

Madison Public Market

QUARTERLY UPDATE

Update #6: 2018 Q2



July 2018

Quarterly progress report on the Madison Public Market

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

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MarketReady Program Update

The 30 MarketReady participants are continuing to work on preparing their businesses in anticipation for the opening of the Public Market.

MarketReady Key Stats:

Participants:

- MarketReady received 83 applications to fill 30 spots
- Participant demographics:
 - 33% First generation immigrants
 - 63% Women
 - 33% Black
 - 27% Asian
 - 33% Latinx

Program Delivery

Since October 2017, participants have:

- Attended 867 hours of educational events and workshops
- Received 339 hours of direct business consultation with staff
- Attended 25 peer-to-peer support meetings
- Received 52 hours of coaching over the course of 45 one-on-one meetings

Program Outcomes

Between October 2017 and April 2018 participants have:

- Hired 19 employees
- Attended a field trip to visit 3 public markets in Twin Cities
- Received 5 grants and 2 loans from outside organizations for a total of \$71,425
- 40% plan to hire additional employees in the next 6 months
- 20% have a written business plan, 60% are currently writing one
- 44% made a large purchase for their business in the last 6 months
- Built relationships of trust with one another

Each MarketReady participant has now been matched with a business coach. The coaches and the participants are now meeting regularly to



strategize. Next steps for the program including the participants competing for \$2,500 mini-grants to continue to support ramp-up of their business concepts.

Design and Development Update

The Public Market will be located at the intersection of 1st 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. The current design calls for the Public Market to be built along the side of the site facing Burr Jones Park. The developer will keep the other side of the property to build a mixed-use project possibly including additional retail space, residential units, and potentially a hotel.

(Updated conceptual site plan included at the end of this report)

Next steps include finalizing a term sheet with the developer for the purchase of the Public Market site, and moving forward with a Request for Proposals to engage an Architecture and Engineering team to create final design documents. On July 10, the Common Council adopted a resolution authorizing the RFP and City staff is moving forward with the RFP process, led by Engineering Facilities. The execution of a contract to start the final design process and the execution of a term sheet with the developer will both come before the Common Council for approval, likely this fall.

Funding Update

The Madison Public Market Foundation is leading the private fundraising campaign for the project. The Foundation has received initial commitments for large gifts totaling \$780,000 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.

Operating Agreement Update

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 City has selected the Madison Public Market Foundation to be the operator of the Public Market through an RFQ process. The City and the Foundation have initiated the process of negotiating a Collaboration Agreement describing how the Foundation will operate the market with ongoing city oversight. A team that includes the City Attorney's Office, Economic Development Division, Real Estate, and the Public Market Foundation Board are meeting regularly to work on this agreement. A draft is expected to be completed and presented to the Common Council in September or October.

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

Dan Kennelly, 608-267-1968

dkennelly@cityofmadison.com





SITE MASTERPLAN

