety of children's activities, culinary demonstrations, wine tasting, beer garden featuring 25 craft breweries, and much more.

Food Truck Information

A maximum of five food trucks will be selected for this event. Applications will be evaluated based on uniqueness, quality and price of menu items. All food trucks must have a current City of Greenville food truck license.

All food and beverages will be sold by tickets. Tickets will be sold at the festival ticket booths and select advance purchase locations. Price per ticket is \$.50 each and sold in sheets of 10 tickets for \$5. Please note: No cash transactions will be allowed. Violators will be asked to leave the festival, with no refund of fees. Food vendors will retain 72% of ticket sales, with 28% returning to the event.

Registration Information

- Registration fees:
 - Friday (5:00 pm - 11:00 pm) - \$40
 - Saturday (11:00 am - 9:00 pm) - \$80
 - Sunday (12:00 pm - 7:00 pm) - \$80
- Application goes live May 13

[Apply Here](#)



Target Audience

- 20 - 50+ yrs
- Patrons from 23 different states



Attendance

- 150,000 - 200,000

NIGHT OF LIGHTS

Friday

December 6, 2020

5:00 pm -8:00 pm

Court St and Main Street



Overview

Count down with Mayor White as we light the official Christmas tree and turn on all of the holiday plaza lights. This exciting new event includes food trucks and vendors, live music and a special visit from Santa Claus. Also, stop by United Community Bank Ice on Main for a special glow skate. All skaters receive glow sticks and a voucher to return to the rink at a discounted rate. The official tree lighting will be at 6:30 pm.

Food Truck Information

A maximum of three food trucks will be selected for this event. Applications will be evaluated based on uniqueness, quality and price of menu items. All food trucks must have a current City of Greenville food truck license.

Registration Information

- Registration fee: \$20
- Application goes live October 26

[Apply Here](#)



Target Audience

- Adults 12 - 60+ with families
- Children 3 - 12



Attendance

- 500