



**MADISON  
PARKS**

# CARTS IN PARKS

PRESENTED BY:

KELLY POST, PARK AND STREET USE SUPERVISOR, PARKS DIVISION

MEGHAN BLAKE-HORST, STREET VENDING COORDINATOR, ECONOMIC DEVELOPMENT DIVISION

# 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    |

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## 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 – approved vending fee waiver for food carts in the Neighborhood and Community Event permit 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

## ONGOING PROGRAM

### Main Focus for Carts in Parks – ONGOING PROGRAM

#### ➤ Daily Vending:

- Waive annual vending fees – for City licensed food carts that sign up for and schedule locations through the program
  - Specific locations / hours as determined by Parks Division staff each year.
  - Continuing to support City Sponsored Events through the When to Work app
  - Continue to assess opportunities related to athletic field reservations and other activated park uses

\*Requesting exclusive use of a location not permitted through the Carts in Parks program

### No longer part of Carts in Parks

#### ➤ Qualifying Community and Neighborhood Park Events:

- No longer part of Carts in Parks with the food vendor fees waived for all qualifying events as part of the permit fee structure.