



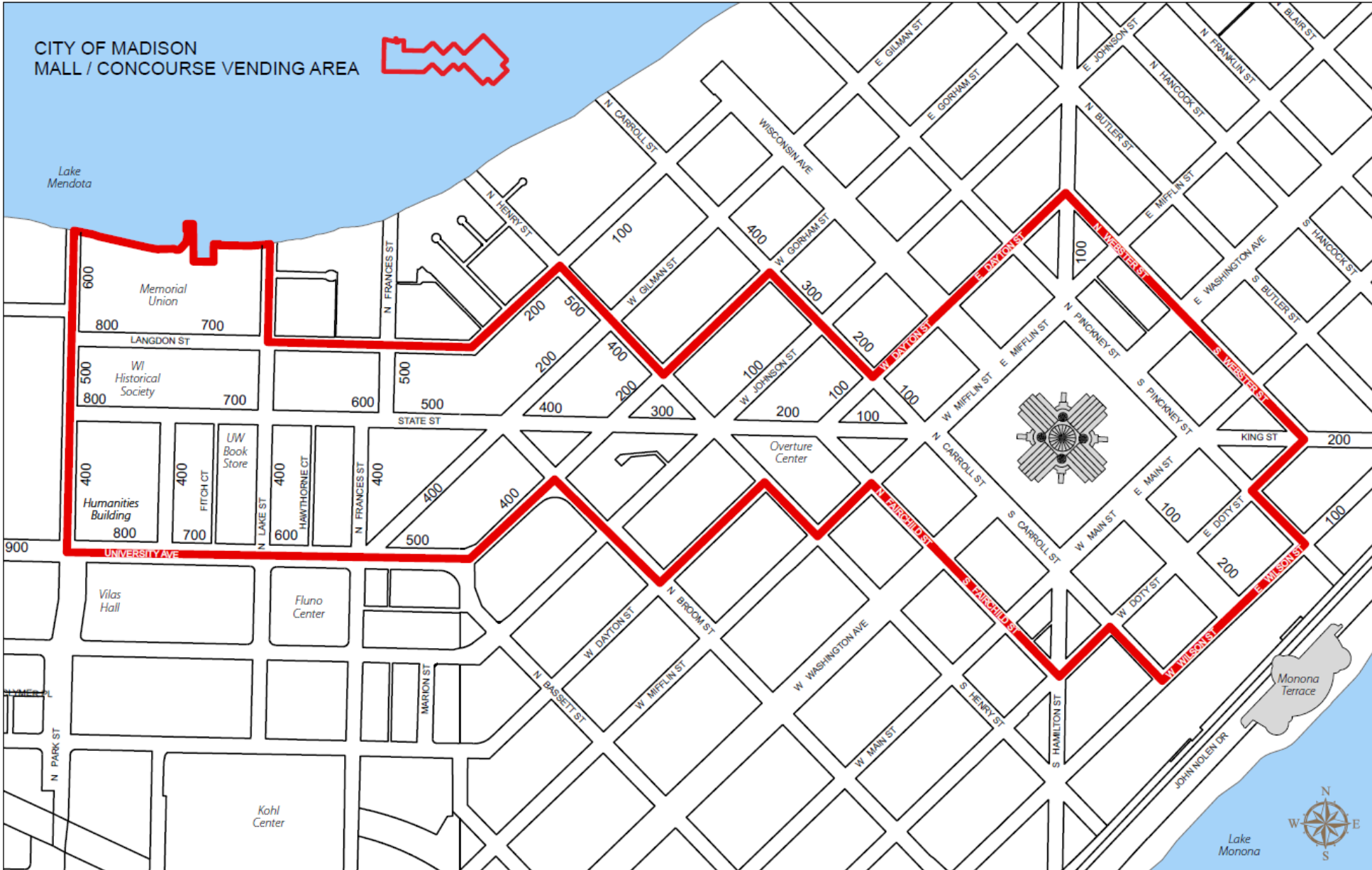
700/800 State Street Night Vending Area Program Development – Vendor Focus Group 10/19/23

Meghan Blake-Horst – Street Vending Coordinator

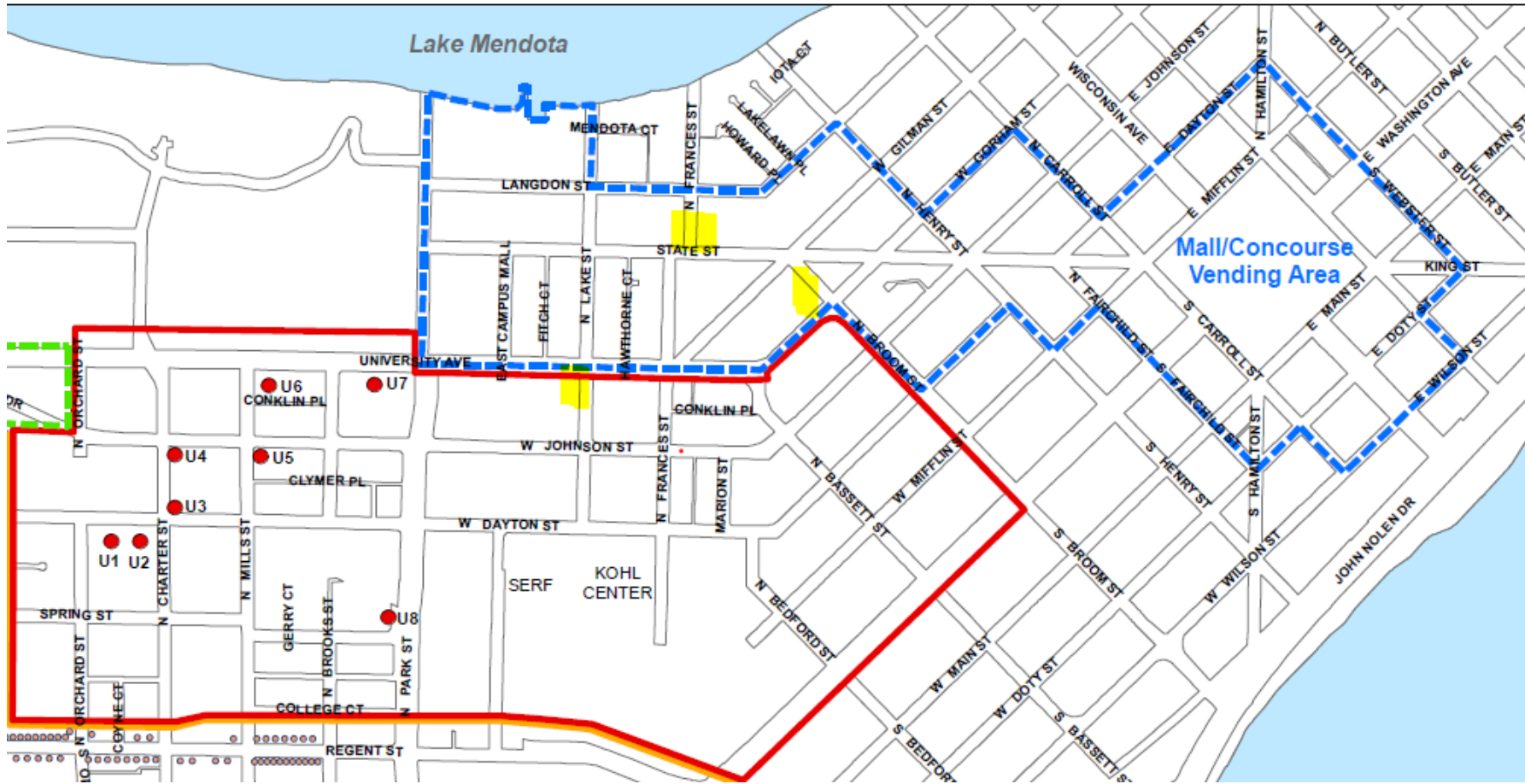
Agenda

- Introductions
- Overview of where we are today
- Sharing of staff and VOC recommendations
- Feedback on recommendations
- Feedback on experience from current vendors
- What does “late night” mean to you?
- Timeline
- Closing thoughts

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 Direction for New “Night Vending” Program

- Name change from Late Night Vending to 700/800 State Street Night Vending Area
- New 700/800 State Street Night Vending Area program to be implemented for the 2024-2025 vending season beginning on April 15, 2024.
- Licensing process created/refine
- Site assignments
- Promotion/marketing of new program
 - Vendors
 - Community

Feedback from current Late Night Vendors

- What is going well?
- What are challenges you are facing when vending?
- What hours do you serve most customers?
- What do you need to be successful?
- What do you want to see change?

Future of Night Vending – What does this mean to you?

- Hours?
- Days of week?
- Locations?
- Number of other vendors?
- Dreams?
- Barriers?

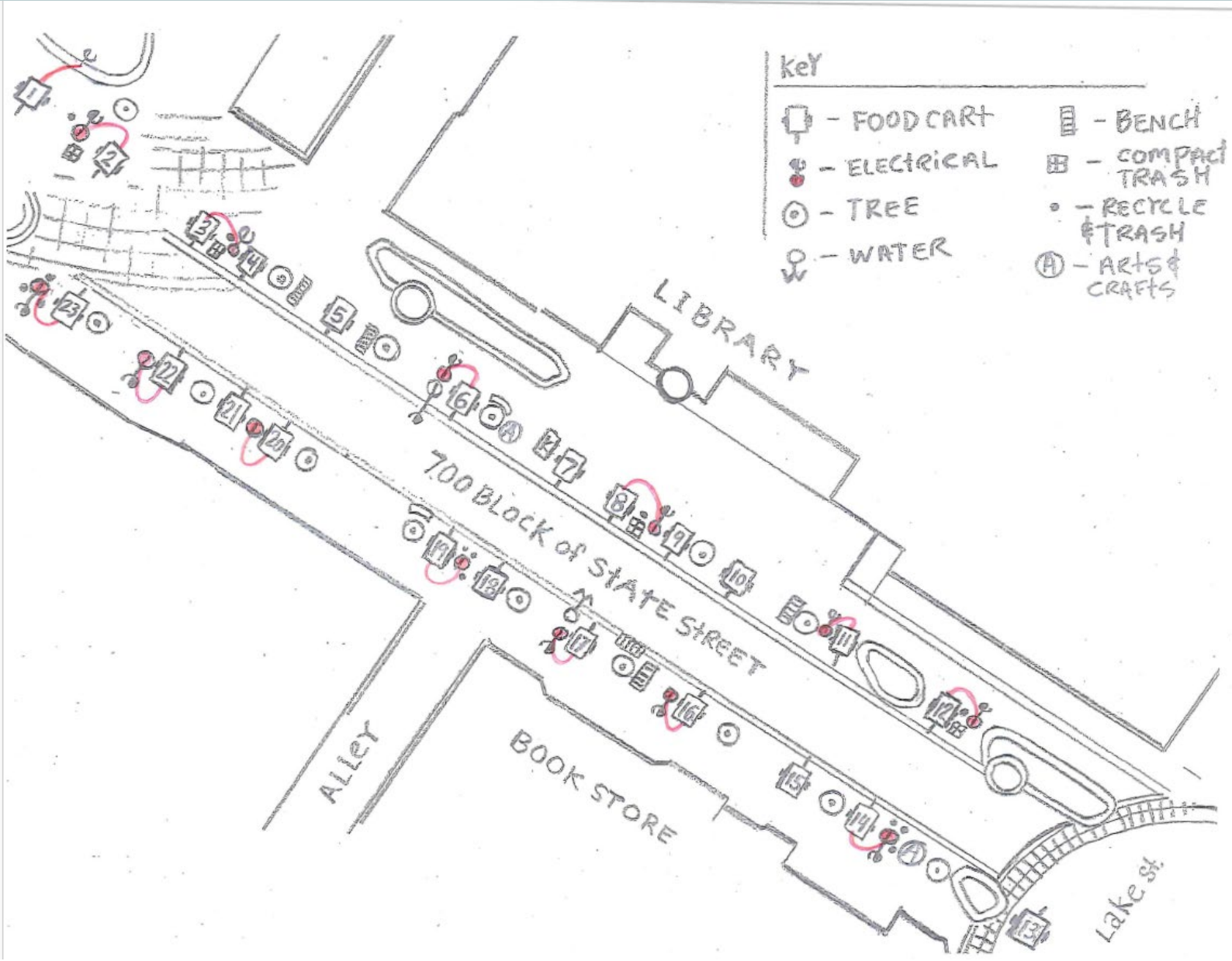
Staff Concerns

- Location
- Increased density of people in one area
- Garbage
- Hours
- Additional staffing needs during vending hours
- Vendor compliance
- Customer and community behavior around the vending area
- Illegal parking by vendors and customers
- Pick-up zones for food and people
- Construction of Lake St. Campus Garage
- Number of calls for service by MPD and UWPD

Staff Recommendations – New Night Vending Program

- Wednesday – Saturday
- 4p – 12:30a
- Maintaining 3 Night Vending Licenses, no additional licenses issued with in the first year.
- Required to have line management equipment – [Retractable Belt Barrier Stanchions.](#)
- No access to electric (must use generators)
- Garbage can required and cannot use City garbage cans for vending garbage.
- Responsible for clean-up of the area.
- Additional staffing for the first few weeks.
- Potential posting no parking along Lake St.
- Change in fee structure?
- 1 year trial

Current Vending Sites in State St. Mall



Feedback on Staff Recommendations...

- What are your thoughts?

Timeline - DRAFT

- 10/19/23 from 6p-7p Focus Group - Current and other food carts.
- **10/25/25 VOC Meeting** from 5p-7p
- December - Equity Analysis
- January - Outreach to student orgs
- January - March – Staff work to implement policy changes and program implementation
- 2/13/24 CC Introduction of new program
- 2/28/24 VOC review and recommend adoption
- 3/5/24 CC Recommend Adoption
- 3/6/24 Applications open for vending licenses
- **4/1/24 Application deadline**
- 3/6/24-4/14/25 promote new program
- 4/15/24 Street Vending Season Begins

Outreach & Marketing

- Current and potential vendors (Focus Group 10/19/23)
- 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

In closing

- Next steps
- Any final thoughts or takeaways?



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