



Quarterly progress report on the Madison Public Market

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

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Update on Site Design & Development Plan

Earlier this year, the City engaged a team led by MSR Design for architectural and engineering services for the Madison Public Market. ([Resolution File #54211](#)). City staff from Engineering Facilities and Economic Development, as well as the City's Public Market Development Committee are working closely with MSR on the design process.

As background, the Madison Public Market will be located at 200 N First St (corner of N. First and East Johnson). The City's Fleet Service division currently occupies the site. Due to Fleet's growing need for an updated facility, the City is in process of building a modernized Fleet facility to be located on Nakoosa Trail. Construction of the new Fleet facility is underway and anticipated to be complete by Fall of 2020. Upon completion, 200 N First St. will be

fully vacated, then adaptively repurposed to create the Madison Public Market.

The future Public Market building is a 65 year old concrete block structure on a 3.5 acre site. It includes three service bays with an 18' clear height and second story mezzanine that overlooks the service bays. The building's high ceilings, open clear span spaces, solid construction, and visible location make it well suited to be repurposed as a unique Public Market

MSR and the City are in the process of developing the design for the building. The work includes developing a site plan that includes landscaping elements, parking, driveways, bike parking areas, patios, and other outdoor spaces. The preliminary plan for the interior of the building focuses on using the large garage bays as spaces for a mix of public market vendors as well as community event space. The design team is working on many



specific details including vendor layouts, mechanical system design, entryways, loading, storage, etc.

The design team provided a preliminary informational presentation to the Urban Design Commission in August. That UDC submittal can be found [online here](#).



Preliminary Public Market Site Plan presented to the Urban Design Commission in June.

The design team will finalize the “Consolidate Design Process” in early fall. This will mark the completion of the overall physical plan for the site and the building. The project will be back before the Urban Design Commission in October to seek design approval. From that point, the design process will shift into developing construction documents and working toward a public works bidding process in spring of 2020. The Board of Public Works and Common Council will approve all design and bidding materials before the City proceeds with the bidding process.

Public Market Foundation Progress

The Madison Public Market Foundation has now raised over \$1,000,000 dollars toward their fundraising goal of \$4,000,000. The Foundation has recently secured several small grants and is

currently working with several additional potential large donors that are considering contributing to the project.

The Public Market Foundation is continuing to expand outreach efforts for the project. The Public Market now has over 2,000 facebook followers and 4,500 email subscribers.

In addition, the Foundation is continuing to make progress on the operating plans for the Public Market. They have formed subcommittees focused on vendor selection/leasing and branding and are closely following the design process to ensure that the physical space aligns with the operational requirements of the project.

MarketReady Program Update

The City launched the MarketReady Program in October 2017 to prepare a diverse cohort of entrepreneurs for success in the Madison Public. The idea for MarketReady resulted from the [Racial Equity Impact Analysis](#) for the project, which the City’s RESJI team completed in 2015. The MarketReady program includes business training, mentorship, and startup capital grants. The 30



MarketReady Participants Yakub Kazi and Nausheen Qureishi with Ember Foods

MarketReady participants are continuing to work



on preparing their businesses in anticipation for the opening of the Public Market.

Summary of MarketReady progress in 2018

Participants:

- MarketReady received 83 applications to fill 30 spots
- Applications were recruited through events, personal contacts, and direct one-on-one outreach to potential Public Market entrepreneurs
- Participant demographics:
 - 33% First generation immigrants
 - 63% Women
 - 33% Black
 - 27% Asian
 - 33% Latinx

Vendor Updates

- Ember Foods sold at their first pop up event: Breese Stevens Bodega. They are preparing to sell packaged products at grocery stores, sourcing equipment and communicating with buyers.
- Midwest Mujeres hosted a cooking class at FEED Kitchens for Latina women. Araceli has facilitated this group as an online community and podcast series but is starting to develop a business model for pop-up events like this one.
- Lip Service Foods is preparing to launch their business with a series of pop up events beginning in July.
- Little Tibet has received two newspaper reviews. They are refining their menu and planning to run a marketing campaign targeting Forward FC fans and concertgoers at nearby Breese Stevens.
- Tortillas Los Angeles funded a Kiva loan in a single day. Staff are supporting them in accessing additional funding.
- Banwich is drawing up a partnership agreement between the co-owners with a

- referral to the UW Law and Entrepreneurship Clinic from MarketReady.
- La Joe Bla LLC connected with other Hmong restaurant owners in the Madison area with an introduction facilitated by the Hmong Chamber of Commerce of Wisconsin and MarketReady.
- Melly Mell's (Carmell Jackson) will purchase insulated containers for transporting catering orders with these funds.
- Connected Ember Foods (Yakub Kazi and Nausheen Qureishi) with Karina to help them refine their business plan and Dane County Economic Development and Kiva for loans.
- Gathered resource people to support El Sabor de Puebla (Reyna Gonzalez) in applying for a Kiva loan for a delivery vehicle.
- Met with Lip Service Foods (Lucas Benford) and Kiva staff to prepare for a loan application. Connected him to a credit union to set up a separate business banking account.



MarketReady Participant Morena Taylor with Madre Yerba

Communications

- Updated the MarketReadyMadison.org website with current information and program impacts.
- Creating an online business directory so members of the public can find



MarketReady caterers, food carts, grocery store products, and online sales platforms.

- Recruited two new Latinx business coaches to work with Spanish-speaking Participants.
- Developed, translated into Spanish, and distributed a template for a two-year business development plan that will be due end of July.

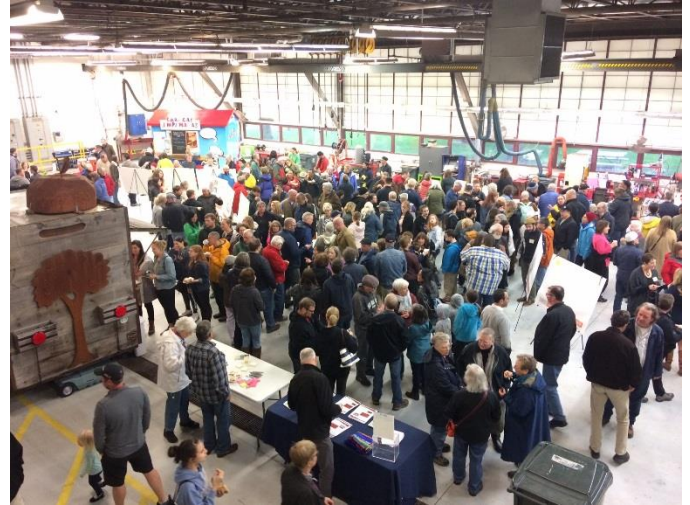
Events

- Organized 2 workshops on preparing to apply for a loan from a bank/ credit union in partnership with Heartland Credit Union: July 17 and 23.
- Facilitated 3 small group meetings: July 8, 10, and 18.



MarketReady Participants Jasimine Banks with Perfect Imperfections

The Wisconsin State Journal published an [Article about the Event](#). Photos of the event can be found [here](#).



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

Dan Kennelly, 608-267-1968

dkennelly@cityofmadison.com

Recap of Community Event in May

On May 8, the City and the Public Market Foundation hosted a community event at the future home of the Madison Public Market to gather feedback on preliminary design ideas, provide potential vendors with opportunities to share their products, and give the community a sneak peak of the public market building. The event drew over 1,000 people.

