



**TWO
RIVERS**
WISCONSIN

PARKS AND RECREATION

1520 17th Street
P.O. BOX 87
Two Rivers, WI 54241-0087



To: Two Rivers City Council, City Manager, Greg Buckley
From: Mike Mathis, Parks and Recreation Director
Date: 7/9/25
Subject: Authorization and Policy for Refreshment Carts in City Parks

Purpose:

This memo outlines a proposed policy to permit and regulate mobile non-alcoholic refreshment carts in City of Two Rivers parks. This new rule is proposed under the authority granted to the Parks and Recreation Director in **Sec. 7-1-12** of the Municipal Code, which allows for the promulgation of rules related to city parks, events, and other city-owned recreational properties.

Background:

Under **Sec. 7-1-7**, it is unlawful for any person to sell refreshments or operate a concession stand in city parks without prior authorization from the Parks and Recreation Director. In addition, vending from motorized vehicles is currently allowed at Neshotah Beach's Parking Lot One through a seasonal permit system, with clearly defined parameters including location, duration, fees, and blackout dates.

Recently, a local vendor submitted a request to operate a refreshment cart at Neshotah Beach. The vendor is specifically interested in selling iced and cold brew coffee. While existing ordinances address vending from parked vehicles, they do not specifically account for mobile, non-motorized carts such as those pushed by hand. In response, I am proposing a new Refreshment Cart Policy modeled after the existing beach vending rules, to ensure a consistent, fair, and well-regulated approach to park-based vending.

Ordinance Authority and Council Review:

Per **Sec. 7-1-12**, the Parks and Recreation Director is authorized to promulgate rules for parks and recreational areas. This section requires that:

- The City Council be notified of any rules at the time of posting or earlier;
- Rules be reviewed by the Council at a **duly noticed meeting within 30 days** of being posted; and
- Council may approve, disapprove, or modify the rules at its discretion.

This memo serves as formal notification of the proposed rule regarding refreshment cart operations. Upon issuance, the rule will be publicly posted and shared with appropriate city staff and departments, as required by ordinance.

Policy for Management of Refreshment Carts in City Parks:

Purpose



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To regulate the operation of mobile refreshment carts in City of Two Rivers parks in a manner that ensures fairness, safety, and consistency with established vending practices.

Definitions

- Refreshment Cart: A non-motorized or push-style mobile cart offering food, beverages, or similar items for sale.
- Permittee: A person or business that has been issued a seasonal refreshment cart permit.

Permit Requirements

1. Vendors must apply for and obtain a Seasonal Refreshment Cart Permit from the Parks and Recreation Department.
2. The permit fee is \$250 per season and is non-refundable and not pro-rated.
3. Permits are valid from one week before Memorial Day through one week after Labor Day.
4. The Parks and Recreation Director may limit the number of permits issued annually.

Operating Parameters

1. Refreshment carts may only operate in designated park areas identified in the permit.
2. Permits must be displayed clearly on the cart during all hours of operation.
3. Carts must not obstruct pedestrian traffic, park infrastructure, or emergency access routes.
4. Vendors may not use amplified sound, signage beyond the cart, or additional equipment (e.g., tents, tables) without express written permission.
5. The Parks and Recreation Director may designate blackout dates when vending is not permitted due to events, maintenance, or overcrowding. These will be shared at the time of permit issuance.

General Provisions

1. All permittees must comply with local, county, and state food handling and licensing requirements.
2. Failure to comply with this policy may result in a revocation of the permit without refund.
3. Vendors must remove all litter and debris generated by their operation at the end of each day.

Posting and Review

This policy shall be posted on the City website and provided to all permit applicants. In accordance with Sec. 7-1-12, it shall be reviewed by City Council within 30 days of posting and may be modified, approved, or disapproved.

Recommendation:

I recommend implementation of this rule to support a small business, enhance park user experience, and




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provide clarity and structure for refreshment cart operations. I welcome any feedback or suggestions from the City Council as part of the 30-day review period required under Sec. 7-1-12.

Please let me know if you have any questions by phone or email. We will also discuss this opportunity at the July 21st regular City Council meeting.

Respectfully,

Mike Mathis

Parks and Recreation Director
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