

For September/October 2012

**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**

**2012 Licenses Issued: 39**  
Associated Street Vendor Licenses: 47

**2013 Applicants in Food Cart Review: 48**  
Currently Licensed: 36  
New: 12

Waiting List for a 2013 Mall/Concourse Site: 4

- Bayou Po' Boys & More, Thai-riffic, Fortune Café, and In N Out Empanadas

Score Too Low to Be Considered for a 2013 Site: 2

- Thai Cuisine, Tropical Drinks

**Number of Food Cart Reviewers: 21**  
(This is to dispel the rumor that the food cart reviewers are ALL City of Madison employees.)  
City Employees: 12  
Non-City Employees: 9 (Including two VOC Members: Shantelle James & Sara Richards)

**Enforcement:**

**Observation:**  
Blowin' Smoke BBQ – Unlicensed person vending  
Electric Earth Café – Unlicensed person vending  
FIB'S – Unlicensed person vending  
Lao Laan Xang – Failure to obtain appropriate license  
Tea Garden – Unlicensed person vending in cart

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**SIDEWALK CAFÉ STATUS**

**2012 Licenses Issued: 77**

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

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**ARTS & CRAFTS VENDOR STATUS**

**2012 Licenses Issued: 61**  
Associated Street Vendor Licenses: 69

**Enforcement:**

**Warning:**

Hanna Bettner – Operating during unauthorized hours (Taste of Madison)  
Sandra Rincon – Operating during unauthorized hours (Taste of Madison)  
Andrew Watkins – Did not maintain six feet minimum for pedestrians. Display must not encourage prospective buyers to enter or walk upon the street. (Spray paint artist)

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**MERCHANT VENDOR STATUS**

**2012 Licenses Issued: 17**

**Enforcement:**

**Observation:**

Tiger Lily, 128 State Street – Displaying more than the approved number of display units

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**HIGH DENSITY VENDOR STATUS**

**Camp Randall**

**2012 Licenses Issued: 18 of 20**  
Goods: 12 of 14  
Food: 6 of 6 (8 on waiting list)  
Associated Street Vendor Licenses: 18

**Madison Police Become Pro-Active with Unlicensed Ticket Sellers**

Several of our licensed street vendors sell football tickets on UW home game days. At my request, Police Captain Carl Gloede added to his staff's game day To Do List the matter of addressing unlicensed ticket sellers. Some have been ticketed and a couple of them arrested. It was difficult for my assistant and I to invoke cooperation from unlicensed ticket sellers who'd just turn and disappear into the crowd if we began to inquire about their level of licensing. MPD staff, wearing uniforms, badges, and carrying guns, possess instant visible authority, and their efforts have made an impact. Gloede feels that, sooner or later, the message will be conveyed that it is illegal to sell on Madison public property without a license.

**Enforcement:**

**Observation:**

Crandall's Catering – Attaching signage to public amenities

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**Langdon Street**

**2012 Licenses Issued: 5 of 5**  
Associated Street Vendor Licenses: 10

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

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**LATE NIGHT VENDOR STATUS**

**2012 Licenses Issued: 8**  
Associated Street Vendor Licenses: 8

**Enforcement**

**Observation:**  
JD's – Unlicensed person vending in cart

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**SOUTHEAST CAMPUS VENDING AREA**

**2012 Licenses Issued: 12**  
Associated Street Vendor Licenses: 12

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

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**BASIC STREET VENDOR LICENSES**

**Grand Total, All: 180**

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

**2012 Licenses Issued: 28**

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

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**TABLING PERMIT STATUS**

**2012 Permits Issued: 31**

T Permits: 5  
E Permits: 8  
M permits: 18

**Enforcement:**  
There is nothing to enforce in this category.

**PLANNING UNIT OVERVIEW OF PUBLIC SPACE ON STATE STREET**

During the last few years it has become a major - and at times nearly impossible - challenge to make everything work harmoniously on State Street public property. We have trees, bus shelters, bus stops, bicycle racks, trash receptacles, planted pots, light posts, public benches, kiosks, grass-filled planters, parking and bus stop signage, sidewalk cafes, information booths, merchant vending, street musicians and, last but not least, people.

City planners will be making an overarching recommendation about how to re-think the State Street public space. They want to relieve a condition they see as overcrowded and raise the level of quality of life in that highly visible space. One of their recommendations may be that the once adequate minimum six feet of pedestrian walkway between a building and a sidewalk café space should be expanded to create a wider walkway on each side of the street. The planners are pleased that the sidewalk cafes are there but want to create a more open feel for pedestrians.

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**CONFERENCE – Another Food Vending Presentation**

**2012 Upper Midwest Planning Conference – Hosted in Madison at Monona Terrace**  
On Thursday, September 27, I gave a presentation called “How to Start a Food Cart Program”. The idea was Planning Director Steve Cover’s. It was my latest version of a presentation about the Madison style of street food vending that I first gave in 2010, and four times since, this time with an emphasis on how to get started if you had not already done so. The medium-sized conference room was nearly filled, surprising to me, but always gratifying. I had given the earlier versions of this presentation in Madison, Asheville NC, and twice in San Francisco.

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**MEDIA**

**Isthmus, October 12<sup>th</sup> Issue**

Based on the results of this year’s food cart review, writer Linda Falkenstein named the top five-ranked Mall/Concourse food carts: FIB’s, Curt’s Gourmet Popcorn, Zen Sushi, Dandelion Vegetarian, and El Burrito Loco.

She then named the top five based on food scores alone: Taquitos Marimar (the only new cart on this list), Banzo 1, Buraka East African, Surco Peruvian, and Kakilima Indonesian.

Falkenstein also noted changes in the Southeast Campus Vending Area, with sites being eliminated or added based on their success. She referred to the small group of Dayton Street food carts as a “pod”, commonly applied to groups of food carts in Portland OR.

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**EVENTS**

As usual, I organized another food court on the 700 block of State Street for this year’s Freakfest. Participating food vendors are: Banzo, Blowin’ Smoke BBQ, Café Costa Rica,

FIB's, Fried & Fabulous, In N Out Empanadas, JD's, Mad City Fry Guy, Natural Juice, Slide, and SoHo Gourmet Cuisine.

### **NEW BREED OF FOOD CART "EVENTS"**

Besides the successful Meadowood Meet n Eat events that started this summer, additional such neighborhood events are anticipated for 2013. This means more opportunities for Madison food vendors. The Madison street food landscape continues to change and grow, as follows:

#### **"Atwood Area Food Carts"**

Six fully licensed and insured food carts have been convening on Atwood Ave. at Waubesa Street on Wednesdays from 4:30 until 7 p.m. It was completely their own idea, although the apparent leader ("Slide") did contact me for guidelines on how to conduct it. They intend to continue doing this "until it gets too cold." They seem to be doing well enough there that they want to continue. Of course, I eventually received an inquiry from the Cupcake Café proprietor about this because the vendors were right across the street.

Five of these vendors are currently open for lunch time business in the Southeast Campus Vending Area. All but BJ's Kolaches and In N Out Empanadas will move to the Mall/Concourse by April. These vendors are: Slide, Fried & Fabulous, Umami, and SoHo Gourmet Cuisines. Fried & Fabulous will be open on the Mall/Concourse on Saturdays only and continue to do Late Night Vending on Broom Street.

#### **Oscar Mayer "Food Cart Fridays"**

Someone from Oscar Mayer contacted me because their cafeteria is being remodeled and they wanted an alternative for their employees. They came up with the idea of "Food Cart Fridays" for four weeks in a row. Once I had determined that the participating food carts would be parked on public property, I gave the inquirer contact information for food carts based on her specifications, including "no hotdogs, because that's what we do," etc.

Having no idea whether or not this would be a success, I doubted that any Mall/Concourse food vendors would want to give up a sure thing. Two or more of these vendors would need generators. I went to the Southeast Campus Vending Area vendors, all of whom have generators, and four of them participated. The vendors said it was a success. Oscar Mayer reported that "It was a big hit." They may add additional Fridays, "weather permitting". So far, participating vendors for this event are Banzo 2, BJ's Kolaches, In N Out Empanadas, and SoHo Gourmet Cuisines.

### **BANNER STATUS**

Organizations purchasing 2012 banner space: 56

There are two bridges with two sides each x 365 days = 1,460 total possible days

Available days remaining in this calendar year:

Campus Drive: 46

Park Street: 81