



## Quarterly progress report on the Madison Public Market

(Requested by the Madison Common Council in the 2017 Capital Budget authorization)

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Twin Cities tour of three area Public Markets. On March 17<sup>th</sup> a chartered Badger Bus left from the FEED Kitchen taking 28 out of 30 participants and a few PMDC and City staff members on visits to the Mercado Central Market, Midtown Global Market and the Hmongtown Marketplace. Market staff and vendors provided tours of the markets and presentations on the details of running a public market business. The visits included unstructured time to explore the three very different markets. Feedback was tremendous and many are looking forward to our second planned trip to visit Midwestern public markets in late summer.

## MarketReady Program Update

The 30 MarketReady participants have been working hard at starting, refining and growing their businesses in anticipation for the opening of the Public Market. Participants to date have logged 696 hours of educational programming. Next steps include connecting each participant with a business coach from the community who will provide one-on-one consultations and share their experiences.



MarketReady participants at Midtown Global Market

## Twin Cities Public Market Bus Tour

As part of the MarketReady educational preparation, all participants were invited to a

## Design and Development Updates

The City staff and the private development team are continuing to make progress on the physical design of the Public Market. The Public Market will be located at the intersection of 1<sup>st</sup> Street and East Washington Avenue on the site of the Washington Plaza Shopping Center. City staff is working with the owner of the site to build the Madison Public Market as part of a public/private redevelopment plan for the entire 3.65-acre property. Current plans call for the City to purchase a portion of the site to build the Public Market, with the developer maintaining the rest of the site to construct a mixed-use project, likely to include residential and commercial uses.

Current plans for Madison Public Market building call for a 30,000 square foot facility that includes opportunities for a variety of permanent and temporary vending in the main "Market Hall", food processing and workforce training in the "Food Innovation Center", as well as events, and other activities. A City staff team including Economic Development, Real Estate, Engineering Facilities, and Planning are continuing to refine the preliminary design to ensure that it can be built within the City's budget.

The next steps on the design include creating an updated site plan for the project, finalizing an initial term sheet describing the transaction between the City and the Developer, and engaging an Architecture and Engineering team to finalize the architectural plans for the Public Market Facility. All decisions about the development agreement, the design, and the

funding will go before the Common Council for review and approval.



Hearing about the history and structure of Mercado Central during the bus tour

## Funding Updates

The City of Madison Capital Budget identifies the Public Market as a \$13 million project. The City has committed to \$7.5 million to build the Public Market. The remaining funding will be raised from a \$3-4 million capital fundraising campaign and from equity through the New Markets Tax Credit transaction. The Madison Public Market Foundation is leading the private fundraising campaign. The Foundation has received initial commitments for large gifts and has strong interest from several other individuals and organizations considering major donations. In terms of the tax credits component, the City is coordinating with several Community Development Entities who received a New Markets Tax Credits to work toward closing the New Markets Transaction. In addition, the City is continuing to track several potential state and federal grant programs that could provide additional resources for the project.

## Governance and Operations

The Public Market Business Plan recommends that the Public Market is operated by an independent non-profit, that is beholden to the City of Madison through an operating agreement and master lease. The end goal is that the City has ownership and oversight of the project through an operating agreement and reporting process, but a non-profit with its own Board of Directors and staff is responsible for public market personnel, maintenance, leasing, marketing, etc.

In January, the City issued a Request for Qualifications (RFQ) to identify organizations interested in becoming the operator of the Madison Public Market. The City received one response to the RFQ from the Madison Public Market Foundation. A staff team reviewed the response and recommends moving forward and beginning the process of negotiating an Operating Agreement. This recommendation has been put forth in a Common Council Resolution that was introduced on April 10. ([Legistar File #51091](#)). If the Common Council accepts this recommendation, staff and the Foundation will initiate the process of developing the terms of a Master Lease and an Operating Agreement describing the details of how the Foundation will operate the facility and how the City will oversee it. That Master Lease and Operating Agreement would then go back to the Common Council for approval, likely sometime later this summer. Once that step is complete, the Foundation will initiate a national search for an experienced Public Market Executive Director who will staff the startup and operations of the Market.



Ángel Flores of Tortillas Los Angeles, a MarketReady participant, learning about La Perla Tortillería, which got its start at Mercado Central in Minneapolis and now has national distribution.

## Upcoming Events

### Spring Taste of the Market

**Saturday, April 21, 10am – 2pm**

**Madison College (downtown campus – 211 N. Carroll Street)**

Over 20 local entrepreneurs will be offering their delicious, unique food and handmade goods. The Wisconsin Milk Marketing Board (now called the Dairy Farmers of Wisconsin) is sponsoring a cheese tasting, the Madison Public Library will host kids' activities, and Chocolate Shoppe will be offering free ice cream. Additional vendors include:

- Madame Chu (Singaporean sauces and meals)
- Melly Mel's (Soul food)
- Tortillas Los Angeles (tortillas)

- Brown Rice & Honey (vegan, tribal sourced and indigenous ingredients)
- SuperCharge! Foods (micro greens and juice)
- Artesan Fruit (carved fruit and chocolate fountain)
- Perfect Imperfections (skin and body care products)
- Yaseen Handicrafts (hand dyed scarves and jewelry)
- Tamaleria el Poblano / Sabor de Puebla (tamales)
- Otovalo Arts (Andean crafts, instruments, jewelry)
- Coco Vaa (chocolates)
- Chocolate Shoppe (ice cream)
- Just Coffee (coffee)
- Wisconsin Milk Marketing Board (variety of Wisconsin cheese)
- Underground Food Collective (cured meats and sandwiches)

For more information, contact [info@madisonpublicmarket.org](mailto:info@madisonpublicmarket.org).

### **Cooking with the Chefs of the Madison Public Market, Meadowridge Public Library (5726 Raymond Road)**

The MarketReady Program team is working with the Madison Public Library and the Cuna Mutual Foundation to host a series of cooking demonstrations in March and April. This is an exciting opportunity for community members to learn from a few of the future chefs and

vendors of the Public Market and for the Public Market to serve all of Madison's neighborhoods. These events include:

- **Basic Cupcake Decorating with Abasso Foods, Tuesday, March 27, 3:30 - 5:00pm** - Learn the basics of using piping bags and pastry tips with Kristina Stanley, owner of Abasso Foods. Create fun designs that can be used on cookies, cakes, and cupcakes, and decorate your own cupcake to take with you. For school aged kids. Ages 7 and younger will need an adult helper.
- **Basic Layer Cakes with Abasso Foods, Tuesday, March 27, 6:00 - 7:30pm** - Learn to make a rich smooth buttercream frosting and assemble a layer cake with Kristina Stanley of Abasso Foods. You'll use piping bags and pastry tips to decorate your cake with simple yet elegant borders and designs. For teens and adults.
- **Fruit Carving with Artesan Fruit Saturday, April 7, 10:00am - 12:00pm** - Learn how to carve fruit with Eder Valle of Artesan Fruit. Get hands-on instruction and create something beautiful and delicious. For families and all ages. Ages 7 and younger will need an adult helper.
- **Making Momo Dumplings with Little Tibet, Saturday, April 7, 2:30 - 4:30pm** - Learn how to make Tibet's most popular and favorite food, momo dumplings, with Namgyal and Thinley of Little Tibet.





- **Spring Rolls with Madame Chu, Friday, April 13, 6:00 - 8:00pm** - Learn how to make different Singapore-style spring rolls with Josey Chu of Madame Chu. Registration begins March 30.
- **Breakfast for Dinner with Ugly Apple, Monday, April 16, 6:00 - 8:00pm** - Learn to cook a few different types of biscuits with locally sourced ingredients.
- **Healthy Soul Food with Melly Mel's Catering, Wednesday, April 18, 6:00 - 8:00pm** - Learn how to make healthy soul food with Carmell Jackson of Melly Mel's Catering.

**Register online or call 608-288-6160.**



MarketReady participants and staff meeting with vendors at Hmongtown Marketplace during the bus tour

If you have questions, feedback, or ideas related to the Madison Public Market, contact:

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