

**From:** [Bernie Witzack](#)  
**To:** [Blake-Horst, Meghan](#)  
**Subject:** Fwd: 74837 Approval of the 2023-2024 Mall Concourse Vending Map  
**Date:** Tuesday, November 29, 2022 8:12:21 PM

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**From:** **Bernie Witzack** <[bernieandzuzu@gmail.com](mailto:bernieandzuzu@gmail.com)>  
**Date:** Tue, Nov 29, 2022 at 8:11 PM  
**Subject:** 74837 Approval of the 2023-2024 Mall Concourse Vending Map  
**To:** \_\_\_\_\_

Good evening,

My name is Bernie and I own bernie & zuzu, a small batch, handmade homegoods, accessories and print business, [www.bernieandzuzu.com](http://www.bernieandzuzu.com). I am emailing you this evening to express my opposition to the proposed changes to the top of state vending map.

The proposed changes would be detrimental to many small businesses that vend at the top of state on Saturday mornings. Allowing Ian's pizza to take away 4 booths, and taking away 3 booths on the other side of the street would really break up the flow of foot traffic to our vending booths. There are not that many of us as it is, and it is very important that we are clustered near each other and as close to the DCFM as possible.

This was my first year vending at the top of state and it was a wonderful experience. It has made it possible for me to live off the earnings of bernie & zuzu full time. I had countless amazing conversations with many lovely visitors, the majority of who seemed to be visiting from across the United States and world. I loved representing Madison, and showing our guests what local arts and culture our town has to offer. I can't tell you how many times I heard from visitors that the colors in my booth made them happy and joyful. How many people might miss my booth if it is much further down the street?

In the first part of the summer, I was a "floater" - moving to different places to vend each Saturday. I noticed a big difference in sales - the closer I was to the top of state street, the more people I talked to, and the more sales I made. The few times that I was further down state or when the spots were more broken up, the less successful I was. I believe that if we lose 7 good spots (the ones in front of Ian's and in front of the visitors booth) it will be really detrimental to our businesses. As a vendor that is lower down in the list of seniority, I am likely one of those who would be further away from the DCFM and the square. I am really worried that this might take a lot of sales away from my business, and those of other vendors.

The thing is - as artist/crafter vendors, we really are representing what Madison has to offer. We are the creatives, we are what makes Madison special. The DCFM and us at the top of state are the images and memories visitors to Madison leave with. If we are displaced from good spots, some of our businesses might fail. Ian's will not fail if they don't get a little more

space/outdoor tables earlier. People eating pizza have lots of spots to sit, and can choose to eat indoors. Pizza is something you can eat quickly - and there are many other locations to go to. Ian's is a 35 million dollar company. They don't this space at the top of state this the vendors do.

My dream is to support myself with my art. Vending at the top of state street has made that possible for this last year. I believe my unique work, and the unique arts and crafts of my fellow vendors are very important to Madison, and to the world. When you vote on this matter, please consider that this decision will have a real and lasting impact on the small businesses of your community. Our dreams are at stake.

Thank you for your time and attention. I appreciate the ability to register my opposition to this proposal.

Best,  
Bernie, of bernie & zuzu