

City of Madison Vending Oversight Committee Meeting

Street Vending Staff Report

March 2024

Unless otherwise noted, the below statistics are current as of 3/22/24

Art & Craft:

Licenses Issued – 2

Applications In process - 64

New applicants – 9

Comments: Staff continue to meet with potential vendors and anticipate additional new applicants based on recent meetings.

Merchant Vending:

Licenses Issued – 1

Applications In process – 4

Comments:

Sidewalk Cafes & Roadway Café:

Licenses Issued – 4

Applications in process - 56

Sidewalk Café ONLY applications - 33

Sidewalk & Roadway Café applications – 23

Food Cart Vending:

Mall Concourse Licenses Issued – 1

Mall Concourse Applications Submitted/in process – 33

Comments: We are reviewing and moving applications forward to fees due. We will be issuing in early April as payments come in.

Southeast Campus License Issued – 0

Southeast Campus Applications Submitted/in process - 3

State Street Night Vending License Issued – 0

State Street Night Vending Applications Submitted/in process – 0

Comment: Staff are working on outreach materials and connecting with currently licensed vendors. The new application has been completed and is ready to accept applications.

Umbrella Street Vending Licenses ONLY (no high density vending licenses issued) – 0

Umbrella Street Vending ONLY Application Submitted/in process – 21

Street Vending License (food only and not high density vending) – 0

Street Vending License Application Submitted/in process - 6

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 – 0

TOSVOD License in Process – 0

Game Day Vending:

Applications for game day will be open in July.

Camp Randall Game Day Vending Area – 0

Camp Randall Game Day High Density Food - 0

Camp Randall Game Day High Density Goods - 0

Game Day Ticket Sellers – 0

Banners:

2023 Statistics for Banner Permits issued as of 3/22/24

Number of individual organizations that have received a Banners Permit – 16

Number of individual Banners Permits in process or issued – 29

TEM Permits:

2024 Statistics for Tabling issued as of 3/22/24

Number of Tabling Permits issued – 104

Number of Tabling Permits at fees due – 55

Ongoing Business:

- BRT platform construction is well underway on the Square. Surco was relocated temporarily due to the construction footprint.
- The first Dane County Farmers' Market of the season is on April 13, 2024.
- Hemp1898 requested outdoor seating for a smoking lounge. They are a retail business on State St. and are only eligible for a Merchant Vending License and outdoor seating is not an option with that license type. They did inquire about how to make changes to the Ordinance. It was recommended that they reach out to their Alder and that I would add the comment to the Staff Report.
- State St. Night Vending
 - Program materials are being created.
 - Sites have been measured and determined and the application is created and ready to accept applications.
 - Staff will be sending out an email to all licensed vendors and interested vendors.
 - Additional direct outreach will be done to the current vendors to ensure they understand the new program and how to apply.
 - Many vendors inquire about applying. Based on this I am expecting a waiting list.

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- Meghan was on the radio to promote the new State Street Night Vending program and street vending in general. It was the “The John & Gordy Show” on WMDX. Here is a link to the show: <https://civicmedia.us/shows/john-and-gordy-show/2024/03/18/on-the-bloodbath-and-street-vending>
- Outdoor Overnight Storage
 - Having to deal with other vending and not being able to store overnight due to other uses Friday – Saturday
 - Educational materials and approval process is being created and will be shared with operators.
- Carts in Parks – Staff have presented data from Carts in Parks 3.0 and are requesting to make the program permanent. Staff are requesting to focus the program on daily vending and supporting City Sponsored events such as Parks Alive, Sina Davis Movie Nights, Warner Park Rec. events, etc. Staff will continue to share list of food vendors with the community when requested. Final approval will be at the Board of Parks Commission meeting on 4/3/24.