

For November/December 2011/January 2012

STAFF REPORT TO VENDING OVERSIGHT COMMITTEE (VOC)

Warren Hansen, Street Vending Coordinator (Office of Business Resources, Economic Development Division, Department of Planning & Community & Economic Development, City of Madison)

Status Quo of Street Vendor and Sidewalk Café Licensing System

Although the City Clerk’s Office still issues Health Dept. licenses for food vendors, this year I have personally created and issued all of the licenses referred to in this report. The grand total as of this writing is: 434.

This is a transitional phase because, as soon as this spring, some licenses will be renewable and payable online, with my approval. By the end of the year 2012, it is anticipated that all license and banner applications will be available for online processing. There are still people who don’t have computers or credit cards or checking accounts, so some licenses will continue to be issued by me at my desk.

MALL/CONCOURSE FOOD VENDOR STATUS

2011 Licenses Issued to Date: 42

2011 Street Vendor Licenses Associated with M/C Food Licenses: 47

Newly Licensed and Now Operating on the Mall/Concourse:

Banzo
Lao Laan-Xang
Luangprabang

Returning as Licensed Mall/Concourse Food Vendor:

Thai’s Cuisine (formerly I’m Here)

Enforcement:

Warning:

Surco Peruvian Food – Late removing tow vehicle from vending site.

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SIDEWALK CAFÉ STATUS

2011 Licenses Issued to Date: 93

New Licenses:

The Fountain, 122 State Street
Francisco’s Cantina, 121 E. Main Street (Formerly La Mestiza)
Jamerica, 1236 Williamson Street
Johnson Public House, 908 E. Johnson Street (Formerly Company of Thieves)
The Rigby, 119 E. Main Street (Formerly The Casbah)

Enforcement:

Warning:

Maduro, 117 E. Main Street – No enclosure.

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ARTS & CRAFTS STATUS

2011 Licenses Issued to Date: 52 (Some shared by two vendors)

2011 Street Vendor Licenses Associated with Arts & Crafts Licenses: 64

Enforcement:

There is nothing to report in this category.

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MERCHANT VENDOR STATUS

2011 Licenses Issued to Date: 20

Enforcement:

There is nothing to report in this category.

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HIGH DENSITY VENDOR STATUS

2011 Langdon Street High Density Licenses Issued: 6

2011 Associated Street Vendor Licenses Issued: 10

Enforcement:

There is nothing to report in this category.

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2011 Camp Randall High Density Vending Licenses Issued: 20 of 20

Goods: 14 of 14

Food: 6 of 6

2011 Associated Street Vendor Licenses Issued: 21

Number of Food Vendors on Waiting List for 2012 Football Season: 8

Enforcement:

Observation:

Silky's – Vending site not left in clean condition (charcoal briquettes)

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LATE NIGHT VENDING STATUS

2011 Late Night Vending License Issued to Date: 6

Large Carts – 4

Push Carts -2

New:

Banzo
BJ's Kolaches
Pigtail Dogs

Enforcement:

There is nothing to report in this category.

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SOUTHEAST CAMPUS VENDING AREA

2011 Licenses Issued to Date: 10

2011 Associated Street Vendor Licenses Issued to Date: 11

New:

B & B Hot Dogs
BJ's Kolaches
Mad City Fry Guy

Enforcement:

Observation:

B & B Hot Dogs – Not self-contained, lacked clean and hazard-free conditions.
El Toril – Tow vehicle present for more than twenty minutes.

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BASIC STREET VENDOR STATUS (Not associated with Mall/Concourse, High Density, Southeast Campus, or Late Night)

2011 Licenses Issued to Date: 23

Enforcement:

Observation:

Bryan Wobig – UW Game Day – Less than 6' minimum unobstructed pedestrian walkway; no sound amplification permitted at non-cart vending stand.

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MISCELLANEOUS

Freakfest 2012, Saturday, October 29th

Again I was asked by the Mayor's Office to organize a food court on the 700 block of State Street. The following vendors participated:

Banzo
El Toril (a.k.a. Sabores Latinos)
JD's
Mad City Fry Guy

Mediterranean Café (a.k.a. King of Falafel)
Natural Juice

MAYOR SOGLIN’S PROPOSED NEIGHBORHOOD FOOD CART GET-TOGETHERS

The Mayor called me on December 1, 2011 to talk about establishing regular gatherings of food carts in select Madison neighborhoods. This series of events would be inspired by Berkeley CA’s “Off the Grid”. The Mayor would like these evening gatherings to take place in neighborhoods that are not the wealthiest, creating a chance for people to get together. He also advocates the selection of neighborhoods making an emphasis on sustainability. Since that phone conversation, I met have met twice with the Director of Planning, and also with the Principle City Planner and the Zoning Administrator. There have been discussions with the Community Events Coordinator.

STREET VENDING ELSEWHERE

The Future Possibility of Madison Hosting the National Street Food Conference

I received word from the San Francisco street food conference organizer that they do not feel that they’re ready to move the 2012 conference to a city as distant from them as Madison. I agree, frankly, and have heard that they’re considering Portland OR instead for 2012. I had to inform them that 2013 would not be a good year for Madison to host the street food conference because major disruptive construction is planned for the 700 and 800 blocks of State Street. Now, we’re looking at 2014.

MEDIA

**Isthmus Feature Story on New Mall/Concourse Food Cart: Banzo
“Cool Beans - Banzo is a falafel stand for the new age of food carts”**

Linda Falkenstein, Isthmus feature editor, continues to write enthusiastic articles about Madison food vendors. The October 13th issue focused entirely on the new food cart Banzo (page 37) and included a photo of the two young proprietors. In the on-line version, Falkenstein also provided her own analysis of food cart review statistics, such as who got the highest score for just food (Madison Sourdough) and where the carts would have been ranked without the extra seniority points (#1 FIB’s, #2 Banzo, etc).

Iowa City Press-Citizen Story on the Tailgating/Game Day Experience

A reporter contacted me from Iowa City because she was gathering information about football home game day activities at other Big Ten schools. “Tailgating in the Big Ten” was published on Sunday, October 9th. Schools included were Wisconsin, Michigan State, Michigan, Penn State and, of course, Iowa.

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BANNER STATUS

Two bridges x two sides each = 365 days per year x 2 = 730 Possible Days

Number of entities requesting banner space: 46

Remaining Unassigned Dates in This Calendar Year:
Campus Drive: 138
Park Street: 248