

For May 2017

STAFF REPORT TO VENDING OVERSIGHT COMMITTEE (VOC)

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MALL/CONCOURSE FOOD VENDOR STATUS

Licenses Issued in 2017: 30 with 21 in progress

Licenses are continuing to come in and I am making notes on what can be done to help the process be smoother and user friendly next season. There continues to be issues with the platform we are using to license. I am working regularly with IT to address these challenges on both my end and on the vendors end.

Umbrella Licenses Issued in 2017: 2

Saturday Food Court: The food court has been successful. We continue to work out the details on staffing the barricades.

Enforcement: There is nothing to report in this category.

Warning: There is nothing to report in this category.

Observation: There is nothing to report in this category.

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SIDEWALK CAFÉ STATUS

Licenses Issued in 2017: 28 with 35 in progress

Licenses for sidewalk cafes continue to come in. We are getting more requests from restaurants outside the downtown area for café's. I continue to meet with new and existing café operators to get the café dimensions and set-ups correct.

I am also working with café operators that are renewing this year to bring their café's back into alignment with the maximum space they are allowed to have.

Enforcement: There is nothing to report in this category.

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ARTS & CRAFTS STATUS

Licenses Issued in 2017: 34 with 6 in progress

Licenses keep coming in. We have had a handful of new vendors sign up. We have also had a number of vendors not renew licenses at this time. The first week seemed to go well. The seasoned vendors said the day was good and ran pretty much as it normally had.

Enforcement: There is nothing to report in this category.

MERCHANT VENDOR STATUS

Licenses Issued in 2017: 4

Enforcement: There is nothing to report in this category.

SOUTHEAST CAMPUS VENDING AREA STATUS

Licenses Issued to Date: 6

Licenses are continuing to come in.

Enforcement: There is nothing to report in this category.

CAMP RANDALL HIGH DENSITY VENDING STATUS

Licenses Issued in 2017: 4

Enforcement: There is nothing to report in this category.

TOSVOD Vending

Licenses Issued in 2017: 0

The TOSVOD application, calendar, website and map are in process and will be ready in the beginning of June. We have a good list of potential vendors and are working on an outreach campaign to let people know it is live.

Enforcement: There is nothing to report in this category.

LANGDON STREET HIGH DENSITY VENDING

Licenses Issued to Date: 0

Enforcement: There is nothing to report in this category.

LATE NIGHT VENDING STATUS

Licenses Issued in 2017: 4

Licenses are continuing to come in. There was a recent meeting with the police and businesses that are located in the Zone A and B area on University Ave. They discussed issues with crowds related to food carts after bars have closed. I have had two meetings with the police to create a plan for the future of late night vending and how to get input from current and potential late night vendors.

We are getting a lot of requests for current carts interested in late night vending opportunities.

Enforcement: There is nothing to report in this category.

BASIC STREET VENDOR LICENSE STATUS

Not related to other licenses such as Mall/Concourse

Licenses Issued in 2017: 5

Enforcement: There is nothing to report in this category.

TABLING PERMIT STATUS

Permits Issued in 2017: 124

Enforcement: There is nothing to report in this category.

BANNER PERMIT STATUS

Organizations applying for one or more in 2017 banner spaces to date: 33

Banner permits issued to date in 2017: 47

MISCELLANEOUS

- The new location of vendors on the 200 block of MLK is going very well. Vendors are happy with their sales and the customers I am talking to like that the carts are now closer to their office. I would encourage the VOC to consider continuing to have carts there after construction of the square until the Madison Municipal Building's (MMB) construction is complete. I would also ask that the VOC consider allowing a limited number of carts there after the MMB is back in operation

The Wednesday relocation due to the Farmer's Market seems to be working. We have blocked off meters on Doty St. for cart to park and relocated two vendors in front of the soon to be Belaire. They will stay there until the restaurant opens or construction is over. Whichever comes first.

- The BID is putting out bistro chairs during the lunch hour (11a-2p) at the top of State St. in Philosophers Grove area. It has been off to a good start. We encourage you to visit or schedule a meeting. Their programming has also recently started. We are working on a plan to relocate vendors based on their events.
- I recently met with an entrepreneur that is interested in creating an app for food carts. He walked us through his initial ideas and showed some screen shot

examples. It would be a platform for people to place an order and schedule a time for pick-up. It would also have a way for customers to search for locations of carts.

- I am continuing to get more and more businesses requesting food carts over the lunch hour. They are in many different areas of the city. I continue to work with them to outreach to vendors and determine if the space is appropriate for that type of vending.
- Construction on the square is moving forward but continues to create challenges for vendors and required me to create temporary placements of vendors to accommodate parts of the construction project.
- The Madison Sports Commission and the Greater Madison Visitor's and Conventions Bureau in partnership with the City of Madison and the UW as well as many other partners have launched "Bucky on Parade". It will be similar to the "Cow's on Parade" a few years ago. There will be 100 Bucky's decorated by local artists and groups and placed around Madison. I am sitting on the planning committee to make sure the locations will not affect vendors in the downtown area.
- I have been meeting with many departments regarding Crazy Leg's Triangle and the reconstruction of the area. We are looking at how to create a gathering space with amenities and vendor friendly design. There will be some work by MG&E this summer but it will be done before the football season begins.
- I continue to have conversations about allowing full sized food trucks and vending on private property on a daily basis.