

City of Madison Vending Oversight Committee Meeting
Street Vending Staff Report
June & July 2023

Unless otherwise noted, the below statistics are current as of 7/20/23

Art & Craft:

Licenses Issued – 68

New applicants – 20

Merchant Vending:

Licenses Issued – 9

Applications in process or at fees due – 2

Sidewalk Cafes & Roadway Café:

Licenses Issued – 69

Applications at Fees Due – 5

Applications in process - 10

Total Applications submitted – 84

Sidewalk Café ONLY applications - 60

Sidewalk & Roadway Café applications – 24

Food Cart Vending:

Mall Concourse Licenses Issued – 25

Mall Concourse Applications Submitted/in process – 2

Southeast Campus License Issued – 5

Southeast Campus Applications Submitted/in process - 1

Late Night Vending License Issued – 3

Late Night Vending Applications Submitted/in process – none

Umbrella Street Vending Licenses ONLY (no high density vending licenses issued) – 26

Umbrella Street Vending ONLY Application Submitted/in process – 5

Street Vending License (food only and not high density vending) – 9

Street Vending License Application Submitted/in process - 0

Basic Street Vending License (not food):

Street Vendor License in process - 0

TOSVOD – Top of State Vending Overlay District

TOSVOD License Issued – 8

We had four vendors set up on 7/19/23. This was during the same time as Concert's on the Square but outside the event perimeter.

City of Madison Vending Oversight Committee Meeting

Street Vending Staff Report

June & July 2023

Game Day Vending:

Camp Randall Game Day Vending Area – 0
Camp Randall Game Day High Density Food - 0
Camp Randall Game Day High Density Goods - 0
Game Day Ticket Sellers – 0

I am working with IT to get this application portal open and ready to accept applications.

Banners:

2023 Statistics for Banner Permits issued as of 7/20/23

Number of individual organizations that have received a Banners Permit – 20
Number of individual Banners Permits issued – 36

There was unexpected painting of the Campus Dr. bridge. We had to cancel three permits and refund the organizations since they did not have an opportunity to hand their banner. The contractor removed one of the banners and threw it away. This is an every 10-12 year project.

TEM Permits:

2023 Statistics for Tabling issued as of 7/20/23

Number of Tabling Permits issued – 281
Number of Tabling Permits at fees due – 99

Ongoing Business:

- Food Cart Review applications are live. The review will take place Monday, September 11 – Saturday, October 7.
 - FCR App
 - Reviewer app
- Staff and Alder Vermeer recently met to review sidewalk café outdoor overnight storage for café equipment. Staff reviewed the steps and tasks required to complete the Ordinance change and implement them. Due to limited staff capacity, we are not able to do the work required to complete this change during the 2023-2024 vending season.
- I have met with Joshua Perkins, Director of Food and Nutrition for the Madison Metropolitan School District regarding their work with REAP and their UpRoot Food Truck. We also discussed daily vending adjacent to school property and special/community events on school property outside of the school day.

MMSD is going through the application process for a Transient Food Stand License from PHMDC to participate in Parks Alive this summer to preview their new school lunch menu and future outreach and programming partnerships with REAP.

City of Madison Vending Oversight Committee Meeting

Street Vending Staff Report

June & July 2023

We will continue to work through all the approval steps as needed.

- On Saturday ONLY, the Capitol Square is now closed to vehicular traffic between 8a-1:30p. Historically, busses are re-routed on Saturdays during the Dane County Farmers Markets. This is a proactive move by the City to keep the large and increasingly growing crowds safe while enjoying the market. To read the full press release: [Plan Ahead for Farmers' Market Saturdays; City to Close Capitol Square to Traffic](#)
- Carts in Parks is continuing to provide opportunities for food vendors across Madison.
 - <https://www.cityofmadison.com/parks/events/cartsinparks.cfm>
- Parks Alive had a rocky start due to air quality and weather issues. A number of events had to be cancelled at the last minute. We have developed a standard practice for cancellations from the City side and for the vendors. We are requiring a 24-hour notice from vendors or they are pulled from the program. If the City gives, less than 24 hours' notice for a cancellation the vendor will still be paid their stipend.
 - <https://www.cityofmadison.com/parks/events/parksAlive.cfm>