

City of Madison Vending Oversight Committee Meeting  
Street Vending Staff Report  
October 2023

*Unless otherwise noted, the below statistics are current as of 10/20/23*

**Art & Craft:**

Licenses Issued – 68

New applicants – 20

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**Merchant Vending:**

Licenses Issued – 9

Applications in process or at fees due – 1

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**Sidewalk Cafes & Roadway Café:**

Licenses Issued – 76

Applications at Fees Due – 3

Applications in process - 8

Total Applications submitted – 87

Sidewalk Café ONLY applications - 63

Sidewalk & Roadway Café applications – 24

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**Food Cart Vending:**

Mall Concourse Licenses Issued – 25

Mall Concourse Applications Submitted/in process – 2

Southeast Campus License Issued – 5

Southeast Campus Applications Submitted/in process - 1

Late Night Vending License Issued – 3

Late Night Vending Applications Submitted/in process – none

Umbrella Street Vending Licenses ONLY (no high density vending licenses issued) – 26

Umbrella Street Vending ONLY Application Submitted/in process – 5

Street Vending License (food only and not high density vending) – 9

Street Vending License Application Submitted/in process - 0

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**Basic Street Vending License (not food):**

Street Vendor License in process - 0

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**TOSVOD – Top of State Vending Overlay District**

TOSVOD License Issued – 8

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**Game Day Vending:**

Camp Randall Game Day Vending Area – 1  
Camp Randall Game Day High Density Food - 5  
Camp Randall Game Day High Density Goods - 0  
Game Day Ticket Sellers – 5

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**Banners:**

*2023 Statistics for Banner Permits issued as of 10/20/23*

Number of individual organizations that have received a Banners Permit – 21  
Number of individual Banners Permits issued – 37

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**TEM Permits:**

*2023 Statistics for Tabling issued as of 10/20/23*

Number of Tabling Permits issued – 409  
Number of Tabling Permits at fees due – 67

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**Ongoing Business:**

- During game days, there are a high number of unlicensed ticket sellers. Staff have been working to address this on site during game day.
- Staff is working on the updated vending map for 2024-2025. Staff are aware of a number of pending construction projects that will affect the current vending map.
  - The Wisconsin State Historical Museum Construction 2024-2026 – Top of State St.
  - BRT Construction 2024 – Capitol Square and 200-300 blocks of State St.
  - 400-600 blocks of State St. Pedestrian Mall Pilot Program