

# CARTS IN PARKS 2.0



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# WHY CARTS IN PARKS 2.0?

CONTINUED SUPPORT OF COVID ECONOMIC RECOVERY FOR LOCAL FOOD TRUCKS, START UPS, AND ENTREPRENEURS (FOOD & HAND CRAFTED/HAND MADE VENDORS)

SUPPORT COMMUNITY RECOVERY – BRING NEIGHBORS AND COMMUNITIES BACK TOGETHER IN A SAFE SPACE

INCREASE ACCESSIBILITY AND OPPORTUNITIES TO MADISON PARKS FOR MULTICULTURAL EVENTS AND VENDORS

STRENGTHEN AND BUILD RELATIONSHIPS BETWEEN THE CITY, MADISON PARKS, NRTS, COMMUNITY GROUPS, AND VENDORS



COLLECT DATA TO HELP INFORM PARK'S VENDING ORDINANCE AND POLICY

BUILD OFF LESSONS LEARNED IN 2021 TO PROVIDE ACTIVATED PARK SPACE USING SYSTEMS AND SERVICES ALREADY IN PLACE

# CARTS IN PARKS 2.0 WILL SUPPORT NEIGHBORHOOD AND COMMUNITY GATHERINGS IN MADISON PARKS

- NRT EVENTS
- NEIGHBORHOOD ASSOCIATION EVENTS
- COMMUNITY GROUP EVENTS
- COMMUNITY OUTREACH PROGRAMS

- BUILD RELATIONSHIPS
- CONNECT VENDORS WITH EVENTS
- WAIVE EVENT FEES FOR QUALIFYING EVENTS
- SCHEDULE FOOD CART NIGHTS



# CARTS IN PARKS 2.0 DAILY VENDING

- CONSISTANT SCHEDULING
- GET THE WORD OUT EARLY: MARKETING, COMMUNITY GROUPS, NEIGHBORHOODS, ALDERS
- SCHEDULE IN ALREADY ACTIVE SPACES: MADISON BOATS, BIERGARTEN, GOODMAN POOL
- SCHEDULE IN CONJUNCTION WITH REGULAR ATHLETIC RESERVATIONS

➤ **\$50,000!** SMALL BUSINESS EQUITY RECOVERY FUND THROUGH THE ECONOMIC DEVELOPMENT DIVISION TOWARDS A GUARANTEED SALES PROGRAM

➤ WAIVE DAILY VENDING FEES

