

For June/July/August 2013

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

MALL/CONCOURSE FOOD VENDOR STATUS

2013 Licenses Issued: 38

Enforcement:

Observation:

Buraka – Vending with vehicle at site
Caracas Empanadas – Late leaving Saturday site
Electric Earth – Moving cart at inappropriate time
Fried & Fabulous – Signage exceeding allowed vertical height
Hibachi Hut – Moving cart at inappropriate time
King of Falafel – Late leaving Saturday site
Taquitos Marimar – Moving cart at inappropriate time
Tea Garden – Moving cart at inappropriate time
Teriyaki Samurai – Late leaving Saturday site.
Thai-riffic - Operating generator over 60 decibels
Umami – Moving cart at inappropriate time

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SIDEWALK CAFES

2013 Licenses Issued: 81

Enforcement:

Observation:

Baker's Window/The Fountain, 122 State St – Less than six feet of unobstructed pedestrian walkway
The Bayou, 117 S Butler St – Sidewalk Café components left out too late
Francisco's Cantina, 121 E Main St – Missed 1 a.m. alcohol deadline
The Rigby, 119 E. Main St – Missed 1 a.m. alcohol deadline
Tiki Shack, 124 State St – Less than six feet of unobstructed pedestrian walkway

Warning:

Chi-Asian Infused, 251 State St – Failure to obtain appropriate license (This business has closed.)
The Fountain, 122 State St – Less than six feet of unobstructed pedestrian walkway
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ARTS & CRAFTS VENDOR STATUS

2013 Licenses Issued: 46

Enforcement:

There is nothing to report in this category.

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MERCHANT VENDOR STATUS

2013 Licenses Issued: 14

Enforcement:

Observation:

Citrine, 306 State St – Failure to obtain appropriate license

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HIGH DENSITY VENDING 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

2012 Licenses Issued: 2 of 5

Enforcement:

There is nothing to report in this category.

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LATE NIGHT VENDOR STATUS

2012 Licenses Issued: 8

Enforcement:

There is nothing to report in this category.

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SOUTHEAST CAMPUS VENDING AREA

2012 Licenses Issued: 13

Enforcement:

There is nothing to report in this category.

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BASIC STREET VENDOR LICENSE STATUS

Grand Total All: 136

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

2012 Licenses Issued: **21**

Enforcement:

There is nothing to report in this category.

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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

Annual – 1

M Permits

Annual Only -10

Enforcement:

There is nothing to report in this category.

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ADDITIONAL VENDING AREAS

Let's Eat Out Madison

These small groups of food vendors continue to gather in the Atwood neighborhood (across the street from Elmside Circle Park, 500 Elmside Blvd. Wednesdays), on Midvale Blvd behind Midvale Elementary School on Tuesdays, and Mondays on the north side at Wheeler Road behind Blackhawk and Gompers Schools.

University Research Park (URP)

My URP contacts are pleased with the results of this year's presence of food carts during Wednesday lunch times. Food carts are appearing on the west side of Whitney Way at Charmany Drive as well as on Science Drive on the east side of Whitney Way. They

switch sides every week. This activity began on May 1st and was intended to end around Labor Day. Its popularity has changed that and it will continue, I predict, until weather no longer permits. It is planned to resume in 2014, perhaps with one additional URP location.

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MISCELLANEOUS

Speaking at Portland, Oregon's First Street Food Conference

On Saturday, September 14th, I'll be speaking on a five-person panel titled: "Making a Real Change: Advocating & Government." The other speakers are essentially street food vendor advocates from Los Angeles, Minneapolis, and Oregon. I'm the only Street Vending Coordinator on the panel, but that may be because I'm still the only Street Vending Coordinator anywhere. I anticipate that Madison will inject a ray of hope for communities with governments that are not currently street vendor friendly.

Speaking at Madison-Hosted Place Making Conference

On Monday, September 23rd, I'll deliver a presentation with Dane County Farmers Market (DCFM) Manager, Larry Johnson. Larry will give an overview of DCFM as a successful Place for decades. I'll give an account of the developments in Madison's street vending world which contribute to Place Making in Madison.

Taste of Madison 2013 Award Winners Include Many Food Carts

American Dish – Home Style: JD's – Polish Sausage (2nd place -Tie)
Appetizer – Traditional: Hummus (2nd place)
Asian – Fortune Café: Sesame Chicken (2nd place)
Dessert – Gourmet: Natural Juice – Mango Tango (3rd place)
Dessert – Home Style: Caracas Empanadas – Churro Sunday (1st place)
Curt's Gourmet Popcorn – Caramel Apple Popcorn (2nd place)
Ethnic – Caracas Empanadas: Shredded Beef & Cheese Empanada (1st place - Tie)
Surco Peruvian –Causita Limena (3rd place – Tie)
Healthy – Santa Fe Trailer: Gazpacho (1st place)
Natural Juice: Berry Blast (2nd place)
Kid-pleasing – Natural Juice: Raspberry Cream (1st place)
Mexican/Southwestern – Santa Fe Trailer – Tostadas (3rd place)
Vegetarian – Caracas Empanadas: Sweet Plantain & Roasted Garlic Empanada (1st place); Banzo: Falafel (3rd place)

Madison College Street Food Academy

On August 1st, I met with Madison College's Lorin Toepper, Exec Dir of the Economic & Workforce Development – Southwest Region. With a strong background in restaurant management and cooking, he shared his plans for launching a street food academy, at first for non-credit and with the intention of offering it for credit in the future. I did tell him that, with the current huge popularity of street food and perhaps formidable challenges in Madison's competitive street food market, he might encourage his students to realistically prepare to do business in additional communities.

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BANNER STATUS

Organizations requesting 2013 banner space: 54

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: 135