

CARTS IN PARKS



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Carts in Parks 2021-2023

Carts in Parks

\$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

\$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

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.

Carts in the Parks 2.0 in review

Guaranteed Sales Program (\$30,000 budget)

Daily Vending

- 12 participating food vendors
- Locations: Biergarten (Olbrich Park), Demetral Park, Brittingham Boats, Wingra Boats, The Glen Golf Park



Qualifying Park Events

- City Sponsored Events
 - 14 events, 21 shifts offered, 14 food vendors participated
 - Locations: Glen Golf Park events, Trucks and Treasures, Movie Nights, WPCRC event, Loop the Lake

Carts in Parks 2.0 in review (cont.)

Parks Alive!

- Worthington Park
- Allied Park
- Aldo Leopold Park
- Meadowood Park
- Owl Creek Park
- Warner Park
- Penn Park
- Elver Park



- **\$20,000 budget for food stipends**
- **8 Neighborhood Resource Teams (NRT) participated**
- **25 events, 49 shifts offered, 11 food + 2 popcorn vendors**

Carts in Parks 2.0 in review (cont.)

Qualifying Park Events

- **Community and Neighborhood Events:**
 - 33 events, 77 shifts offered, 26 food vendors participated
 - No guaranteed sales or stipends, waived vending fees
 - Included food and goods vendors
 - Benchmarks to determine qualifying events



CARTS IN PARK 3.0 - APPROVALS

➤ Daily Vending:

- Waive annual vending fees – for City licensed food carts that sign up for the program and schedule in W2W
 - Specific locations / times only

➤ Qualifying Community and Neighborhood Park Events:

- Qualifying benchmarks – based on City of Madison and Madison Park's Racial Equity and Social Justice Initiative
- Permitted Park Events can qualify for:
 - Park event vending fees waiver
 - Full event fee waiver