

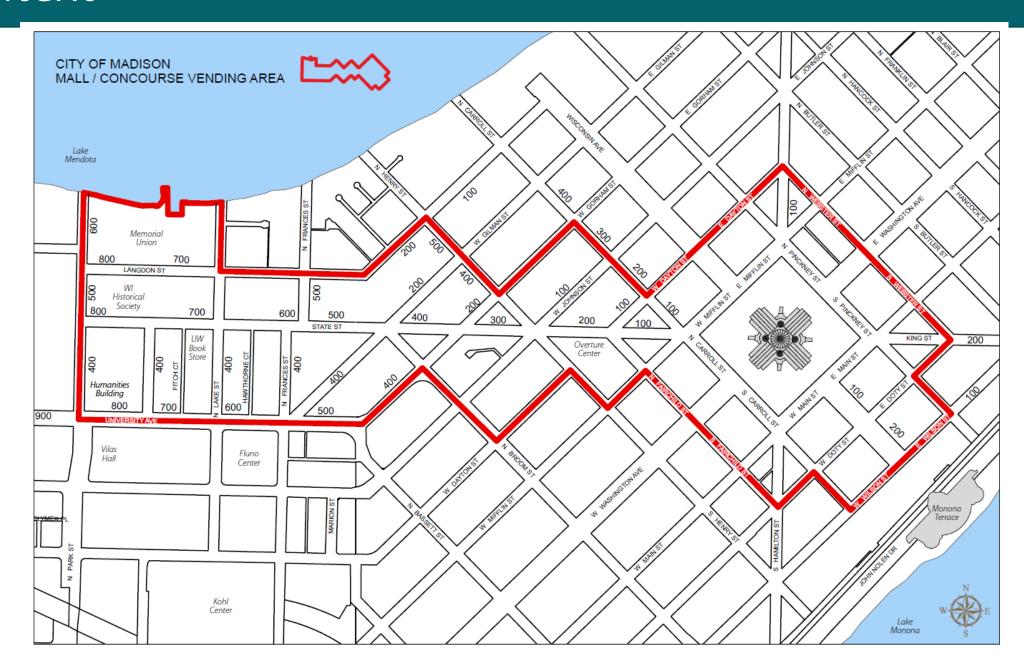
700/800 State Street Night Vending Area Program Development – Vendor Focus Group 10/19/23

Meghan Blake-Horst – Street Vending Coordinator

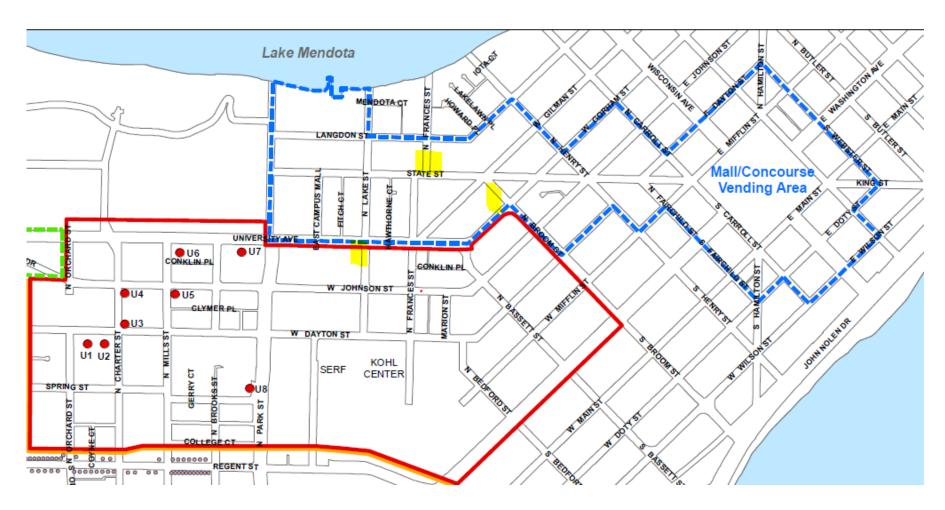
Agenda

- 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
- 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?

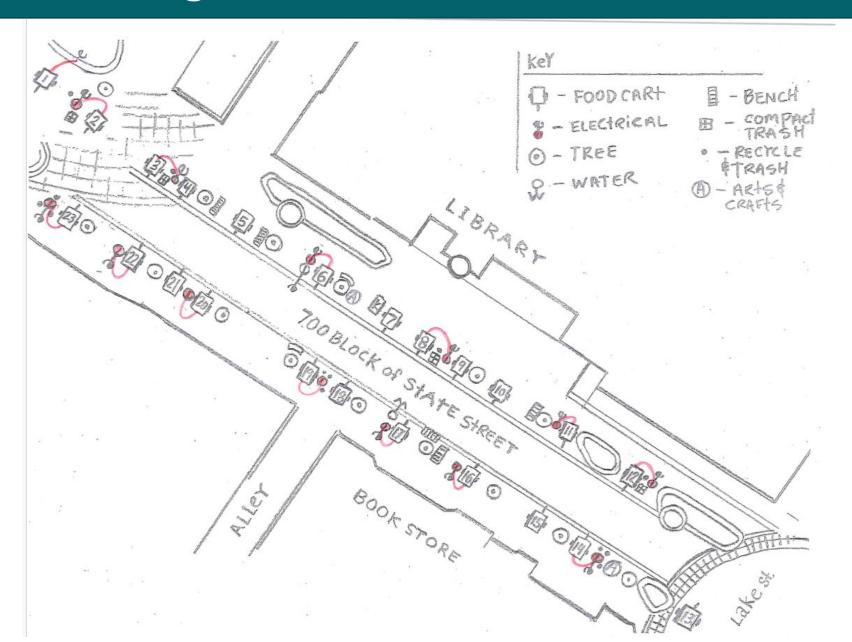
Staff Concerns

- 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 <u>Retractable Belt Barrier Stanchions.</u>
- 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?



Meghan Blake-Horst

Mblake-horst@cityofmadison.com

(608) 261-9171