

Blake-Horst, Meghan

From: T.L. Luke <tl@tl-luke.com>
Sent: Tuesday, November 29, 2022 2:02 PM
To: Vending Oversight Committee
Subject: 2023-2024 Vending Map Letter

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Hello VOC members,

I hope this email finds you well; I'm writing today in opposition of the "**Approval of the 2023-2024 Mall Concourse Vending Map / #74837**" and am registered to speak at tomorrow 11/30's 5pm meeting.

A few of my colleagues have already voiced their dissent, but I would like to add some of my own stats/numbers to help color the committee's perspective on the effects of the proposed changes.

For those who don't know me, I'm T.L. Luke, a local professional illustrator who sells primarily paper goods (prints and postcards). I've been vending every weekend for the Dane County Farmers' Market since 2020 and have had the privilege of vending during Art Fair on the Square since 2019; I mention these two markets in particular as they are both located at the Top of State and have given me a unique perspective of vending in this area.

The Ian's Spots VS. The Wind Tunnel:

Xizhou went into incredible statistical details re: why Ians can absolutely wait 3 hours to put up their sidewalk cafe (I'll reiterate though: Ians is not only open for 86 hours a week, they also have multiple locations, have a combined revenue of \$35 Million, and will be *fine*).

My permanent spot is directly in front of Ian's front door; aka one of the booths up for elimination. I had options for a few permanent spots that were closer to the Square due to my seniority, but I chose the spot a little further down to avoid the **wind tunnel**.

As I mentioned before, I sell primarily paper goods. Paper goods that love to blow away in the wind. The open air spot between the Veteran's Museum and Ian's creates a pretty devastating wind tunnel (sometimes even picking up weighted tents) with the other open air spot between WHS and Teddy Wedgers.

The vendors who chose those spots often have heavier products that can withstand a few gusts of wind. I am not one of those vendors. Losing spots on that 100 Block stretch is detrimental for all paper good sellers who cannot risk being in the wind tunnel, especially if the only other option is to move booths even further away from the market (Ian's is about as far as I want to get away from the Square). It also dissuades future paper good sellers from vending as they would be lower on the seniority list and less likely to get a spot to vend.

In summary; If you eliminate the Ian's spots to accommodate their 3 extra hours of sidewalk cafe, you are actively hurting paper good sellers who are vulnerable to the wind tunnel at the Top of State.

The Visitors Center Booth:

Literally the most mobile thing on the Top of State. I see zero reason why the booth cannot be moved to be in a **single booth space** and have vendor booths around it. I would be very happy to have this discussion with

Tiffany Kenney if that is necessary, to brainstorm options that don't require removing small businesses from this location.

Top of State Booth Importance:

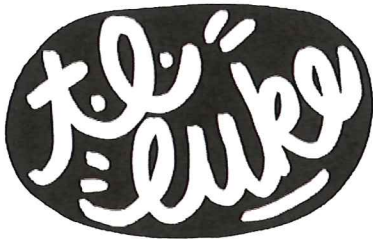
So, I know it's been suggested vendors just move to different spots around the square. Vending 101, separating vendors from the pack means those separated vendors will likely **not** get sales due to the general foot traffic of the Square (which people often start by walking up State and leave the same way). This is true for every and any market; location is key.

Personal Impact \$\$\$\$\$:

So, now it's my turn for stats! T.L. Luke Art is my full-time job, this is not a weekend hobby. **92% of my entire business's sales are from the Farmers Market.** Yeah. 92%. (\$32,050.38/\$34,661.39 as of 10/03/22, the last recorded income of my 2022 Farmers Market) *That* is how good this market is for me, and that is only ~7 hours for ~5 months of Saturdays. Xizhou made the excellent point of "*Imagine 25% of your income is in jeopardy.*" Well, imagine losing essentially *all* of it because y'all wanna give Ian's a few more hours of sidewalk cafe. It would be laughable if it wasn't so frustrating.

Anyway, I look forward to discussing this further during tomorrow's meeting. I also hope the final vote takes into consideration the impact this remapping will have on small businesses, who also pay taxes and redistribute their income within this very community.

Thank you for your time,
T.L. Luke



Schedule a call with me [here!](#)

(she/they)

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