



Department of Planning & Community & Economic Development

## Office of Business Resources

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### Street Vending

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December 6, 2022

TO: Food Cart Operators, Reviewers, VOC Members & Interested Community Members

FROM: Meghan Blake-Horst, Street Vending Coordinator

RE: AMENDED 2022 FOOD CART REVIEW FINAL RANK SCORES

ON 11/30/22, the Vending Oversight Committee (VOC) voted to grant an appeal by Pagoda Smoothie to restore their 3 demerit points for missed days during the 2022 Food Cart Review. Below is the AMENDED scores, final rank scores and site selection order.

This year's food cart review took place from September 12 – October 9, 2022. 37 food carts/vendors applied with 32 completing the review process. There were 25 community volunteer reviewers.

### How are the scores determined?

1. Reviewers must evaluate at least 80% of the carts in the review to have their scores included.
2. **Raw Average Score:** The average score discarding the highest and lowest score for each applicant.
3. **Adjusted Average Score:** Raw score minus any demerit or violations pointed to arrive at the adjusted average score. Demerits include missed scheduled vending days and citations issued between 9/1 – 8/31 of the previous year.
4. **Ranking List Step 1:** The adjusted average scores determine a vendor's eligibility to be assigned a site in the Mall/Concourse Vending area (Capitol Square and Library Mall).
5. **Ranking List Step 2:** Seniority and Final Rank Order list. Adding any seniority points to the adjusted average score equals the **final rank-ordered list**. This final score determines the order in which carts will choose their vending locations in the Mall/Concourse Vending area. This list is available upon request.

**IMPORTANT DATES:**

- 11/30/22 the Vending Oversight Committee approved the official [2023-2024 Mall Concourse Vending Site Map](#). You will receive a separate email with details on how to submit your top 3 site preferences for next season. These sites will be available for the 2023-2024 Vending Season that begins on April 15, 2023.
- 12/6/22 - Site selection forms will be sent via email.
- 12/31/22 – Site selection forms are DUE.
- 1/6/23 – Site acceptance forms will be sent to vendors to confirm site assignments for the 2023-2024 vending season.
- 1/7/23 – Street Vending application portal opens for the 2023-2024 vending season.
- 2/1/23 – Street Vending (basic or umbrella) and Mall Food vending applications are due to avoid late fees.
- 2/1/23-4/1/23 – Street Vending applications processed by staff and invoices for fees are issued via email.
- 4/1/23 – Vending fees DUE to avoid late fees.
- 4/1/23-4/14/23 – Vending licenses are issued and sent via email.
- 4/15/23 – 2023-2024 vending season begins!

**AMENDED 2022 Final Adjusted Average Score Rankings for the Food Cart Review:**

Final Rank Order (Site Selection)	Cart Name	Raw Adj. Ave	AMENDED Missed Days	AMENDED Final Adjusted Ave = Raw Adj. Ave - Missed Days	Seniority	AMENDED Final Adjusted Ave + Seniority
1	Braisin' Hussies	95.04	0	95.04	5	100.04
2	TaQUITOS Marimar	93.61	0	93.61	5	98.61
3	Surco 1	93.26	0	93.26	5	98.26
4	Surco Peruvian 2	93.91	0	93.91	4	97.91
5	Pagoda Smoothie	92.38	0	92.38	5	97.38
6	El Burrito Loco	91.3	0	91.30	5	96.30
7	Fresh Cool Drinks	91.29	0	91.29	5	96.29
8	Teriyaki Samurai	90.95	0	90.95	5	95.95
9	Curt's Gourmet Popcorn	90.74	0	90.74	5	95.74
10	Curd Girl	90.57	0	90.57	5	95.57
11	Bulgogi Korean Taco	90.22	0	90.22	5	95.22
12	Common Pasta	93.17	0	93.17	2	95.17
13	Ernie's Kettle Korn	91	0	91.00	4	95.00
14	Caracas Arepas	90.26	0	90.26	4	94.26

Final Rank Order (Site Selection)	Cart Name	Raw Adj. Ave	AMEN DED Missed Days	AMENDED Final Adjusted Ave = Raw Adj. Ave - Missed Days	Seniority	AMENDED Final Adjusted Ave + Seniority
15	Toast	88.55	0	88.55	5	93.55
16	Pete's Pops	92.36		92.36	1	93.36
17	Hibachi Hut	87.73	0	87.73	5	92.73
18	Caracas Empanadas	87.09	0	87.09	5	92.09
19	Cultura Cali	89	0	89.00	2	91.00
20	Natural Juice	85.74	0	85.74	5	90.74
21	Bombay Fast Cafe	88.57	0	88.57	2	90.57
22	Monsoon Thai Street Food	87.05	0	87.05	2	89.05
23	Thai Riffic	83.86	0	83.86	5	88.86
24	The Roost	87.09	0	87.09	0	87.09
25	Jason's Jerk	84.95	0	84.95	2	86.95
26	Tartaria Juice Co	85.75	0	85.75	1	86.75
27	M&J Jamaican	85.62	0	85.62	0	85.62
28	China Cottage	80	0	80.00	5	85.00
29	Thailand In A Truck	86.53	3	83.53	1	84.53
30	Sabor Regio	80.38	0	80.38	3	83.38
31	Fancy Roll	78.32	0	78.32	2	80.32
32	David's Jamaican Cuisine	74.1	0	74.10	2	76.10

<p><b>KEY</b></p> <p><b>Raw Adjusted Average Score</b> - Average score discarding the highest &amp; lowest score.</p> <p><b>Final Adjusted Average Score</b> - Raw average score minus missed vending days.</p> <p><b>Seniority</b> - Number of years holding a Mall/Concourse Food Vending License, maximum 5 points.</p> <p>*Seniority is NOT included in the Adjusted Average Score and will be accounted for in the site selection process.</p> <p><b>Deductions</b> - Unscheduled missed vending days during the food cart review or citations issued between 9/1 – 8/31 of the year the review is held.</p> <p><b>Final Rank Order List</b> - A list in order from highest to lowest adjusted average score including seniority points. This determines the site selection order. This list is available upon request.</p>
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If you have any questions, please contact Meghan Blake-Horst, Street Vending Coordinator, 608-261-9171 or [mblake-horst@cityofmadison.com](mailto:mblake-horst@cityofmadison.com).