

August 2019

STAFF REPORT TO VENDING OVERSIGHT COMMITTEE (VOC)

Meghan Blake-Horst, Street Vending Coordinator, Department of Planning & Community & Economic Development, City of Madison, Wisconsin

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MALL/CONCOURSE FOOD VENDOR STATUS

Licenses Issued in 2019: 43

Umbrella Licenses Issued in 2019: 28

Observation/Verbal Warning:

- Common Pasta - Unlicensed vendor, 2nd license or umbrella needed.
- Banzo #2 - Parked too close to street, hazardous. Request to train forward.
- Sean Lee – Parked tow vehicle on Capitol side of Square within the event perimeter of the Dane County Farmer’s Market.

Warning: There is nothing to report in this category.

Citation: There is nothing to report in this category.

Comments:

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SIDEWALK CAFÉ STATUS

Licenses Issued in 2019: 76

Observation/Verbal Warning:

- Buck & Badger - Café furniture stacked and stored outside the enclosure.
- Nick’s - Umbrella outside of enclosure.

Warning: There is nothing to report in this category.

Citation: There is nothing to report in this category.

Comments: Working on completing final inspections for a number of new businesses. Also following up with a few businesses that are putting cafes out without a license.

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ARTS & CRAFTS STATUS

Licenses Issued in 2019: 51

Observation: There is nothing to report in this category.

Warning:

Hanna Bettner – Unlicensed vendor and unattended site for more than 90 minutes.

Citation: There is nothing to report in this category.

Comments:

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MERCHANT VENDOR STATUS

Licenses Issued in 2019: 7

Observation: There is nothing to report in this category.

Warning: There is nothing to report in this category.

Citation: There is nothing to report in this category.

Comments: There is nothing to report in this category.

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SOUTHEAST CAMPUS VENDING AREA STATUS

Licenses Issued in 2019: 5 + 1 pending

Observation: There is nothing to report in this category.

Warning: There is nothing to report in this category.

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Citation: There is nothing to report in this category.

Comments:

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CAMP RANDALL HIGH DENSITY VENDING STATUS

Licenses Issued in 2019: 3 pending for food 7 pending goods

Observation: There is nothing to report in this category.

Warning: There is nothing to report in this category.

Citation: There is nothing to report in this category.

Comments: Applications are coming in and are being processed. First game day is September 7th.

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TOSVOD Vending

Licenses Issued in 2019: 0

Observation: There is nothing to report in this category.

Warning: There is nothing to report in this category.

Citation: There is nothing to report in this category.

Comments:

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LATE NIGHT VENDING STATUS

Licenses Issued in 2019: 4

Observation: There is nothing to report in this category.

Warning: There is nothing to report in this category.

Citation: There is nothing to report in this category.

Comments: Broom St. is now signed no parking Friday and Saturday nights. JDs late night vending location has been moved across the street and Marimar on Wheels has been moved to Lake St. next to Little Chicago. We will continue to monitor if this is helping the sidewalk density issues.

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BASIC STREET VENDOR/UMBRELLA LICENSE STATUS

Not related to other licenses such as Mall/Concourse

Basic Street Vendor Licenses Issued in 2019: 26

Umbrella Street Vending Licenses issued in 2019: 5

Observation: There is nothing to report in this category.

Warning: There is nothing to report in this category.

Citation: There is nothing to report in this category.

Comments:

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TABLING PERMIT STATUS as of 7/14/19

Permits Issued in 2019: 171

Enforcement: There is nothing to report in this category.

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Comments:

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BANNER PERMIT STATUS as of 7/14/19

Organizations applying for one or more in 2019 banner spaces to date: 47

Banner permits issued to date in 2019: 60

Enforcement: There is nothing to report in this category.

Comments:

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MISCELLANEOUS

- 2019 Food Cart Review – September 9 - October 10
 - 50 carts applied
 - 8 new carts
 - 118 food cart reviewers applied
 - 36 invited to review – 2 declined
 - Reviewer training 8/27/19
 - Reviewer demographics
 - 46% past reviewers
 - 55% new reviewers

Racial demographics

- 31% identified as a person of color
 - Asian/Pacific Islander
 - Hispanic/Latinx
 - African American
 - Native American
- 61% white
- 8% prefer not to say

Age breakdown

- 22% 60+ years old
 - 28% 40-59 years old
 - 39% 25-39 years old
 - 3 % 18-24 years old
 - 8% prefer not to say
- I will be doing a walk around with Tiffany from the BID (Business Improvement District) to review potential new site assignments for next season. An updated map will be brought back to the VOC in September or October for approval.
 - 6 businesses now have free-standing vending approvals from the Zoning Department and can now have food carts that hold a Basic Street Vending License on private property to do direct sales to customers. I am continuing to

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reach out to businesses to educate them on the opportunity and to connect with the Zoning Department to gain the appropriate approvals.

- Hill Farms Pool
- Karben4
- Capitol Newspapers
- Villager on Park
- Stateline Distillery
- BP gas station on Atwood Ave.