



Department of Planning & Community & Economic Development

## Office of Business Resources

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### Street Vending

Meghan Blake-Horst, Supervisor  
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TO: Food Cart Operators, Reviewers, VOC Members & Interested Community Members

FROM: Meghan Blake-Horst, Street Vending Program Supervisor

RE: 2024 FOOD CART REVIEW FINAL RANK SCORES

The annual Food Cart Review process has been completed and the scores have been tabulated. This year's food cart review took place from September 9 – October 5, 2024. Thirty-eight food carts/vendors applied with thirty-three completing the review process. There were two main reasons carts were unable to complete the review. One was their cart was too large to meet the cart size requirements and the second, was not having required Health Department licensing in time. There were 22 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 points 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.

### Next Steps:

- The Vending Oversight Committee will approve and the official map of vending locations prior to the end of the year. Based on the approved map, the Street Vending Program Supervisor will work with vendors through the site assignment process. Sites will be available for the 2025-2026 Vending Season that begins on April 15, 2025.

- By rank order of performance in the Food Cart Review, the number of carts corresponding to the number of sites will be invited to select a Mall/Concourse site. The remaining carts will be placed on a waiting list. Based on the number of sites and carts that completed the 2024 Fall Food Cart Review, there will not be a waiting list for the 2025-2026 vending season.
  - For example, if there are 45 total Mall/Concourse Food Vending sites available, the top 45-50 scoring applicants at this stage are eligible to proceed to final ranking for a site assignment. This range is due to weekday and weekend vendor requests.
- For the selected carts, their seniority points will be added to their scores (1 point for each year a vendor holds a Mall/Concourse Food Vending License, up to 5 years).
- Applicants will be offered a site according to their rank based upon first, second and third-choice site preferences listed on the Mall/Concourse Food Vending Application form. This form will be available after the 2025-2026 Mall Concourse Vending Site Map is complete and will be sent directly to vendors.
- Vendors who did not score high enough to be offered a site are placed on a waiting list in the order of their Adjusted Average Score. No seniority points will be added to applicants on the waiting list, rank order for waiting list purposes shall be based on the Adjusted Average Score.

If you have any questions, please contact Meghan Blake-Horst, Street Vending Program Supervisor, 608-261-9171 or [mblake-horst@cityofmadison.com](mailto:mblake-horst@cityofmadison.com).

**2024 Final Adjusted Average Score Rankings for the Food Cart Review:**

<b>Final Rank Order (Site Selection)</b>	<b>Cart Name</b>	<b>Raw Adj. Ave</b>	<b>Missed Days</b>	<b>Final Adjusted Ave = Raw Adj Ave - Missed Days</b>	<b>Seniority</b>	<b>Final Adjusted Ave + Seniority</b>
1	Surco 2	95.05	0	95.05	5	100.05
2	Surco Peruvian Foods	94.74	0	94.74	5	99.74
3	Braisin' Hussies Food Cart	94.6	0	94.6	5	99.6
4	Bulgogi Korean Taco	92.8	0	92.8	5	97.8
5	Dairy Godmother	96.69	0	96.69	1	97.69
6	Common Pasta	93.5	0	93.5	4	97.5
7	Ernie's Kettle Korn	91.95	0	91.95	5	96.95
8	Natural Juice	91.8	0	91.8	5	96.8
9	Curt's Gourmet Popcorn	91.53	0	91.53	5	96.53

Final Rank Order (Site Selection)	Cart Name	Raw Adj. Ave	Missed Days	Final Adjusted Ave = Raw Adj Ave - Missed Days	Seniority	Final Adjusted Ave + Seniority
10	Taquitos Marimar	93.37	2	91.37	5	96.37
11	El Burrito Loco	91.32	0	91.32	5	96.32
12	Caracas Arepas	91.84	1	90.84	5	95.84
13	Toast	89.94	0	89.94	5	94.94
14	Pagoda Smoothie	89.74	0	89.74	5	94.74
15	Fresh Cool Drinks	89.56	0	89.56	5	94.56
16	Caracas Empanadas	89.53	0	89.53	5	94.53
17	Bombay Fast Cafe	90.3	0	90.3	4	94.3
18	Hibachi Hut	88.06	0	88.06	5	93.06
19	The Roost	89.38	0	89.38	3	92.38
20	Teriyaki Samurai	86.56	0	86.56	5	91.56
21	Empanada Haus	89.65	0	89.65	1	90.65
22	Thai-Riffic	85.55	0	85.55	5	90.55
23	Take Two Bakery	89.28	0	89.28	1	90.28
24	Jolly Frog	89.5	0	89.5	0	89.5
25	M&J Jamaican Kitch'n	86.67	0	86.67	2	88.67
26	Sandwich Hub	88.44	0	88.44	0	88.44
27	Thailand in a Truck	84.15	0	84.15	3	87.15
28	China Cottage	81	0	81	5	86
29	King of Falafel	85.71	1	84.71	1	85.71
30	Jakarta Barbecue Station	81.44	0	81.44	0	81.44
31	Sabor Regio	81.24	0	81.24	0	81.24
32	COOPA CO	80.64	0	80.64	0	80.64
33	Coco's Tamales	75.91	1	74.91	0	74.91

**KEY**

**Raw Adjusted Average Score** - Average score discarding the highest & lowest score.

**Final Adjusted Average Score** - Raw average score minus missed vending days.

**Seniority** - Number of years holding a Mall/Concourse Food Vending License, maximum 5 points.\*

\*Seniority is NOT included in the Adjusted Average Score and will be accounted for in the site selection process.

**Deductions** - Unscheduled missed vending days during the food cart review or citations issued between 9/1 – 8/31 of the year the review is held.

**Final Rank Order List** - 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.