



Legislation Text

File #: 53821, Version: 2

Fiscal Note

The proposed ordinance amendment increases the license fees for all street vending types except sidewalk cafes, merchant vendors, TOSVOD, and basic umbrella licenses, effective for the 2019-2020 vending season. The second attachment to this amendment is a table showing the increase for each license fee. The average increase is approximately 33 percent and will result in approximately \$38,000 in additional revenue toward the General Fund based on 2018 street vending licensing levels.

Title

SUBSTITUTE Creating Sections 9.13(1)(a) and (6)(n)6.c. and amending Sections 9.13(3), (3)(a), (5)(b), (5)(c), (6)(h), (6)(i)1., (6)(i)2., (7)(e), (7)(e)1., (10)(f), (10)(g)1., (12)(g), (12)(h)1., (5)(d)5., and 9.54(10)(a)1. of the Madison General Ordinances to increase most street vending license fees and the Table permit fee; and create a system of late fees associated with the licenses.

Body

DRAFTER'S ANALYSIS: First, this amendment increases the license fees for all street vending types except sidewalk cafes, merchant vendors, TOSVOD and basic umbrella licenses, effective for the 2019-2020 vending season, which runs from April 15 to April 14. The new license fees for each license type are shown on Table 1, and a chart comparing the current and new base license fees is an attachment to this legislative item.

Secondly, this amendment creates a due date for vending license applications and a system of late fees for both filing a late application and for late payment of the license fee. The due dates and associated fees are also shown in new Table 1. Vendors who apply late will be charged a late application fee, and vendors who fail to purchase their license, once approved, by the due date will owe a late payment fee. This is designed to encourage more timely applications and discourage vendors from vending without a license. This new system applies to all types of street vending: sidewalk cafes, food carts, merchant vendors, arts and crafts vendors, "basic" street vending, Southeast Campus, Camp Randall, Late Night Vending, and the TOSVOD. This ordinance makes several housekeeping changes consistent with the new fee structure and to streamline information so that all license fees, due dates and durations will be found in Table 1. This ordinance also eliminates references to the City Clerk because street vending licenses are no longer processed by the Clerk, and removes confusing statements about paying the City Treasurer. Payments are still made to the Treasurer but processed online or at the Office of Business Resources where the Street Vending Coordinator is housed. Finally, this ordinance increases the fee for an annual "Table" permit from \$25 to \$30.

This Substitute was created to change the proposed increase to the Southeast campus license fee from \$300 to \$400.

The Common Council of the City of Madison do hereby ordain as follows:

Please see "Substitute Body" in Attachments.