



Department of Planning & Community & Economic Development
Economic Development Division
Office of Business Resources - Street Vending

Warren Hansen, Coordinator

Madison Municipal Building
215 Martin Luther King, Jr. Boulevard, Suite LL-100
P.O. Box 2985
Madison, Wisconsin 53703-2985
PH 608 261 9171 x471
FAX 608 267 8739
TTY/Textnet 866 704 2318
www.cityofmadison.com/streetvending

November 2007

Dear Banner Applicant:

Please find enclosed applications for banner space at the Park Street and Campus Drive locations. The "Special Provisions and Conditions" listed on the back of the applications will give you further details.

The application procedure is as follows:

- Complete an application for each time period desired.
- Check a box for either Campus Drive or Park Street.
- Send the top two copies to me and keep the bottom one for your records until I return your confirmation copy of the assignment(s) you received (which may be different than the dates you requested).
- Payment in full must accompany each application (\$50 each, payable to City Treasurer).
- Either use the enclosed reply envelope or drop off your applications to:

Warren Hansen, Department of Planning & Development
Madison Municipal Building, 215 Martin Luther King, Jr. Blvd., Madison, WI 53709-2984

I will schedule all banners and send you your copy of the completed application with the dates you were given. All requests received by December 31, 2007 will be scheduled by the end of January 2008. Any requests for January 2008 banner space will be scheduled as soon as I receive them.

When there is a direct conflict in requests, I will give one week each to two parties instead of two weeks to one party and nothing to the other. I will assume that you would prefer one week to nothing. The processing fee of \$50 will still apply. For more complicated situations, I'll call you directly.

Once you have received your assignments, please mark your calendar for the dates when the banner is to go up and be taken down. You will frustrate the organization that has scheduled space immediately after yours if you fail to remove your banner promptly. If you are late removing your banner, I will give you a three-day warning. At your expense, City staff will remove your banner after three days.

Please call if you have any questions.

Sincerely,

Warren Hansen

February 15, 2008

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Street Vending Coordinator
(608) 261-9171