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Carts in Parks Food Cart Vending Pilot Program

Meghan Blake-Horst, Street Vending Coordinator
Kelli Lamberty, Community Events Coordinator

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Carts in Parks Program Overview

- **Support local food carts and trucks coming out of COVID-19 as they move into recovery.**
- **Respond to community and business requests to have food vending in City of Madison parks**
- **Gather data and information from the pilot program to guide the review and update of Parks Vending Ordinance (MGO 8.17) and policies.**

Operations and Eligibility

- **Dates:** July – October
- **Locations:** 20 parks
- **Fees:** Waived for 2021
- **Eligibility:** City of Madison licensed food vendors with Basic or Umbrella Street Vending Licenses and all PHMDC licenses.
- **Funding:** The City has been awarded a \$50,000 NACTO Grant to operate the pilot program

Program Administration

- Economic Development Division staff will create a sign-up/application process and assign Parks and shifts to vendors.
- Parks Community Events staff will issue “Carts in Parks” vending permits.
- Parks and EDD staff can work together to ensure communication is being sent to all vendors or to individual vendors as needed.
- Park Rangers can observe and report or address issues as they arise.
- Street Vending staff will record enforcement observations as part of their vending enforcement rounds and work with Parks staff for any enforcement that is required or address issues directly with the vendor.

Program Goals

- Support economic recovery for food cart/truck operators.
- Gather data on long-term changes to vending policies.
- Engage our parks and public spaces.
- Build community trust and engagement.
- Meet the community where they are.
- Reduce barriers for businesses to operate.
- Support community organizations through this program.

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Questions?

Meghan Blake-Horst, Street Vending Coordinator

Mblake-horst@cityofmadison.com or 608-261-9171

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