

City of Madison Vending Oversight Committee Meeting
Street Vending Staff Report
November – December 2024 & January 2025

Unless otherwise noted, the below statistics are current as of 1/22/24

Art & Craft:

Total 2024-2025 Licenses Issued – 81

New 2025-2026 Licenses Received/In Process - 35

Enforcement: Nothing to Report

Comments: Steady influx of A&C License applications with several prospective vendors making appointments with staff for approvals to apply for this coming season.

Merchant Vending:

Total 2024-2025 Licenses Issued – 6

2025-2026 Applications Received/In process – 2

Enforcement: Nothing to report

Comments: Nothing to report

Sidewalk Cafes & Roadway Café:

Total 2024-2025 Licenses Issued – 81

Sidewalk Café ONLY applications - 59

Sidewalk & Roadway Café applications – 22

2025-2026 Applications Received/in process – 25

Sidewalk Café ONLY applications - 15

Sidewalk & Roadway Café applications – 10

Enforcement:

On 1/16/25, staff was called to court to testify regarding a citation issued to The Rigby for an Outdoor Overnight Storage violation on 7/26/24. The Rigby staff failed to appear, and the case was dismissed 15 minutes after the scheduled start time.

Comments:

Staff is actively requesting missing documents from applicants. Correspondence is delaying the completion of several submitted applications.

Food Cart Vending

Mall Food Vending

2024-2025 Total Mall Concourse Licenses Issued – 33

2025-2026 Mall Concourse Applications Submitted/in process – 6

Enforcement: None

Comments: Staff is corresponding with Mall food vendors regarding site assignments. Delays are arising due to a lack of timely responses related to this process.

Southeast Campus Vending

Total 2024-2025 Southeast Campus License Issued – 8

Southeast Campus Applications Submitted/in process – 3

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Street Vending Staff Report
November – December 2024 & January 2025

Enforcement: Nothing to Report

Comment:

Granger Hall will be undergoing an expansion that will affect three vending sites adjacent to Granger Hall. Staff are working with the UW and other City agencies to identify alternative locations during construction and long term.

State Street Night Vending

Total 2024-2025 State Street Night Vending License Issued – 3

State Street Night Vending Applications Submitted/in process – 1

Enforcement: Nothing to report

Comment:

Staff noted the need for a conversation with prospective night vendors about the importance of commitment and communication in supporting the success of the new program. Vendors are encouraged to help elevate the location by advertising, consistently showing up, and fostering its growth. Staff have observed evening traffic patterns at these locations and discussed the possibility of condensing the footprint of sites in the State Street Mall Area to create a more prominent and recognizable presence for customers.

Citywide Vending

Total 2024-2025 Licenses Issued:

 Umbrella Street Vending Licenses ONLY (no high-density vending licenses issued) – 47

 Street Vending License (food only and not high-density vending) – 12

2025-2026 License Applications Received/In process:

 Umbrella Street Vending Licenses ONLY (no high-density vending licenses) – 1

 Street Vending License (food only and not high-density vending) – 3

Enforcement: Nothing to report

Comments: Nothing to report

Basic Street Vending License (not food):

Total 2024-2025 Non-food Vending Licenses Issued - 1

2025-2026 License Applications Received/In process - 0

Enforcement: Nothing to report

Comments: Nothing to report

TOSVOD – Top of State Vending Overlay District

2024-2025 TOSVOD License Issued – 1

2025-2026 TOSVOD License in Process – 0

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Game Day Vending

Total 2024-2025 Game Day Licenses Issued:

- Camp Randall Game Day Vending Area – 3
- Camp Randall Game Day High Density Food – 5
- Camp Randall Game Day High Density Goods - 0
- Game Day Ticket Sellers – 4

Enforcement: Managing the various unlicensed ticket sellers was a monumental task this last season, however staff have prepared a way to track individuals who have been conducting in unlicensed vending behavior, and have a plan to collaborate with MPD this next season to

Comments: Nothing to report

Banners 2025 numbers:

- Number of individual organizations that have applied for a Banners Permit – 21
- Number of individual Banners Permits in process or issued – 39

TEM Permits:

- Number of Tabling Permits issued – 530
- Number of Tabling Permits at fees due – 10

Comments: Staff is actively working with TEM permit applicants to collect fees for the 2024-2025 year or determine if permits should be voided due to inactivity.

Ongoing Business:

- Staff are reviewing Saturday Y-closures around the Square for safety. Staff are also reviewing options for food vendors in the parking lane of the streets that are closed to through traffic during the Dane County Farmers’ Market.
- Staff will be meeting with UW Greek Life leadership, in partnership with UWPD, to educate sororities and fraternities affiliated with the UW Madison on the “Late Night Fundraising” practices and the rules related to these fundraising activities.
- Staff are partnering with community organizations to educate prospective vendors on the City of Madison Street Vending Program.