

City of Madison Vending Oversight Committee Meeting

Street Vending Staff Report

May - August 2022

All below statistics are current as of 8/31/22

New initiatives:

Carts in Parks 2.0 – The pilot program is going well. We are beginning to add fall events.

<https://www.cityofmadison.com/parks/events/cartsinparks.cfm>

1. Parks Alive

Parks Alive 2022, a collaborative effort across multiple City departments and a wide-variety of community-based stakeholders and mobile resources, included 30 events in 8 parks (in or adjacent to NRT neighborhoods) and provided opportunities for more than 1000 residents to enjoy their neighborhood parks, build community, strengthen relationships, and have fun! Events were held at the following parks: Aldo Leopold, Allied, Warner (by Brentwood), Elver, Meadowood, Owl Creek, Penn and Worthington.

- a. Stipends for food carts/vendors
- b. 30 events (1 cancelation due to weather)
- c. 8 parks
- d. 11 food carts/vendors
- e. Over 1000 residents engaged

2. Daily Vending

- a. Guaranteed Sales
- b. 70 food carts/vendors registered in When to Work
- c. Wingra Boats, Brittingham Boats, Olbirch by the Biergarten, Warner Park, Demetral Field (East HS Lunch), Odana Hills, & The Glen Golf Park

3. Community Lead Events

- a. 20 events connected to food carts
- b. 8 parks

4. City Sponsored Events

- a. 9 events connected to food carts

Art & Craft:

Licenses Issued - 47

Licenses at Fees Due - 2

We are continuing to meet with individuals interested in art & craft vending. We have 14 new vendors so far this season.

Merchant Vending:

Licenses Issued - 4

Applications in process – 3

Did not apply in 2022 - 7

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Sidewalk Cafes & Roadway Café:

Applications submitted - 78

- 24 applicants are requesting use of the parking lane.
- 13 are city-wide
- 65 are in the Mall/Concourse

Applications are incoming and in the approval process.

Food Cart Vending:

Mall Concourse Licenses Issued – 35 (1 closed)

Southeast Campus License Issued – 3

Late Night Vending License Issued – 2

Umbrella Street Vending Licenses ONLY (no high density vending licenses issued) – 22

Street Vending License (food only and not high density vending) – 8

Street Vending/Umbrella Street Vending in process - 1

Basic Street Vending License (not food):

Street Vendor License in process - 1

Game Day Vending:

Camp Randall Game Day Vending Area – 2

Camp Randall Game Day High Density Food - 2

Camp Randall Game Day High Density Goods - 1

Game Day Ticket Sellers - 6

Banners:

2022 Statistics for Banner Permits issued to date, 8/18/222

- Number of individual organizations that have received a Banners Permit – 23
 - Number of individual Banners Permits issued – 46
-

TEM Permits:

2022 Statistics for Tabling issued to date, 8/18/22

- Number of Tabling Permits issued – 3
- Number of Tabling Permits applied and unissued – 226

We are working to bring in staff to assist with processing these T-permits.

Ongoing Business:

- We are preparing for the 2022 Fall Food Cart Review. The 2022 review will take place 9/12-10/9. Food Cart Reviewer Training took place on 8/30/22.
- Staff will work with the BID and GSSBA to review Art & Craft vending sites for 2023. A draft of these changes will be shared at a future VOC meeting.

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- Late Night Vending is set to end in 2023 if a new program is not designed. COVID derailed that planning process. The VOC will need to review any changes to this plan currently outlined in Ordinance.
- Taste of Madison organizers have asked to have Art & Craft vendors stay for the full event on Saturday and not leave early. This is the first time in the 40-year event history this has been an option. The majority of licensed vendors have agreed to stay from 7:30a-8:30p on 9/3.