



### This is a quarterly progress report on the Madison Public Market

(Requested by the Madison Common Council as part of the 2017 Capital Budget authorization for the project)

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project, the foundation will work on the private fundraising campaign and will lay the groundwork for long term Public Market operations. The formation of the Foundation is a key next step identified in the Public Market Business Plan (approved by Common Council in October 2015) and the Public Market Implementation Strategy (approved by Common Council in March of 2016). Mayra Medrano will be the founding president of the Public Market Foundation and additional Board members will join over time and staff will be hired in early 2018.

### Ongoing Vendor Outreach

The City staff is continuing to reach out to prospective Public Market tenants, partners, and vendors. An online “Vendor Interest Questionnaire” is currently posted. So far, 114 potential Public Market Vendors have completed the questionnaire, representing a wide range of product types, levels of experience, business sizes, and demographics.

#### # of Interested Vendors By Product Category

- Fresh Vegetables (16)
- Artisan Food Products (17)
- Baked Goods (15)
- Meat, Poultry, Fish (9)
- Cheese, Ice Cream, Eggs (17)
- Chocolate or Candy (4)
- Coffee or Tea (9)
- Beer - Retail and Taproom (1)
- Restaurants (7)
- Other Retail (23)
- Arts and Crafts (27)

### Public Market Foundation Launched

Three members of the City’s Public Market Development Committee, Mayra Medrano, Anne Reynolds, and Larry Palm, have filed papers to create the Madison Public Market Foundation. This private, non-profit Foundation will serve as the fundraising entity for the Public Market Capital Campaign. As the City and the PMDC continue to finalize plans and advance the development of the



## “MarketReady Program” Update

The “MarketReady Program” is now accepting applications. The MarketReady program is a training, technical assistance, and micro-grant program focused on helping a diverse cohort of prospective Public Market entrepreneurs prepare their businesses to be ready when the market opens in 2019. The concept for the MarketReady Program emerged from analyzing the Public Market using the City’s Racial Equity and Social Justice Initiative (RESJI) tool. One finding from the analysis was that the Public Market can have a positive impact by creating entrepreneurship opportunities for populations that historically face barriers to starting a business. The City has allocated \$200,000 to the program (approved by the Common Council in January 2017) and City staff is working with a team of organizations including FEED Kitchens, Dane County UW Extension, and WWBIC to launch the program. The first step is recruiting participants. The project team is reaching out to potential participants in a variety of ways and has received about 35 applications for the program so far. Applications are due by July 1. The next step will be selecting participants and launching the training curriculum. The program starts this summer and vendors will go through a 2-year training program culminating in eligibility for start-up capital and the opportunity to locate in the Public Market.

## New Members Added to Public Market Development Committee

The City of Madison Public Market Development Committee (PMDC) – *formerly called the Local Food Committee* - has been spearheading the Public Market effort for five years. As the design and operations plan move forward, additional seats on the committee have been added to bring more business expertise and food systems connections to the project. In January, the Common Council authorized adding five additional seats to the

Committee and new members were appointed. Sarah Larson, Ashley Robertson, and Tim Gruber were appointed to the Public Market Development Committee (PMDC) as citizen members. Larson was formerly the Farm to Business Program Director at REAP Food Group and is now National Sales Director for Tribe 9 Foods, Robertson is an artist, entrepreneur, and urban planning consultant, and Gruber is a teacher and former member of the Madison Common Council. In addition, the PMDC added Adam Haen, Julie Winzenried, and Carrie Sedlak as non-voting technical advisors. Haen is the manager of the FEED Kitchens, Winzenried is the owner of Stella’s Bakery and a member of the Dane County Farmers Market Board, and Sedlak is a program manager for the FairShare CSA Coalition. These five will join the Committee’s eight current members.

## New Markets Tax Credits Update

City Staff and the PMDC are continuing to work on positioning the Public Market for a federal New Markets Tax Credit investment. Over the last several months, the City and its NMTC consultant have been working with federally-designated “Community Development Entities” (CDEs) to get the project in the NMTC pipeline. Several of these entities have expressed strong interest in investing in the project. The City is working directly with three CDE’s that have identified the Madison Public Market as a priority project in their application for Tax Credits. When the federal allocation of credits is announced (likely toward the end of the year), the City will reconnect with these entities to close the transaction in early 2018.

## Fundraising Campaign Update

The City continues to make progress on planning for a private fundraising campaign for the Public Market. The City’s fundraising consultant is finalizing a campaign plan. The newly-formed Public Market Foundation will take the lead in implementing the fundraising effort throughout the rest of 2017 and 2018. The City’s fundraising



consultant and the Public Market Foundation are continuing to conduct preliminary outreach to discuss the project with community leaders and potential funding partners.

## Outreach Activities

The City has conducted several public market outreach activities over the last several months. The following summarizes recent and upcoming Public Market outreach events.

- **Public Market “Sneak Peek”** – On April 26, the City coordinated with Madison’s Young Professionals Week to host a Public Market “Sneak Peek” event featuring several potential Public Market Vendors. Ten vendors participated in the event and approximately 100 people came through.
- **“Taste of the Market” Event** – On May 3, the City coordinated with Sprinkman Realty and the Village of Maple Bluff on a “Taste of the Public Market” event that showcased twelve prospective vendors. Over 200 people attended.
- **UW Student Presentations** – As part of a class in the Business School, several groups of students develop ideas for the Madison Public Market and presented their final reports on April 11. Ideas included creating a portable meal kits using local products from the market, design ideas to improve the accessibility of the market for people with disabilities, strategies to improve bicycle and transit access, and ideas to make the market welcoming to millennials and families.
- **Badger Rock MarketReady Info Session** – On April 30, the Public Market’s “MarketReady Team” hosted an outreach event to recruit applicant for the MarketReady Program. The event was open to all but focused on potential Public Market vendors from the Hmong community. Approximately 15 potential Public Market vendors attended.
- **Spring Tech Kick-Off** – On April 20, The City had an information booth at Madison’s “Spring Tech Kickoff” event hosted by ForwardFest Capital Entrepreneurs, Horizon Coworking, and the Forward Festival
- **UW Food Systems Panel** – On April 20, the Public Market was the focus of a UW panel discussion about food systems.
- **Vendor Workshop** – On May 4, the City hosted a vendor workshop to get input on the Public Market site plan and architectural design. Approximately 20 vendors attended.
- **Food System Partners Meeting** – On May 4, brought together a focus group of food system experts including representatives from REAP, the Wisconsin Food Hub Cooperative, Center for Integrated Agriculture System, Madison Region Economic Partnership, FEED Kitchens, Willy Street Coop, Healthier Food for All, and Underground Food Collective.
- **Equity and Inclusiveness Focus Group** – On May 5, the City brought together a panel of local leaders to discuss strategies to ensure that the design of the Public Market is inclusive and welcoming to the entire community.
- **Economic Development and Diversity Summit** – The MarketReady Program was presented at the annual Economic Development and Diversity Summit hosted by MadREP and the Urban League.
- **Centro Hispano MarketReady Info Session** – On May 21 the MarketReady Team hosted a



session for potential participants at at Centro Hispano.

## Design Update

Progress continues on the site design and architecture for the Public Market. City staff is working closely with the owners of the property, the City's Public Market architects, and the PMDC to finalize the overall layout of the site. Current plans call for a multi-use redevelopment project that includes the Public Market as well as adjacent commercial and residential space. Emerging plans for the market include space for vendors as well as a "Food Innovation Center" that will include food processing space, kitchen space, and workforce training. The team is working toward a unified design with the Public Market as the centerpiece and with supporting privately-developed space adjacent to the market. The goal is a project that is not just a public market, but a market that is part of a vibrant, multi-use district with public and private space contributing to a vibrant and active destination. More work needs to be done to create a design that meets the needs of both the Public Market and the private development partner. Updated plans are being developed and will be shared with the community later this summer.

## Equity and Inclusiveness Focus Group

The planning for the Public Market is continuing to focus on implementing the recommendations that resulted from the Public Market Equity Tool analysis. On May 5, the City hosted a focus group to gather input and ideas on how the physical design of the project can help make it diverse, inclusive, and welcoming to all. A diverse group of twelve people participated in this discussion, representing a range of community organizations, businesses, and educational institutions. The discussion covered a variety of topics related to how the Public Market building exterior, floor plan layout, colors, outdoor spaces, vendor mix,

programming, and activities can be designed for inclusiveness. Contact Dan Kennelly at [dkennelly@cityofmadison.com](mailto:dkennelly@cityofmadison.com) if you'd like summary notes from the meeting. The next iterations of the site plan and the building design will be shared with the participants in this focus group to continue to gather feedback on how equity can be thoughtfully designed into the physical space and programming of the Public Market.

## Video Outreach

Working with City Channel, staff developed a brief video update about the Public Market and particularly the MarketReady Program. Available here:

<https://www.youtube.com/watch?v=8CCMPFFeDv4&feature=youtu.be>

In addition, the MarketReady Team produced a brief video with more detailed information about the MarketReady Program for potential participants. The Video narration is in Hmong with Spanish and English subtitles. Available here:

<https://www.youtube.com/watch?v=xE0x3CUX5FQ>

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

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For more info, to leave a comment online, and to sign up for email updates, go to:

[www.cityofmadison.com/publicmarket](http://www.cityofmadison.com/publicmarket)

