

City of Madison Vending Oversight Committee Meeting
Street Vending Staff Report
February 2023

Unless otherwise noted, the below statistics are current as of 2/17/23

Art & Craft:

Licenses Issued – 1

Applications in process – 54

New applicants – 9

Sabbatical – 2 – Burda Burda opened a new brick & mortar shop on Monroe St! They are taking the year off to operate their shop and determine if they will be back vending for the 2024-2025 vending season.

Merchant Vending:

Licenses Issued – 0

Applications in process - 4

Sidewalk Cafes & Roadway Café:

Licenses Issued – 0

Applications at Fees Due – 16

Applications submitted - 64

Food Cart Vending:

Mall Concourse Licenses Issued – 1

Mall Concourse Applications Submitted – 28

Southeast Campus License Issued – 0

Southeast Campus Applications Submitted - 2

Late Night Vending License Issued – 0

Late Night Vending Applications Submitted - 1

Umbrella Street Vending Licenses ONLY (no high density vending licenses issued) – 0

Umbrella Street Vending ONLY Application Submitted - 9

Street Vending License (food only and not high density vending) – 0

Street Vending License Application Submitted - 1

Basic Street Vending License (not food):

Street Vendor License in process - 0

Game Day Vending:

We will open up this application process in June.

Camp Randall Game Day Vending Area – 0

Camp Randall Game Day High Density Food - 0

Camp Randall Game Day High Density Goods - 0

Game Day Ticket Sellers - 0

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Banners:

2023 Statistics for Banner Permits issued as of 2/14/23

- Number of individual organizations that have received a Banners Permit – 10
 - Number of individual Banners Permits issued – 18
 - Number of organizations that have applied for a Banner Permit(s) – 20
 - Number of individual Banners Permits requested – 37
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TEM Permits:

2023 Statistics for Tabling issued as of 2/14/23

- Number of Tabling Permits issued – 2
 - Number of Tabling Permits applied for – 4
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Ongoing Business:

- Applications are coming in. We will have a number of vendors that will receive late application fees this year. We have two additional staff from Economic Development assisting with processing applications for this season. It is our goal to have current applications at Fees Due by 3/15/23. This will allow a net 15 to pay fees to avoid late payment fees as of 4/1/23.
- Carts in Parks 3.0 was approved by the Board of Parks Commission and will continue for the 2023-2024 vending season. We have no funds available this season so there will be no guaranteed sales program.
- Parks Alive! Will continue in 2023. A full time staff is being hired for, as well as, a budget for this program. This budget will pay food vendors stipends to participate in Parks Alive! Events to ensure food is free to participants and that the vendors are paid a fair wage for their participation.
- 2 food carts are taking a sabbatical from the Mall Concourse this season. They did complete the review. 1 food cart took a sabbatical for the 2023 season and did not complete the review.
 - Cultura Cali is opening a new restaurant at 108 King St. It will be called Jalisco Cocina Mexicana. They plan to open late February or early March. They will be applying for a sidewalk Café.
 - Fancy Roll will not be moving forward this season due to where they ranked on the food cart review. They will be vending at special events and Jakarta Café and Jakarta BBQ Station will be licensed to operate at other times. Maggie Jingga owns all three businesses.
 - Luang Parbang is taking a sabbatical and did not participate in the food cart review this season. They will be applying for a Southeast Campus vending license for the 2023-2024 vending season.