

plurk.truck

Many years ago I bought a 1996 Ford Utilimaster step van, a greasy parcel truck with a heaping pile of cigarette butts on the floor next to gas pedal...

I named her Muggzy and immediately began using her as a camper van, and mobile illustration/animation/mural studio. Gradually upgrading, designing and redesigning.

In January or 2020 I realized I was firmly placed in Salmon Arm, BC, Canada. Growing strong roots at the heart in the town, building a strong base for my daughter Cyona to grow.

In coming months every restaurant, cafe and eatery was forced to close, then later mask and sanitize and plexiglass... germaphobic-propagandemic-mesquerade-19

At this same time I was able to move my illustration/animation enterprise into funky new quarters, a 3.5 bay garage space that used to be a car wash, big enough not only for my humble illustration/animation operation but for a community maker space, call the PlurkShop, already home to three full-time artists and a steady flow of truly brilliant students and collaborators.

plurk = play + work

...and the PlurkShop is directly across the street from the busiest playground portal in the town.

Skatepark.

Waterpark.

Playground.

Soccer fields

Outdoor Festival Grounds...

It was clear Muggzy was entering a chrysalis stage... and when she emerged she would no longer be a camper van art studio, she would be a butterfly – I mean a FOODTRUCK!

Curry. Bone broth. Sourdough. Avocado. Smoothies. Tea. ESPRESSO.

Local.

Organic.

Developing a community-driven art studio and a food truck, simultaneous, with a nil budget has been epic so far. I've done the most rewarding work for clients in the last two years, flipping the proceeds into transforming an old car wash and delivery van into an art studio and food truck.

{photos}

I have no idea how anyone can financially appraise an art studio...

Finished certified food trucks are typically appraised between 50000 and 100000 USD depending on appeal and functionality.

At present Muggzy has a gorgeous wood burning stove, and 2 bay stainless steel sink, hardwood floors and the most amazing service count and service window you've ever seen. She has brand new tires and several brand new mechanical upgrades, she runs smooth and reliably.

She needs four solid weeks of finishing work, repairs, plumbing and electrical upgrades to be certifiable as a food truck... by the CDC...

To optimize the food truck art studio, and to fully comply with health regulations, I have also begun developing the PlurkShop bay behind Muggzy into a small commercial kitchen, “food truck base of operations” already including an espresso machine and 3 bay commercial sink. This space also requires a few weeks of work to be certifiable, and small selection of commercial appliances.

The vision of this food truck and art studio is entirely about building community, and I am compelled to do whatever I can to allow Muggzy to open the cocoon and take flight as soon as possible. If I can make it happen this summer it can play a beautiful role in the return of Salmon Arm’s summer music festival which will be only 1 block away.

When PlurkTruck is operational it will create employment opportunities for 2 full time or 3-4 part time food lovers, and thousands of warm healthy meals, many of which will be donated to those in need. It will be operational at the PlurkShop to serve artists and students as well as the abundant local traffic and people playing at Blackburn Park. PlurkTruck will also be mobile, serving local markets, fairs and festivals. I imagine PlurkTruck will be the first food truck in BC to offer simple and easy crypto currency payments options.

Boom.

This is how I am asking you our help!

I have minting 3 types of PlurkTruck NFT’s (blockchain based receipts/coupons) which represent 3 different way to contribute to developing this food truck.

1. PlurkTruckInvestor

12 NFT’s will be minted which represent the real ownership of the PlurkTruck as a physical asset. Only 5 of these NFT’s will be on offered initially. Based on an appraisal of what PlurkTruck will be worth when operational, 90000USD, each of these NFT is worth 7500USD (8.33%)

PlurkTruck investor NFT’s not only represent real ownership of the PlurkTruck but also entitle the NFT owner to a representative portion of PlurkTruck Profits: 50% of PlurkTruck profits are reinvested into the business the remaining 50% will be distributed among Investor NFT holders proportionately.

If the food truck is ever sold these NFT owner will receive a representative portion of the sale... (I’m never selling it though....)

Furthermore CurryHobo promised to offer reimbursement to any Investor NFT holder, after the completion and certification of the PlurkTruck, within 1 year of the request. Thus investors who wish to simply offer a loan can do so with an Investor NFT.

2. PlurkTruckPatron

24 NFT’s will be minted which act as coupons for 50% off all PlurkTruck food and drink until the year 2033.

Half of patron NFT's will be sold via private offers and half will be sold via auction.

Original physical coupon cards will also be send to NFT owners.

There will never be coupons of this type on offer again.

3. PlurkTruckHomies

120 homie NFT's will be minted which represent exclusive membership to PlurkTruck giveaways, rewards and gift packages, like fresh roasted coffee samples, exclusive artwork and event tickets. PlurkTruckHomie NFT's will be sold through private bids, which should represent a generous donation to the project no less than 100USD.