



**MADISON
PARKS**

CARTS IN PARKS

PRESENTED BY:

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Carts in Parks

PILOT PROGRAMS 2021 - 2023

Carts in Parks 2021

\$50,000 NACTO Grant

- Team City: Department of Planning, Community Development & Economic Development, Traffic Engineering, Parks
- \$20,000 guaranteed sales program (up to \$500/shift)
- \$30,000 LCC community markets @ Penn Park

Carts in Parks 2.0 2022

\$50,000 ARPA/SBER FUNDS

- Economic Development Division & Parks Division
- \$30,000 budgeted for guaranteed sales program
 - used \$12,829.40
 - Up to \$350/shift
- \$20,000 budgeted for Parks Alive food stipends

Carts in Parks 3.0 2023

No funds or grants

- Cost to the City = staff time
- Collect real world data; not in “recovery” mode still
- Continue to connect food vendors to community events and offer daily vending locations.
- When to Work software - ~\$200 annual cost

Carts in Parks

DATA 2021 - 2023

DATA	2021	2022	2023
# OF CARTS (PARTICIPATED) IN CARTS IN PARKS	21	34	26
# OF COMMUNITY EVENTS	13	33	34
# OF CITY SPONSORED EVENTS	0	57	80
GLEN GOLF PARK	0	13	13
PARKS ALIVE	0	30	36
# PARKS FOR DAILY VENDING	15	8	8

Carts in Parks

LESSONS LEARNED

Carts in Parks is a benefit to the City of Madison, as it offers opportunities for food vendors to do business and adds value to Community Events.

- Carts in Parks supported food opportunities at Parks Alive & City sponsored events.
- Community Events – connecting food vendor with organizer = better communication, less confusion – adding a vending fee waiver for food carts in the fee structure will make the process more efficient.
- Daily Vending – offering an app to sign up for shifts is best way to manage scheduling food carts
- Food vendors might need to adjust menus to fit with the size and type of event.
- Food vendor capacity varies due to staffing, mechanical/other issues, and other events.
- Communication - Need a communication plan on event day for any unexpected issues
- Still opportunities to work with activated athletic fields and other park uses.

Carts in Parks

PERMANENT PROGRAM

Main Focus for Carts in Parks – PERMANENT PROGRAM

➤ Daily Vending:

- Waive annual vending fees – for City licensed food carts that sign up for the program and schedule in When to Work
 - Specific locations / times only as determined by Park's staff.
 - Continuing to support City Sponsored Events and Community and Neighborhood Park Event through the When to Work app
 - Continue to foster opportunities related to athletic field reservations and other park uses

No longer part of Carts in Parks

➤ Qualifying Community and Neighborhood Park Events:

- Includes City Sponsored Events (Parks Alive, Sina Davis Movie Nights, The Glen Golf Park programming)
- Qualifying benchmarks – based on City of Madison and Madison Park's Racial Equity and Social Justice Initiative
- No longer part of Carts in Parks with the food vendor fees waived for all qualifying events as part of the fee structure.