

City of Madison Vending Oversight Committee Meeting

Street Vending Staff Report

October 2021

New initiatives:

Carts in Parks Vending Pilot Program is finishing up in October. A full report will be released by the end of the year. This will be shared with the VOC and the Board of Parks Commission. Ongoing work will be done to review the data and look at long-term changes to the Parks Vending Ordinance.

- Daily Vending Program (27 carts signed up)
- Guaranteed Sales Program – funds were mostly depleted after the first two weeks of the program
- Latino Chamber of Commerce Plaza Community Markets are complete and were a success
- City sponsored and NRT events
- Assisted in scheduling food carts at a number of community lead neighborhood events.

Art & Craft:

41 - vendors currently licensed

4 - new vendors for this season

18 - vendors did not reapply for their license this season nor been in contact with since pre-COVID

Art and Craft vending has been lower in vending numbers but vendors are still making sales and enjoying being back out at Market. There have been a number of new vendors join this year and staff are continuing to meet with new potential vendors.

Merchant Vending:

11 - licenses issued

The number of Merchant Vending licenses has increased. A concerted effort was made over the past two years to educate brick & mortar businesses on State St. about the Merchant Vending program and the potential benefits to their business to have the opportunity to have items on the sidewalk.

Staff recently presented to a group of merchants at the new Pop-up Shop, Culture Collectives, on State St. to educate them on Merchant Vending and all other street vending options that may work for their individual businesses.

Sidewalk Cafes & Streatery Approvals

9 – Café Zones (30 businesses in parking lane)

57 – Expanded Sidewalk Cafes

70+ - Café's on private property

A survey was sent out to gauge business plans for winter sidewalk café and Streateries. We are working with businesses to move through winter approvals to use heaters, fire pits, snow removal plans and other related work.

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The work is underway for establishing recommendations for a long-term Street Vending Program. See presentation for more details.

Food Cart Vending:

37 - Mall Food Licenses issued for the Mall/Concourse

- 20 are operating regularly between weekdays and Saturdays

5 - Southeast Campus licenses issued

- 3 currently operating

4 - Late Night Vending

- 2 currently operating

26 - Basic/Umbrella Street Vending Licenses issued

- 10 new vendors this season

We continue to field calls from new vendors interested in starting a food cart in Madison. Under the current suspension of the Food Cart Review a number of new food carts have been moved into the Mall Concourse, specifically State St. Mall. The vendors that have been moved into those sites have been very happy with sales and are looking forward to continuing to vend in the area.

Late Night Vending continues to prove challenging. There have been a few issues in the State St. area late at night and food carts have been asked to shut down when these incidents are being addressed. We are following-up on compliance issues related to this.

Southeast Campus vendors are doing very well and are close to pre-COVID sales volumes.

Meghan did a presentation on food vending to two students enrolled in the Madison College Food Cart Start-up class. It was well received and students had good questions.

Meghan did a presentation on food cart vending in partnership with the Wisconsin Latino Chamber of Commerce. This was the kick-off to a series of workshops in English to help educate their clients and the general public. This was a very impactful presentation and reached a high number of potential applicants. Other City agencies will be presenting in this series, including Public Health Madison-Dane County and the Clerk's Office.

Stats for Street Vending presentation views as of 10/14/21

- 319 views on Facebook
- 10 shares
- 20 attended the Zoom meeting.

Basic Street Vending License (not food):

2 – Curbside Bicycles LLC – mobile bike repair services

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Game Day Vending:

- 4 – High Density Goods Vendors
- 9 – Ticket Sellers
- 2 – High Density Food Vendors
- 11 – Game Day Vending Area goods vendors

After the passing of Beth “Betty” Polinske, the matriarch of the Polinske family, the family has been in conversation about ending the 4 generations business of Polinske Novelties. This would almost completely eliminate all vending for High Density and Game Day Area Goods Vending. If they stay, a restructuring of leadership would likely move two younger sisters into the forefront.

Game Day Vending was greatly reduced this year with a few Polinske family members retiring from vending (Robin, Don, and Pauline), Mike was out because of health. Ron and Shirley Kehl, and their daughter, of Suburban Sports did not apply and we were unable to contact them. They have vended in Wisconsin for a long time, likely close to or more than 30 years. Shriners did not come out, no new food vendors applied, and only one new goods vendors was out this year. Although activity is reduced for this football season, there were still thousands of UW football fans out this year and vending businesses have communicated that they are making good sales.

The renovations to the infrastructure and landscaping at the front of the Field house on Monroe, Little and Regent Streets did not appear to significantly affect the High Density Goods vending sites, nor were there any changes to pedestrian flow. Sites A-F were eliminated, site G was assessed for safety with its proximity to the crosswalk, which was deemed safe. Site N should be eliminated to provide a buffer to the nearby vendor on UW property. The reduction of sites did affect Polinske Novelties, but with a fewer family members, not significantly.

The business of ticket selling has changed with online and digital tickets, which the UW has embraced, and feedback from ticket sellers this year says their long history of viable business is vanishing.

There were few violations and no written enforcement was required.

Banners:

2021 Statistics for Banners issued as of 10/20/2021

Number of individual organizations that have received a Banners Permit – 19

Number of individual Banners Permits issued – 33

TEM Permits:

Number of Tabling Permits issued – 4

Ongoing Business:

- Accela application update still in process. Sidewalk Café and Merchant Vending are complete.
- Updates for vending maps for the Mall/Concourse and Camp Randall Vending will be shared at the November meeting for approvals to proposed changes.