



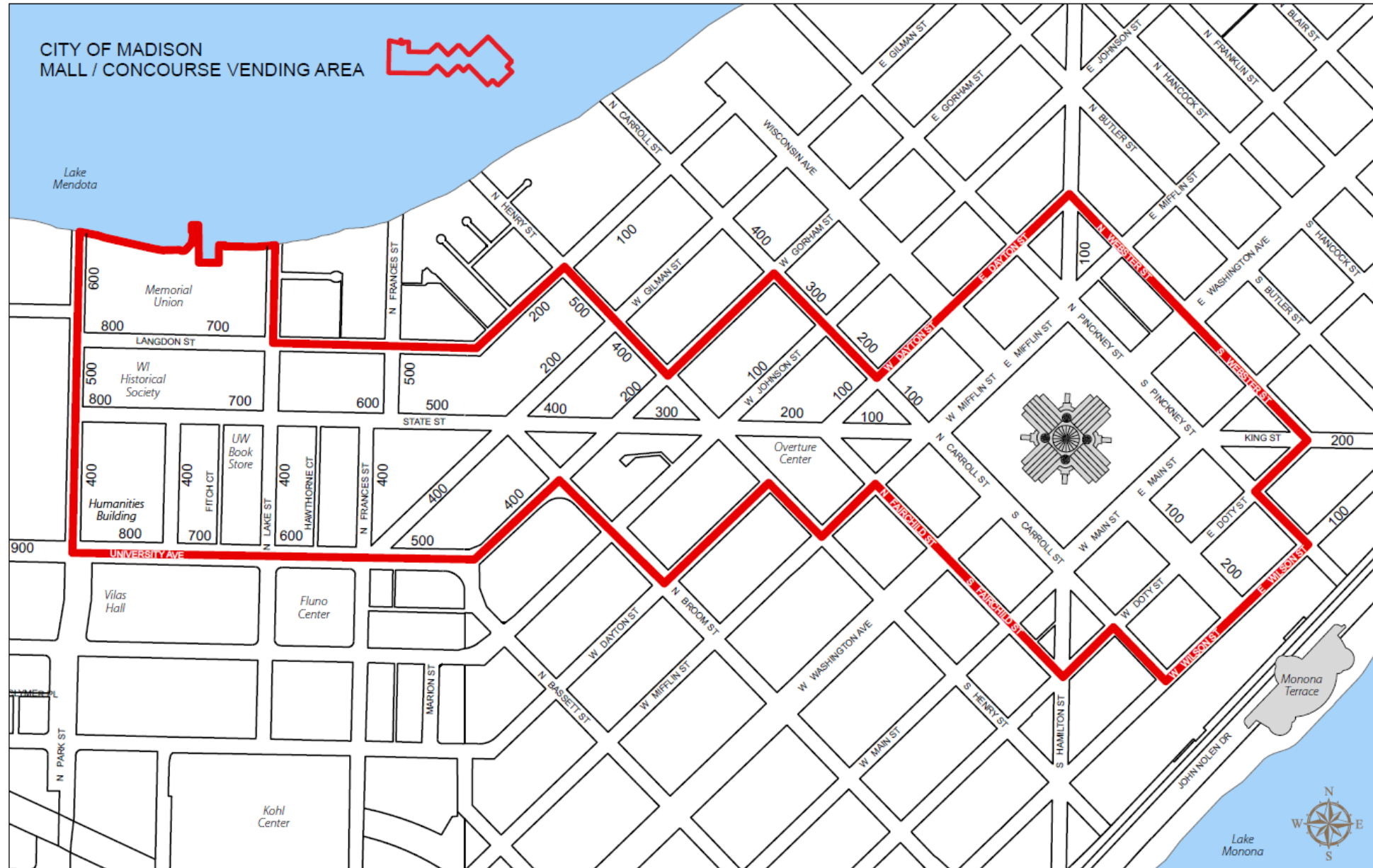
700/800 State Street Night Vending Program

Meghan Blake-Horst – Street Vending Coordinator

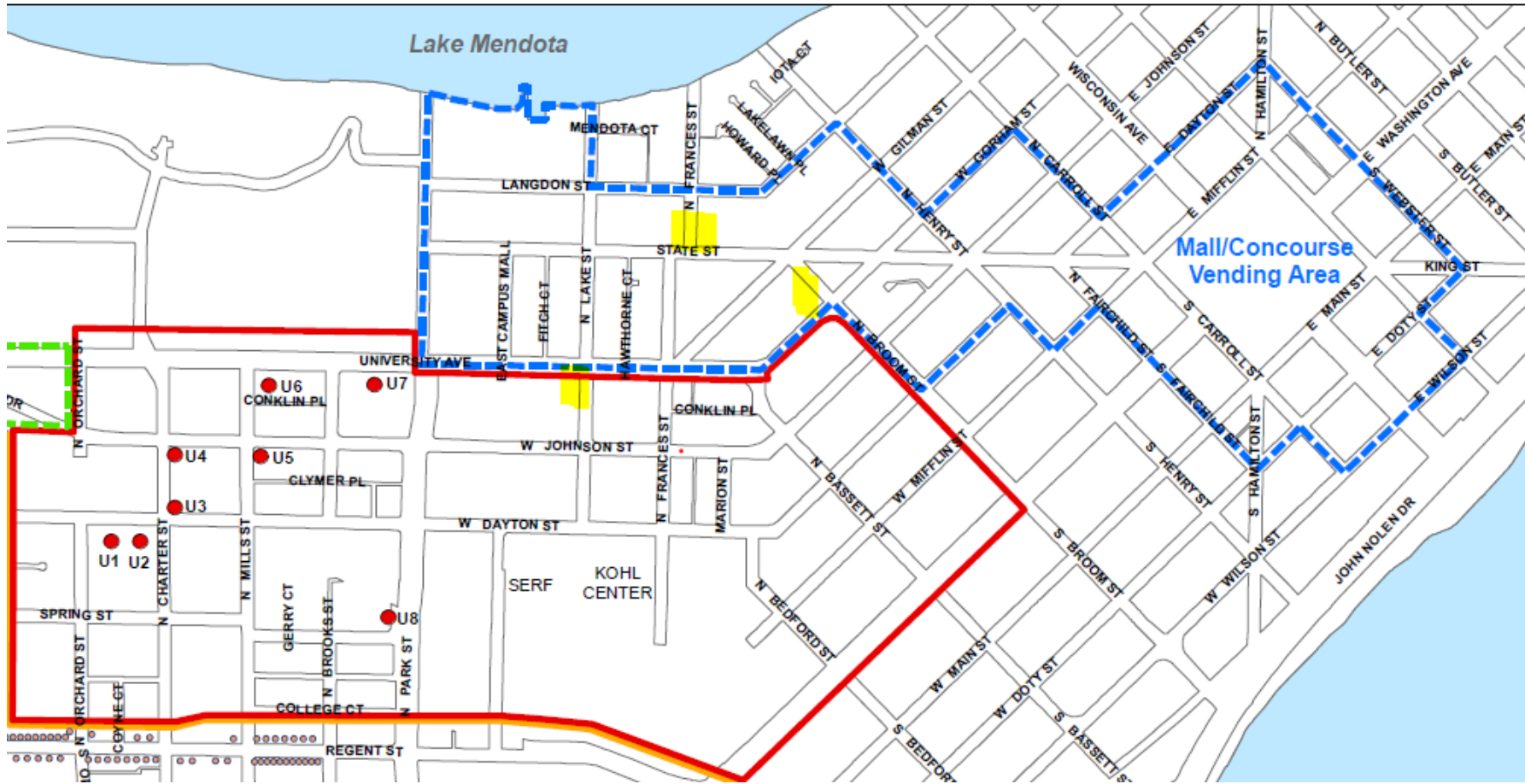
Overview of State St. Night Vending

- Geography and current site assignments
- Proposed Policy Changes
- Outreach and promotion plan
- Committee discussion – input, concerns and direction

Context

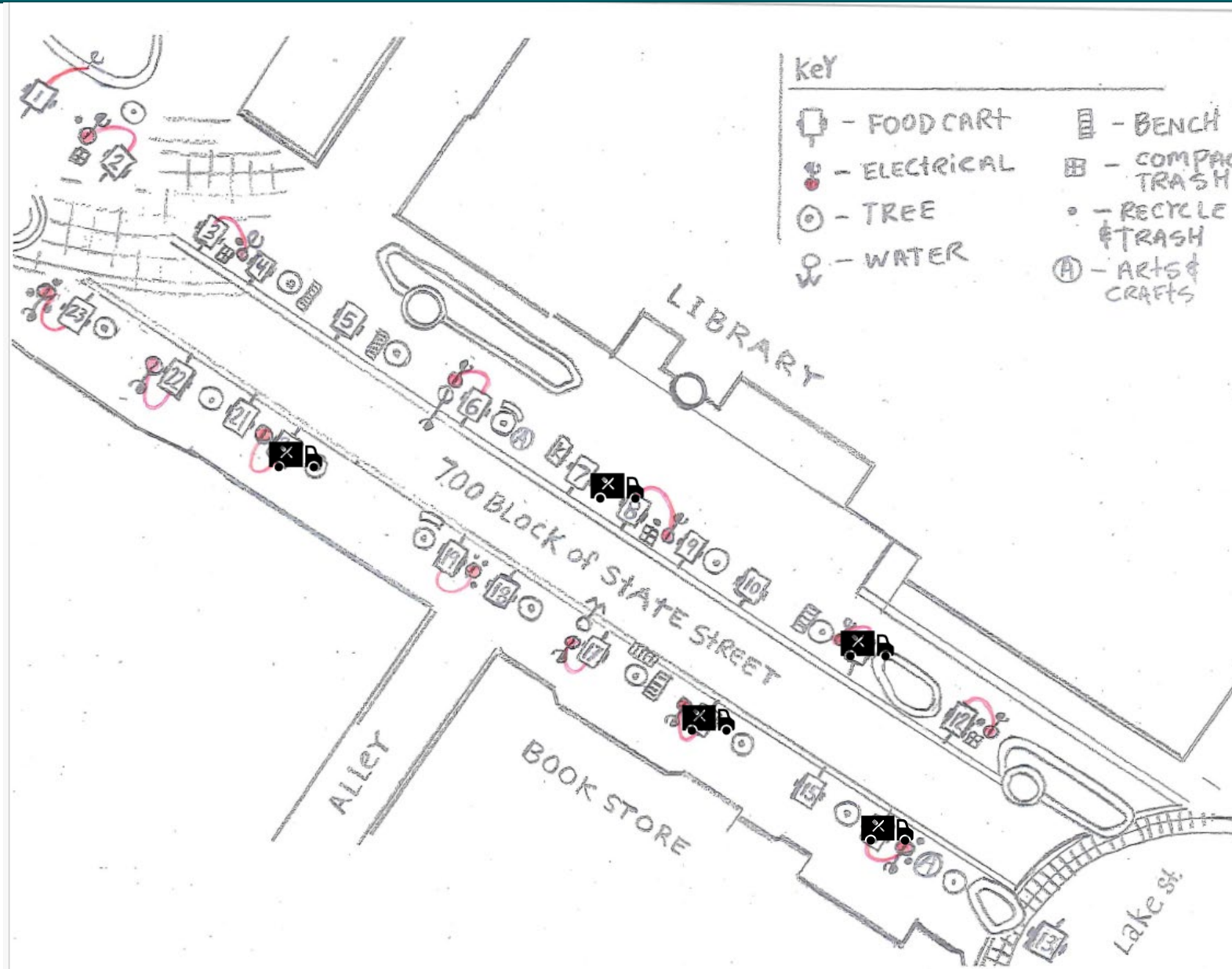


Current Late Night Vending Site Assignments



1. Frances St. Plaza
2. Broom St. in Loading Zone adjacent to Riley's Liquor
3. Lake St. in Loading Zone adjacent to Fresh Madison Market

Current Mall Food Vending Sites - State St. Mall



Sites Proposed

1. F14
2. F11
3. F16
4. F07/F08
5. F20

Proposed Sections to be Amended

- File # 81953

Amending Sections 9.136(1)(l),(n), 9.13(1)(a) and (c), 9.13(3), (7)(d), (10)(g)2., and (11)(c) of the Madison General Ordinances to create Night Vending sites in the 700 and 800 blocks of State Street and clarify umbrella license eligibility for food vendors. (Citywide)

Proposed Policy Changes:

- **NAME CHANGE:** Changing from Late Night Vending (LNV) to State Street Night Vending (SSNV).
- **LOCATION:** Moving to the 700 & 800 blocks of State Street Mall (aka Library Mall Area)
- **DAYS:** Changing from Thursday, Friday and Saturday to Wednesday – Saturday (one day increase)
- **HOURS:** Changing from 9p-4a to 8p-12:30a
 - Equipment can be set-up between 7p-8p
 - Equipment removed by 1a
 - Mall Food Vending hour changes from 5a-1a daily to 5a – 7p daily. The Mall Food Vendors will need to be done making sales by 6p so they are off by 7p.
- **NUMBER OF VENDING SITES:** There will be up to 5 vending sites (increase of 2 sites).
- Requiring line management equipment.
- No electric access. Must use generators.
- Staff will be working on lighting, signage and promotion of the new program.

Continued Requirements

- Garbage receptacle required and cannot use City garbage cans for vending garbage.
- Responsible for clean-up of the area.
- Additional city staffing for the first few weeks of program implementation.
- No change in fee structure
- Review after 1 year.

Outreach & Marketing

- Current and potential vendors
- Downtown BID – Business Improvement District
- DMI – Downtown Madison Inc.
- GSSBA – Greater State St. Business Association
- Destination Madison
- UW Greek Life and Student Organizations
- UWPD
- City Channels
 - Public meetings
 - Focus groups
 - Survey
 - Social media
 - Alder blogs
- Press coverage
- Other TBD

Timeline

- 2/13/24 CC Introduction at Common Council of new program 2/15/24
- Downtown Coordinating Committee (DCC) Referral (5:30p)
- 2/28/24 Vending Oversight Committee (VOC) Referral (5p)
- 3/5/24 Common Council (CC) (6:30p)
- 3/6/24 Applications open for vending licenses
- 3/6/24-4/14/25 promote new program
- 4/15/24 Street Vending Season Begins

Questions?

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