

CARTS IN PARKS



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Carts in Parks 2.0 in review

Daily Vending

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



Carts in Parks 2.0 in review (cont.)

Qualified Park Events

➤ City Sponsored Events

➤ Guaranteed Sales Program

➤ 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.)

Qualified Park Events

➤ Parks Alive! - NRT Events:

- 8 of the 9 Neighborhood Resource Teams (NRT) participated
- 25 events, 49 shifts offered, 11 food vendors participated + 2 popcorn vendors
- Stipend Program:
 - \$19,500 used of \$21,000



Carts in Parks 2.0 in review (cont.)

Qualified Park Events

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



Why Carts in Parks 3.0?

➤ GOALS

- Continue to connect Community/Neighborhood Event organizers with local vendors
- Increase accessibility and continue to support local entrepreneurs and community markets with opportunities in Madison Parks
- Continue to gather data to inform vending policy updates to reflect current times
 - No guaranteed sales program – collect “real world” data
- **3.0 will be more Community driven / Food Cart driven**
 - Madison Parks will coordinate Daily Vending – When to Work app, communication
 - Special Event organizers will be given the tools to determine need, communicate and schedule vendors for their 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
 - Prioritized scheduling based on reliability

➤ Qualifying Community and Neighborhood Park Events:

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