

# Mall/Concourse Arts & Craft Vendor Application Instructions

Arts & Crafts vendors on the Mall/Concourse must make everything they sell. No manufactured goods or imports may be sold by Mall/Concourse street vendors. The vendor must be the person who made the goods. New applicants and returning Arts & Crafts vendors changing their product lines must bring samples of the products for the Street Vending Coordinator to examine. Returning Arts & Crafts vendors not altering their product lines are not required to do so.

To become a Mall/Concourse Arts & Crafts vendor, you will need the following:

- Wisconsin Seller's Permit..... (\$20; for more information: 266-2776)
- Madison Street Vendor License.....(Annual: \$150, Monthly: \$75)
- Mall/Concourse Arts & Crafts, Vendor License.....(Annual: \$400, Monthly: \$100)
- A recent photo of yourself provided by you. A head-shot photo of the primary vendor will appear on the license. Photos should not exceed the dimensions of 1" x 1-3/16".
- Insurance Requirements:

You must have a Certificate of Insurance for general liability with a minimum coverage of \$1,000,000. The **City of Madison must be named as "Additional Insured"** before a license can be issued. Simply naming the City of Madison as Certificate Holder is not sufficient. There is no required format for the certificate of insurance as long as it is current and complete.

Your insurance certificate must bear the stamped approval of the Comptroller's Office (City County Building, Room 406) before your application(s) may be reviewed. Please make sure that your personal and/or business name is on your certificate of general liability insurance for identification purposes. A Declarations Page shall not be considered the equivalent of a Certificate of General Liability Insurance.

## *Arts & Craft Sites - Unassigned*

The Mall/Concourse consists of specifically designated Arts & Crafts vendor sites on State Street. Those sites not rented on an annual basis may be occupied on a first-come, first-served basis. Please see the Capital Concourse street vending maps.

## *Arts & Craft Sites - Assigned*

Every Saturday morning during the Farmer's Market season, an Arts & Crafts vendor may occupy a regular site. An additional fee of \$50.00 will secure a regular site for Saturday mornings at the Square. Please see the Saturday Only Vending map.

Deliver or Mail Completed forms to:

Street Vending Coordinator  
**Office of Business Resources**  
**Economic Development Division**  
Dept. of Planning & Community & Economic Development  
Madison Municipal Building  
215 Martin Luther King, Jr. Blvd.  
P.O. Box 2983  
Madison, WI 53701-2984  
608 261-9171 PH / 608 266-6377 FAX  
[whansen@cityofmadison.com](mailto:whansen@cityofmadison.com)  
[www.cityofmadison.com/business/streetvending](http://www.cityofmadison.com/business/streetvending)

Vending without a valid license is a violation of City of Madison Ordinance 9.13. Violators will be ticketed.

Make check payable to: City Treasurer