

For September/October 2013

**STAFF REPORT TO VENDING OVERSIGHT COMMITTEE (VOC)
Warren Hansen, Street Vending Coordinator, Department of Planning &
Community & Economic Development, City of Madison WI**

2012 Online Licensing Numbers

It was recently revealed to me that, in 2012, I approved and issued 558 licenses and permits via the online licensing system for a total of \$156,802.50 in revenue. Although there is a growing percentage of online applicants, I have so far entered most of the application information myself.

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MALL/CONCOURSE FOOD VENDOR STATUS

2013 Licenses issued: 38

Enforcement:

Warning:

Tea Garden – Late moving into site

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SIDEWALK CAFÉ STATUS

Licenses issued: 83

Enforcement:

Observation:

The Old Fashioned – Failure to obtain appropriate license (Resolved)

Warning:

Francisco’s Cantina – Failure to obtain appropriate license (Resolved)

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ARTS & CRAFTS STATUS

Licenses issued: 46

Enforcement:

Observation:

Hannah Bettner – Late moving into site

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HIGH DENSITY VENDOR STATUS

Camp Randall

2013 Licenses Issued: 17 of 20

Goods: 11 of 14

Food: 6 of 6 (7 on waiting list)

Enforcement:

There is nothing to report in this category.

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Langdon Street

2013 Licenses Issued: 2 of 5

Enforcement:

There is nothing to report in this category.

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MERCHANT VENDOR STATUS

2013 Licenses Issued: 14

Enforcement:

There is nothing to report in this category.

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LATE NIGHT VENDOR STATUS

2013 Licenses Issued: 8

Enforcement:

There is nothing to report in this category.

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SOUTHEAST CAMPUS VENDING AREA STATUS

2013 Licenses Issued: 13

Enforcement:

There is nothing to report in this category.

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BASIC STREET VENDOR LICENSE STATUS

2013 Licenses Issued:

Grand Total All: 136

Independent – Not associated with Mall/Concourse, High Density, Late Night Vending, Southeast Campus Vending Area, etc.

2013 Licenses Issued: 24

Enforcement:

Madison plain clothes police issued some citations to ticket sellers not holding City of Madison Street Vendor Licenses, three of whom later purchased one from me.

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TABLING PERMIT STATUS

2013 Permits Issued Total: 15

T Permits

Daily – 0
Monthly – 1
Annual – 3

E Permits

Daily – 0
Monthly – 0

M Permits

Annual Only – 10

Enforcement:

There is nothing to report in this category.

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OTHER FOOD CART VENUES

University Research Park (URP)

My URP contacts were pleased with this year’s results and will want it to resume in the spring. They’re considering adding a third URP location.

Let’s Eat Out Madison

The founders are considering establishing some type of board of directors to give the “events” more structure, and may charge fees to participants to help cover advertising and other costs, and perhaps to place some limits onto inclusion.

Epic

This is a large Verona business which employs many Madison residents. They contacted me about adding food carts to their growing campus. Although this is outside my City of Madison jurisdiction, I do intend to give them some guidance because a number of Madison food vendors may profit from this possible new opportunity. Over the years, I have responded to questions from a number of Wisconsin and out-of-state communities.

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MISCELLANEOUS

Speaking Engagements

September 14th – I spoke on a panel at the first Portland OR street food conference, continuing to make more nationwide contacts. Two of the speakers had been fellow

speakers of mine at the second San Francisco street food conference in 2011. Afterwards, we were treated to a free meal and drinks at one of Portland’s food “pods”, an arrangement that is the complete opposite of Madison. Portland food vendors may only operate on private property and do not have to move from their sites. Alcohol may be served in the pods. Madison vendors may only operate on public property and must move into and out of their sites every day.

September 23rd – Presented with Dane County Farmers Market Manager, Larry Johnson, at the Madison-hosted placing making conference.

New Madison College Course

January 14 - May 13, 2014 – Madison College West launches its new non-credit Micro Food Entrepreneur course for people who want to learn how to start and run a food cart business. I met with the instructor in August this year to answer a number of his questions as he was planning the course. He’s Madison College’s Exec. Dir. of Economic & Workforce Development – Southwest Region.

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BANNER STATUS

Organizations requesting 2013 banner space: 58

Total available days: 365 days x 2 bridges x 2 sides = 1, 460 days

Remaining available days on each bridge:

Campus Drive: 39

Park Street: 76