

For November/December 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

Additional Mall/Concourse Licenses Issued to New Vendors Moving onto the
Mall/Concourse, to expire on April 14, 2013: **5**

These vendors made it successfully through the September food cart review and moved
onto the Mall/Concourse in November. All had been previously operating in the
Southeast Campus Vending Area and/or Late Night Vending:

- Banzo 2
- In N Out Empanadas
- Santa Fe Trailer (New Owner)
- Slide
- SoHo Gourmet Cuisine

Enforcement:
There is nothing to report in this category.

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SIDEWALK CAFES

2012 Licenses Issued: 76

Enforcement:
There is nothing to report in this category.

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ARTS & CRAFTS VENDOR STATUS

2012 Licenses Issued: 62
Associated Street Vendor Licenses: 70

Enforcement:
There is nothing to report in this category.

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MERCHANT VENDOR STATUS

2012 Licenses Issued: 17

Enforcement:

There is nothing to report in this category

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HIGH DENSITY VENDING STATUS

Camp Randall

2012 Licenses Issued: 17 of 20
Goods: **11 of 14**
Food: **6 of 6** (8 on waiting list)
Associated Street Vendor Licenses: **18**

Enforcement:

Citation:
JD's – Unlicensed person vending.

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Langdon Street

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

Enforcement:
There is nothing to enforce in this category.

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LATE NIGHT VENDOR STATUS

2012 Licenses Issued: 9

Enforcement:
There is nothing to report in this category.

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SOUTHEAST CAMPUS VENDING AREA

2012 Licenses Issued: 16
Associated Street Vendor Licenses: **16**

- 5 of these vendors moved to the Mall/Concourse in November.
- 5 of these vendors never used their sites.
- 1 vendor has not been there consistently.
- 1 vendor has closed for the winter.
- 4 vendors are still currently open there:
 - Badgers on the Beach (Pulled pork)
 - BJ's Kolaches
 - Blowin' Smoke BBQ 2
 - FIBs 2

Enforcement:

There is nothing to report in this category.

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BASIC STREET VENDOR LICENSE STATUS

Grand Total All: 189

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 Total: 33

T Permits

Daily – 2

Monthly – 0

Annual – 4

E Permits

Daily – 4

Monthly – 0

Annual – 6

M Permits

Annual Only -17

Additional sites were added on the Mall/Concourse.

Enforcement:

There is nothing to report in this category.

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MISCELLANEOUS

Oscar Mayer Food Cart Fridays

It went so well that they extended it to a total of five Fridays. The food vendors who participated were Banzo 2, BJ’s Kolaches, China Cottage, In N Out Empanadas, Slide, and SoHo Gourmet Foods.

Another Food Vending Presentation

I was invited to make the “How to Start a Food Cart” presentation to the Latino Academy for Workforce Development at the Madison College south campus. Also participating

was Stefanie Moccero of the City-County Health Sanitation office. This took place on Saturday, November 10th. An estimated thirty people were present. The Academy provided an interpreter so that both presentations were delivered in English and Spanish.

Public Market Survey Distributed to Street Vendors

At the request of the Office of Business Resources, I sent out an email distribution to Mall/Concourse food vendors and to Mall/Concourse Arts & Crafts vendors. Among other things, the survey asked for levels of interest in participating in a public market and which products each vendor would want to sell there.

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BANNER STATUS

Organizations requesting 2012 banner space: 57

Total Available days: 365 days x 2 bridges x 2 sides = 1,460 days

Remaining Available Days on Each Bridge:

Campus Drive: 22

Park Street: 40