

# Vending in a Madison Park

## What is Vending in a Park?

Vending in a Park is the selling of a product, service, food, refreshments, lessons, etc. in a Madison Park. Madison Ordinance 8.17 states that anyone who sells anything in a City Park must have a Park vending permit. This is true for everyone, including those who have other kinds of vending permits from the City of Madison.

There are **two types** of vending: **Commercial Vending** is selling by a person or business whose primary business is selling and whose goal in selling in a park is making a profit for that business; **Non-Commercial Vending** is one-time selling by a person or group for the purpose of raising money for a charity or non-profit group.

## Park Vending for Special Events

To sell in a park at a special event, a vendor must have permission from the event sponsor. An event sponsor may choose to charge a vendor for participating in an event, but the vendor will still need to purchase a **Park** vending permit.

An event sponsor may purchase a special event vending permit, or Umbrella Permit, from the City Parks which covers up to 7 vendors. This Umbrella Permit costs \$200 for a non-profit group with all 7 (seven) vendors being non-commercial/non-profit. For a for-profit group, or for a non-profit group with commercial/for-profit vendors, the Umbrella Permit is \$800. The sponsor must also cover all vendors under the sponsor's insurance. If a sponsor has purchased this Umbrella vending permit, those vendors covered by it do not need to purchase an additional Park vending permit or furnish proof of insurance.

Vending applications from every vendor participating in your special event must be received in the Parks Office 30 days prior to the event. This includes the 7 vendors covered under the Umbrella Permit.

## Park Vending Fees:

- A Daily Commercial Vendor permit, \$250 per day
- A Daily Non-Commercial Vendor Permit, \$75 per day.
- An Annual Permit for a Non-Profit organization is \$200.00
- An Annual Permit for a For-Profit organization or individual is \$800.00
- A Special Event *Umbrella Permit* for a Non-Profit Group is \$200.00.
- A Special Event *Umbrella Permit* for a For-Profit Group or Individual is \$800.00

## Certificate of Insurance

The City also requires insurance: product and premises liability insurance in the amount of \$1,000,000 in the aggregate. A certificate of insurance must be provided to the Park Office, showing the correct amount and naming the City of Madison as "additional insured". The City's Risk Manager will not approve any insurance that does not have this wording. We cannot sell a vending permit without this proof of insurance.

The insurance may be provided by a private insurance company, or may be purchased directly from the City of Madison. You may contact the City's Risk Manager, at 266-5965, to purchase insurance or for more details on what is required.

## Food Vendors

If a vendor is selling food which will be prepared on site, the City of Madison also requires a temporary restaurant permit, which is available from the City Clerk's Office. This permit is not required for selling food or beverages which are pre-packaged. The City's Public Health Department can provide more information on this permit and their requirements for the safe handling of food.

People who have food vending carts approved by the City for vending on the Mall/Capitol Concourse will already have insurance on file with the City and will not have to furnish additional proof of insurance coverage. However, Mall vending is different from park vending. If they are vending in a park, they will still need to purchase a **Park** vending permit, unless an event sponsor chooses to cover them under a special event vending permit.

**Special Event Vendors** must have their applications into the Parks Office 30 days before the event.

**Food Vendors** must have a Temporary Restaurant License before receiving approval as a Park Vendor. You may get this license in the City Clerk's Office.

**Important Phone #'s**  
City Clerk's Office 266-4601  
Health Department 266-4821  
Insurance - City Risk Manager 266-5965

210 MLK Jr. Blvd  
Suite 104  
PO Box 2987  
Madison, WI 53701

Phone: 608/266-4711  
Fax: 608/267-1162  
TTY: 608/267-4980  
[www.cityofmadison.com/parks](http://www.cityofmadison.com/parks)



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---KEEP THIS SHEET FOR YOUR RECORDS---

# Parks Vending Permit

A Parks Vending Permit is required for anyone who sells anything in a City Park. (MGO 8.17)

Today's Date \_\_\_\_\_ Date of Event \_\_\_\_\_  
Park \_\_\_\_\_

## Event Organizer Information

Name of Group \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

Work Phone \_\_\_\_\_ Home Phone \_\_\_\_\_

## Parks Vending Permit Type

- A Daily Commercial Vendor permit, \$250 per day
- A Daily non-commercial Vendor Permit, \$75 per day.
- An Annual Permit for a Non-Profit organization is \$200.00
- An Annual Permit for a For-Profit organization or individual is \$800.00
- A Special Event *Umbrella Permit\** for a Non-Profit Group is \$200.00.
- A Special Event *Umbrella Permit\** for a For-Profit Group or Individual is \$800.00

\* An *Umbrella Permit* for a special event may be purchased by the Event Organizer and will cover up to 7 (seven) vendors. The Event Organizer must all cover these 7 vendors under the Event Organization's/Sponsor's insurance.

## Product or Service Sold

Please list even item sold or service provided. Attach an additional list, if necessary.

Food Item \_\_\_\_\_

If selling food, please indicate your Temporary Restaurant License # \_\_\_\_\_

Non-Food Item \_\_\_\_\_

Services \_\_\_\_\_

Lessons \_\_\_\_\_

## Detail of Vendor Set-up

Please include what your vending site will contain (tables, tents, electricity, etc.)

\_\_\_\_\_  
\_\_\_\_\_

## Insurance

All vendors must supply a certificate of insurance for product and premises insurance in the amount of \$1,000,000 in the aggregate naming the City of Madison as 'additional insured.'

Insurance Company \_\_\_\_\_ Insurance Policy No. \_\_\_\_\_

## Signatures

Vendor Signature \_\_\_\_\_ Date \_\_\_\_\_

Park Division Authorization \_\_\_\_\_ Date \_\_\_\_\_

**---RETURN THIS APPLICATION TO THE PARKS DIVISION---**

Vending Permit No.

Vending Permit Type

Date: \_\_\_\_\_

Site: \_\_\_\_\_

210 MLK Jr. Blvd  
Suite 104  
PO Box 2987  
Madison, WI 53701

Phone: 608/266-4711  
Fax: 608/267-1162  
TTY: 608/267-4980  
[www.cityofmadison.com/parks](http://www.cityofmadison.com/parks)

