

Street Vending Staff Report

VOC Meeting

As of August 2021

All street vending fees waived for the 2021-2022 vending season (as well as the 2020-2021 season). The license types waived are listed below.

- Basic and Umbrella Street Vending Licenses
- Mall/Concourse Food
- Mall/Concourse Art & Craft
- Southeast Campus
- Late Night Vending
- Camp Randall Game Day High Density Vending
- Sidewalk Cafes & Streatery approvals
- Merchant Vending
- TOSVOD

Streatery Update:

- 77 Streatery approvals private property (7 in process)
- 85 Streatery expansions in right-of-way
- Total of 162 total Streatery approvals city-wide
- 23 additional sidewalk café licenses issued in the right-of-way that did not apply for expanded cafes in Madison.
- Live music and amplification in Streateries: Resolution (File 66772) in process to add restrictions to when amplified music can be played in approved Streatery areas. Original amplification in Streatery file 65071.

New initiatives:

Carts in Parks Vending Pilot Program – kicked off on 7/25/21

\$50,000 grant from NACTO and Bloomberg Philanthropies

- Daily Vending Program (25 carts signed up)
- Guaranteed Sales Program
- Community-lead events supported
 - Latino Chamber of Commerce Plaza Community Markets
 - BYAYA Youth Event Series
 - UJAMMA Market Series
 - Juju's Block Party
 - Darbo Peace Walk & BBQ
- City sponsored and NRT events

Art & Craft:

41 vendors currently licensed

4 new vendors for this season

18 vendors did not reapply for their license this season nor been in contact with since pre-covid

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- Carol Hambrecht of Madison Farmers Market is retiring. Carol has been vending since 1977. She was one of the original vendors with in the program. She is #1 on the seniority list.
- A number of other vendors that are high up on the seniority list have not been out vending this season. This year is considered a sabbatical for them and we will see if they apply again for next season.

Merchant Vending:

11 licenses issued

Food Cart Vending:

37 Mall Food Licenses issued for the Mall/Concourse

- 20 are operating regularly between weekdays and Saturdays

5 Southeast Campus licenses issued

- 3 currently operating

4 Late Night Vending

- 2 currently operating

26 Basic/Umbrella Street Vending Licenses issued

- 10 new vendors this season

Basic Street Vending License (not food):

2 – Curbside Bicycles LLC – mobile bike repair services

Game Day Vending:

6 – High Density Goods

4 – applications in for ticket sellers

1 – High Density Food vendor

11 – Game Day vending area goods vendors

- Football is kicking off on 9/4/21 to full capacity crowds. The entrance to Camp Randall was reconstructed over 2020 and there was a decrease (in the number of High Density Vending goods sites that are available. A-G were eliminated and H-N still exist. There may be an opportunity to bring back F & G but we will wait to see how the traffic flow is before we assign vendors to those sites.
- The UW is also going to 100% digital ticket sales this year and will not be printing paper tickets. There is an option to sell/trade digitally. A number of ticket sellers are going to try and see how it goes. This is a national trend for sports and ticketing games/competitions.
- Ms. Polinske has passed away. She was the matriarch of the Polinske Game Day Vending family. Their family now has 4 generations vending.

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- At this time we only have an application from the Kiwanis Club for food vending. The Zor Shriners and Otha Williams have not been in touch with our office as of 8/19/21. It is my understanding that the Shriners were having issues finding members that were able to vend and move the trailer. Crandall's Catering has closed their business and restaurant.

Banners:

2021 Statistics for Banners issued as of 8/1/2021

Number of individual organizations that have received a Banners Permit – 20

Number of individual Banners Permits issued – 34

Additionally, 3 organizations cancelled before issued and one has requested to cancel after issued, which I am currently in contact with to find a solution. Extensions have also been approved.

TEM Permits:

Number of Tabling Permits issued – 2

Ongoing Business:

- Accela application update still in process. Sidewalk Café and Merchant Vending are complete.