

# Vending Carts on Market Square **Pilot Program**



# Cart Programs



# Program Goals

- Enliven King Street business area
- Implement Council's strategic plan, Goal 1
- Create new business opportunity

## Pilot Program

- **Where:** Market Square
- **When:** 11am – 5pm daily (1-5 Sat)
- **When:** April-October
- **Who:** Old Town Restaurants
- **Carts:** 8 maximum

# Design



# Vending Carts



# Tables and Chairs



# Selection Criteria

- Strength of business plan
- Food offerings
- Commitment to pilot program
- Vending cart purchase and fees

# Budget

- Market Master/Management
- Cleaning
- Tables, chairs

Total City budget: \$42,483

24,000 Vendor fees

\$ 18,483 City funds

# Program Assessment

- Economic benefit to vendors
- Increased vibrancy on King Street
- Benefit/harm to King Street businesses
- Future program/ cost neutral
- Effective management of program
- Attractiveness of Market Square

# Questions?

