

July/August 2018

STAFF REPORT TO VENDING OVERSIGHT COMMITTEE (VOC)

Meghan Blake-Horst, Street Vending Coordinator, Department of Planning & Community & Economic Development, City of Madison, Wisconsin

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MALL/CONCOURSE FOOD VENDOR STATUS

Licenses Issued in 2018: 52 Active

Umbrella Licenses Issued in 2018: 11

Observation: There is nothing to report in this category.

Warning: There is nothing to report in this category.

Citation: There is nothing to report in this category.

Comments: WeGo Waffles, Marimar on Wheels and Little Chicago are now vending in the Mall/Concourse.

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SIDEWALK CAFÉ STATUS

Licenses Issued in 2018: 92 Active

Observation: There is nothing to report in this category.

Warning: There is nothing to report in this category.

Citation: There is nothing to report in this category.

Comments: I continue to receive new applications and calls for new cafes daily. I am working with multiple departments to assist Lucille, State Line Distillery and Rockhound Brewery build out new sidewalk cafés in the right-of-way.

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ARTS & CRAFTS STATUS

Licenses Issued in 2018: 47 Active

Observation: There is nothing to report in this category.

Warning: There is nothing to report in this category.

Citation: There is nothing to report in this category.

Comments: This year the organizers of Maxwell St. Days were not willing to allow any City Licensed Vendors near the 100 block of State St. or within Philosophers Grove or 30

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on the Square like has historically happened. There were at least 25 vendors were relocated. This is on the heels of not being allowed to vend at all during Art Fair on the Square.

I continue to field calls daily from interested vendors. I either send information or set appointments to review products and explain the vending procedures.

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MERCHANT VENDOR STATUS

Licenses Issued in 2018: 9 Active

Observation: There is nothing to report in this category.

Warning: There is nothing to report in this category.

Citation: There is nothing to report in this category.

Comments:

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SOUTHEAST CAMPUS VENDING AREA STATUS

Licenses Issued in 2018: 6 Active; 1 in progress

Observation: There is nothing to report in this category.

Warning: There is nothing to report in this category.

Citation: There is nothing to report in this category.

Comments: A new Peruvian food cart opened and began vending on 6/15/18. It is called Peruvian Locos. To celebrate the start of their business they had a ribbon cutting ceremony with friends and family.

Fair Trade Coffee House is opening their new coffee food cart on 9/4 in Southeast Campus. They will also look to vend near office parks for afternoon coffee.

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CAMP RANDALL HIGH DENSITY VENDING STATUS

Licenses Issued in 2018: 6 HD Goods; 5 HD Food

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Observation: There is nothing to report in this category.

Warning: There is nothing to report in this category.

Citation: There is nothing to report in this category.

Comments: I will be working with Planning Staff to create a user friendly map of the renovated Monroe St. Plaza. I have hesitated to do a call or issue licenses for the area due to the construction. The first UW home football game is 8/31 at 8p. The space is coming a long and should be ready for the first game day. We did a site visit with some of the high density food vendors. There are still a few issues to resolve before the first game. Vendors will be required to use plywood to place on the new sod and we are trying to determine how to manage the electric.

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TOSVOD Vending

Licenses Issued in 2018: 2

Observation: There is nothing to report in this category.

Warning: There is nothing to report in this category.

Citation: There is nothing to report in this category.

Comments: There is nothing to report in this category/

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LANGDON STREET HIGH DENSITY VENDING

Licenses Issued to Date: 0

This is due to construction. No licenses will be issued this vending season.

Warning: There is nothing to report in this category.

Enforcement: There is nothing to report in this category.

Comments: Will be working with the City Attorney's office to draft the removal of Langdon St. High Density Vending and identify art and craft vending locations after review of the space to determine if there are viable sites now that the construction is complete. This will take place to align with the next vending season.

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LATE NIGHT VENDING STATUS

Licenses Issued in 2018: 4

Observation: There is nothing to report in this category.

Warning: There is nothing to report in this category.

Citation: There is nothing to report in this category.

Comments:

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BASIC STREET VENDOR LICENSE STATUS

Not related to other licenses such as Mall/Concourse

Licenses Issued in 2018: 31

Observation: There is nothing to report in this category.

Warning: There is nothing to report in this category.

Citation: There is nothing to report in this category.

Comments:

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TABLING PERMIT STATUS

Permits Issued in 2018: 212

Enforcement: There is nothing to report in this category.

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BANNER PERMIT STATUS

Organizations applying for one or more in 2018 banner spaces to date: 53

Banner permits issued to date in 2018: 76

Enforcement: There is nothing to report in this category.
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MISCELLANEOUS

- I am reviewing vending sites and will propose new sites and push cart only sites for next vending season. I am also working to have an online, user friendly map that will have vendors listed along with site numbers and locations for next season.
- The Lucille planter café is coming along. There were some issues with the original pouring of the concrete but it is currently being redone to have accurate measurements.
- Food Cart Review applications are in and the application process is closed. We have 53 carts that have applied, 6 are new vendors.
- We have had an overwhelming number of responses from the community of people wanting to be reviewers for the Food Cart Review. The application deadline was 8/19/18. We had 186 people apply and I selected 37 to serve. Rena Gelman will be our VOC representative and will assist with the reviewer training. The training will be held on 8/28/18.
- Great Taste was 8/11/18. We had a few issues we needed to address but overall it was under control leading up to, during and post event.