



Department of Planning & Community & Economic Development

Office of Business Resources

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Street Vending

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TO: Food Cart Operators, Reviewers, VOC Members & Interested Community Members

FROM: Meghan Blake-Horst, Street Vending Coordinator

RE: 2017 FOOD CART REVIEW FINAL RANK SCORES

The annual Food Cart Review process has been completed and the scores have been tabulated. This year there were many changes made to this process. I have highlighted some of these changes below.

This year's food cart review took place from September 25 – October 22, 2017. We had 65 carts apply with 63 completing the review process. There were 25 reviewers.

Food Cart Review Changes effective 7/18/17

- Reduce maximum number of seniority points from 7 years to 5 years
- Seniority points are not applied to determine whether carts make the list to be offered a Mall/Concourse site, but are applied to determine site assignments
- Increase the length of the food cart review period from 2 weeks to 1 month
- Allow new carts to sell to the public while participating in the review
- First time vendors required to have all necessary food and drink permits 5 days before the review
- Vendors received demerit points for missing more than 2 days of the review if they are weekday vendors and 1 day if they are Saturday-only vendors
- Review Panel members must apply and attend a pre-review training on how to conduct the review
- Scoring system digitized
- Reviewers given the opportunity to provide comments on carts which will be provided to the cart operators

How are the scores processed?

1. Each cart is given a Raw Average Score (the average score discarding the highest and lowest score for each applicant.)
2. Demerit points from the Health Department and/or Street Vending are then subtract to arrive at an Adjusted Average Score.
3. The Adjusted Average Scores determine the attached Final Rank Order list. This rank order list will be used to determine which carts are eligible to be assigned a site in the Mall/Concourse Vending area (Capitol Square and Library Mall).

Next Steps:

- The Street Vending Coordinator will determine how many Mall/Concourse vending sites will be available in the 2018 Vending Season. The current maps are being updated and will be available soon. The site assignments will be based on the updated city-approved map.
- By rank order of performance in the food cart review, the number of carts corresponding to the number of sites will be invited to select a Mall/Concourse site and the remaining carts will be placed on a waiting list.

For example, if there are 45 total Mall/Concourse Food Vending sites available, the top 45-50 scoring applicants at this stage are eligible to proceed to final ranking for a site assignment. This range is due to week-day and weekend vendor requests.

- For the selected carts, their seniority points will be added to their scores (1 point for each year a vendor holds a Mall/Concourse Food Vending License, up to 5 years).
- Applicants will be offered a site according to their rank based upon first, second and third-choice site preferences listed on the Mall/Concourse Food Vending Application form to be made available soon.
- Vendors who did not score high enough to be offered a site are placed on a waiting list in the order of their Adjusted Average Score. No seniority points will be added to applicants on the waiting list, rank order for waiting list purposes shall be based on the Adjusted Average Score.

If you have any questions, please get in touch with Meghan Blake-Horst, Street Vending Coordinator, at 608-261-9171 or streetvending@cityofmadison.com.

City of Madison 2017 Food Cart Review Final Ranking

Final Rank	Vendor Business Name	Final Adjusted Average Score	Deductions	Seniority*
1	Common Pasta	96.77	0	1
2	Metropolitan Handcrafted Street Food	95.22	0	0
3	Ugly Apple	94.91	0	1
4	Caracas Arepas	94.55	0	0
5	Pickle Jar	94.26	0	2
6	Chrysalis Pops	94.12	0	0
7	Soho Gourmet Cuisines	93.4	0	5
8	Good Food Cart 1	93.19	0	5
9	Banzo1	93.05	0	5
10	Braisin' Hussies	93	0	1
11	Mijo	92.95	0	0
12	Surco Peruvian	92.83	1	5
13	Surco Peruvian 2	92.81	0	0
14	The Looking Glass Bakery	92.77	0	0
15	Slide	92.26	1	5
16	Curd Girl	92.25	0	4
17	Banzo2	92.24	0	5
18	Taquitos Marimar	92.22	0	5
19	dZi Little Tibet Mobile Cuisine	91.82	0	1
20	Buzzy's Lake House	91.73	0	1
21	Ernie's Kettle Korn	91.2	0	0
22	Luang Parbang Lao Thai Food	91.1	0	5
23	O.S.S.	91.05	0	0
24	Bulgogi Korean Burrito	91.04	0	5
25	Tea Garden	90.88	1	5
26	El Burrito Loco	90.65	0	5
27	El Grito Taqueria	90.64	0	2
28	Umami Buns	90.48	0	5
29	FIB's of Madison	90.45	0	5
30	Curt's Gourmet Popcorn	90.18	0	5
31	Good Food Cart 2	89.95	3	4
32	Pagoda Smoothie	89.91	0	5
33	King of Falafel and Grill	89.87	0	5
34	Café Costa Rica	89.77	0	5
35	Fresh Cool Drinks	89.39	0	5
36	Madison Sourdough	89.33	0	5
37	Buraka East African Cuisine	89	0	0
38	Caracas Empanadas	88.83	1	5
39	Kakilima	88.58	0	5
40	Cali Fresh	88.45	2	3
41	Orchid	88.30	0	1
42	Zam Zam	88.05	0	3
43	Teriyaki Samurai	88	0	5

City of Madison 2017 Food Cart Review Final Ranking

Final Rank	Vendor Business Name	Final Adjusted Average Score	Deductions	Seniority*
44	Nani Restaurant	87.89	0	0
45	Toast – Gili's Panini's	87.52	0	4
46	Hibachi Hut	87.25	1	5
47	Melted Craft Grilled Cheese	86.82	2	3
48	Marimar on Wheels	86.62	0	0
49	Thai Riffic	86.05	0	5
50	Jakarta Barbecue Station	85.65	0	1
51	Natural Juice	85.45	2	5
52	WeGO Waffles	85.15	0	0
53	Jakarta Cafe	84.58	0	4
54	Jolly Frog	84.58	0	0
55	China Cottage	83.57	0	5
56	Little Chicago in Madison	82.25	0	0
57	Silk Road Gourmet	81.74	0	3
58	Fast N Fresh	81.06	0	0
59	Leia's Lunchbox	80.8	5	5
60	Pizza pit extreme/ athens gyros	80.17	1	0
61	Pots-N-Tots	79.46	0	1
62	Taste of Jamerica	78.35	1	5
63	The Rodeo Wagon	73.82	3	1

KEY

Final Adjusted Average Score - raw average score minus total deductions

Seniority - number of years holding a Mall/Concourse Food Vending License. Maximum 5 points

*Seniority is NOT included in final score to determine rank order and will be accounted for in site selection process

Deductions - health code violations or missed vending days during the food cart review

Final Rank - A list in order from highest to lowest adjusted average score (not including seniority points)

Raw Average Score - average score discarding the highest & lowest score