

**April/May 2018**

**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 2018:** 38 Active 9 in progress

**Umbrella Licenses Issued in 2018:** 10

**Enforcement:** There is nothing to report in this category.

**Warning:** Pagoda Smoothie, Bulgogi Korean Burrito and Toast

**Observation:** There is nothing to report in this category.

**Comments:** Vendors are about settled in their locations for the season. I will be opening up sites for waiting list vendors ASAP. Businesses that qualified for licenses but either went out of business or chose not to vend downtown are Zam Zam, Silk Road, OSS, Leia's Lunchbox, Orchid, Rodeo Wagon (only doing catering and special events) and Slide (growing chip business and vending around town. Christine did take out a Basic Street Vending License).

Waiting list vendors include WeGo Waffles, Jakarta Café, Jolly Frog, China Cottage, Fast-N-Fresh, Pizza Pit Extreme/Athens Gyros, Pots-N-Tots and Jamerica.

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**SIDEWALK CAFÉ STATUS**

**Licenses Issued in 2018:** 67 Active 16 in progress

**Warning:** Genna's Cocktail Lounge, Fromagination, The Rigby, The Icon

**Enforcement:** Madison's

**Comments:** I continue to receive new applications and calls for new cafes daily. I am working with multiple departments to assist Lucille, State Line Distillery and Rockhound Brewery build out new sidewalk cafés in the right-of-way.

We have also sent out letters regarding existing encroachment agreements and leases for the planter areas on around the square to align them with the Sidewalk Café Regulations and the requirements of other cafes in the city. These current Encroachment Agreements and Leases will be expiring or terminated by next vending season. We will be meeting with each of these business individually in July to explain

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the changes that will be required. These businesses include Genna’s, Argus, and Topsy Cow.  
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**ARTS & CRAFTS STATUS**

**Licenses Issued in 2018:** 41 Active 5 in progress

**Warning:** There is nothing to report in this category.

**Enforcement:** There is nothing to report in this category.

**Comments:** I continue to field calls daily from interested vendors. I either send information or set appointments to review products and explain the vending procedures.  
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**MERCHANT VENDOR STATUS**

**Licenses Issued in 2018:** 7 Active 3 in progress

**Warning:** There is nothing to report in this category.

**Enforcement:** There is nothing to report in this category.

**Comments:** This year more brick-n-mortar businesses have applied for licenses.  
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**SOUTHEAST CAMPUS VENDING AREA STATUS**

**Licenses Issued in 2018:** 4 Active

**Warning:** There is nothing to report in this category.

**Enforcement:** There is nothing to report in this category.

**Comments:** A group of food carts held an unauthorized fundraiser over the lunch hour on Tuesday, May 8<sup>th</sup> on Dayton St. in the U1-U3 vending area. I have sent a message to Aaron Williams at the UW and will be reaching out to the organization who held the event as well as the carts that participated to let them know this is not an event they can do again. Unless, we determine a mechanism for this type of event in any of the zones we have additional licenses required.  
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**CAMP RANDALL HIGH DENSITY VENDING STATUS**

**Licenses Issued in 2018:** 0

**Warning:** There is nothing to report in this category.

**Enforcement:** There is nothing to report in this category.

**Comments:** I am beginning to get requests and applications for this vending area. I have held off issuing licenses to ensure the area will be ready for vending this season. The project seems to be on time at this point. City staff have also met with the Shriner’s regarding their vending needs and regarding their location. I hope to have an opportunity in early August to meet the food vendors in the Monroe St Plaza to get a preview and discuss load in for this new area.

With the new design I can see this area becoming a new weekday or other special event vending area. This could be a great opportunity for events such as State Football and Volleyball or even Graduation or a neighborhood community event/block party. Once the construction is over I would like the VOC to discuss this as a vending location more than 7 days per year.

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**TOSVOD Vending**

**Licenses Issued in 2018:** 2

**Warning:** There is nothing to report in this category.

**Enforcement:** There is nothing to report in this category.

**Comments:** I am working with the BID as they are scheduling themed pop-up retail events in the TOSVOD this summer. They are operating under their contract with the City but we are working together on getting vendors to participate.

Hosted by the BID on the First and Third Wednesdays, 11am-2pm, this summer's themes are:

June 6: Bikes

June 20: Pets

July 18: Go Green

August 1: Fit City

August 15: Purses & Bags

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September 5: Community Works  
September 19: Wisco/Up North  
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**LANGDON STREET HIGH DENSITY VENDING**

**Licenses Issued to Date:** 0

This is due to construction. No licenses will be issued this vending season.

**Warning:** There is nothing to report in this category.

**Enforcement:** There is nothing to report in this category.

**Comments:** Will be working with the City Attorney’s office to draft the removal of Langdon St. High Density Vending and identify art and craft vending locations after review of the space to determine if there are viable sites now that the construction is complete. This will take place to align with the next vending season.

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**LATE NIGHT VENDING STATUS**

**Licenses Issued in 2018:** 4

**Warning:** There is nothing to report in this category.

**Enforcement:** There is nothing to report in this category.

**Comments:** I have begun overview conversations with individuals and organizations regarding the future of night/late night vending in Library Mall. Over the winter I will host a number of outreach sessions regarding this topic.

The BID hosted part of the June Night Market in Library Mall and will be continuing to try to activate that area. I will work with the BID Staff and vendors whom participated to learn from their experiences.

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**BASIC STREET VENDOR LICENSE STATUS**

**Not related to other licenses such as Mall/Concourse**

**Licenses Issued in 2018:** 12 (9 food carts, 1 morel mushroom seller and 2 ticket sellers)

**Enforcement:** There is nothing to report in this category.

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**Comments:** I continue to field calls daily from individuals who are looking to start a food cart. These individuals are at all stages of their business from the planning process/idea stage to having already purchased a cart and equipment.

I am continuing to work with Let’s Eat Out, FEED Kitchens, Christine’s Kitchen and individual carts to ensure all food carts vending in Madison are licensed with a Basic Street Vending License.

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**TABLING PERMIT STATUS**

**Permits Issued in 2018:** 158

**Enforcement:** There is nothing to report in this category.

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**BANNER PERMIT STATUS**

**Organizations applying for one or more in 2018 banner spaces to date:** 52

**Banner permits issued to date in 2018:** 75

**Enforcement:** There is nothing to report in this category.

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**MISCELLANEOUS**

- There continues to be a lot of behavior issues, trash and other unpleasant environmental concerns at the Top of State St. Vendors in this area have expressed concern and have had to contact the non-emergency police number daily.