

# Colorado Philly – Local Food Truck Entrepreneur Turns Passion into Community Connection

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In the heart of Delta County, a remarkable story of entrepreneurship and community spirit is unfolding through Colorado Philly, a family-run food truck that's more than just a business – it's a love for cooking delicious cheesesteak sandwiches.

Ericka Donaldson, the passionate owner, traces her culinary journey back to her first job at 15, where she first fell in love with making Philly cheesesteaks. What started as a teenage job became a lifelong passion that would eventually transform her career and family life.

After years of working in community-focused nonprofit roles, Ericka found herself at a crossroads. One emotional drive home became a turning point. Crying and praying, she questioned her career path, longing for the simple joy she once found in creating delicious food that brought happiness to others.

For her, it was divine intervention when she spotted a Philly Cheesesteak food truck for sale on the highway. "It was a sign," Ericka recalls. With her husband's support, she negotiated the purchase, even managing to bring the price down to her "lucky number" – a moment she saw as divine intervention.

Colorado Philly is more than just a food truck. It's a family affair that brings together multiple generations. Ericka's family – including her mother, sister, children, and husband – all participate in the business, making it a cherished family activity.

The truck's primary location is at Snowcap Cider in Cedaredge. They are frequently seen at local events such as the Mountain Harvest Festival in Paonia and the Apple Fest in Cedaredge.

Their business model is about community engagement and connection. "We're doing yummy Philly Cheesesteaks," Ericka explains, and "we love the happiness this authentic food especially brings



to the people."

The truck has become a platform for community support, participating in silent auctions to support cancer patients and offering to cook for local fire departments. What sets Colorado Philly apart is its genuine commitment to the community. They offer more than just delicious

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Philly Cheesesteaks – they provide a sense of connection, joy, and local spirit. Each event is an opportunity to serve food and to serve the community.

Currently operating as a single truck, Colorado Philly

represents the quintessential American dream – a small business built on passion, family support, and a desire to make a positive impact.

For locals and visitors alike, finding Colorado Philly means more than grabbing a quick meal. It's about experiencing a slice of local culture, supporting a family-run business, and enjoying food made with love and passion.

As Ericka continues to navigate her entrepreneurial journey, her story serves as an inspiration. It reminds us that sometimes, the most unexpected paths can lead to the most fulfilling destinations. Want to experience Colorado Philly? Look for them at Applefest this year!