



Do's and Don'ts of Street Vending (Cart Program)

Do	Don't
<ul style="list-style-type: none"> ▶ Have a sound rationale for a cart program (why are you doing it?) such as creating employment, providing missing retail tenants, adding vitality to the street, etc.) ▶ Have sound bylaws in place that enable you to run it like a business ▶ Control the product mix of the carts ▶ Ensure each cart has a specialization (e.g., best sorbet vendor) ▶ Encourage competition ▶ Consider seasonality by adding more carts during higher traffic seasons ▶ Have a tough disciplined manager of the program that can enforce high quality standards ▶ Maintain a high degree of health and safety standards ▶ Offer retailers with permanent leases in the area first refusal on cart locations if they are carrying unique products ▶ Understand that every angle you walk around is a "store front" and is "open to the public" ▶ Have items clearly marked and priced 	<ul style="list-style-type: none"> ▶ Let the vendors take control of the program ▶ Let it be influenced by politics or politicians ▶ Put carts in low traffic areas ▶ Let vendors choose their own carts, canopies, street furniture, etc.; insist on a unified visual theme ▶ Allow items that require a lot of stock keeping units (e.g., shoes or apparel in numbered sizes) ▶ Have high price point products ▶ Allow third-party signs