



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

In October, the MarketReady Program completed the selection of its cohort of 30 aspiring Public Market Entrepreneurs. These participants are now embarking on a training program to prepare their businesses to be ready to operate in the Public Market.

Stories from Participants

- Kossi from Afreeka Wear plans to produce locally designed clothing. A designer in LA whose product has been featured during the NYC fashion week

has agreed to mentor him. The owners of Jazzman on State Street may also offer mentorship.

- Kristina Stanley from Brown Rice and Honey launched a well-crafted Go Fund Me campaign to pay for the startup costs of her deli serving traditional Native American foods.
- Namgyal and Tharten make their Tibetan dumplings by hand. They are researching equipment to scale up production so that they can sell to grocery stores.
- Josey Chu expressed gratitude for the \$500 educational budget from MarketReady. She said this is allowing her to take far more classes than she could afford without this support.

Educational Outcomes

- 5 MarketReady Participants graduated from the WARF Upstart 10-week business accelerator program in early November. Upstart accepted 2 more Participants for their Winter 2017-2018 cohort.

- 20 Participants and 5 Applicants attended the Edible Startup Summit conference and MarketReady staff worked with Dane County UW Extension to ensure the event was accessible and engaging to diverse audiences

Administrative Progress

- Staff facilitated the first 5 small group meetings.
- Staff developed systems to track key metrics

The concept of the MarketReady Program emerged from applying the City's Racial Equity Tool to the Public Market project in 2015, at the direction of the Common Council. One of the findings from the equity analysis was that the Public Market can have a positive impact on racial equity by focusing on being a place where diverse entrepreneurs can start businesses.

More information about the MarketReady Program can be found at: [here](#). A short video featuring four of the MarketReady vendors can be viewed [here](#)

New Member Joins Public Market Development Committee

Donale Richards has been appointed to the Public Market Development Committee. Donale is a Madison native and recent graduate from the University of Wisconsin – Madison with a degree in Biological Systems Engineering. Donale works on youth social entrepreneurship programs with Mentoring Positives Inc. and Dane County UW-Extension.

Donale was recently featured in the Capital Time's "[Bright Ideas 2018](#)" series.

Funding and Budget Updates

In November, the Madison Common Council adopted the City's 2018 Capital Budget. The budget identifies \$13 million for the Madison Public Market. The sources of funding include:

- \$1.2 million in General Obligation borrowing carried over from 2017
- \$3.25 million from the City's transfer in from the General Fund
- \$3.05 million in Reserves Applied
- \$3 million in federal sources expected through New Markets Tax Credits equity
- \$2.5 million in private contributions

New Markets Tax Credits – The Federal Tax Reform Bill approved the continuation of the New Markets Tax Credit Program in 2018. However, the future of the program beyond this year is uncertain. As such, to ensure the opportunity to receive funding through this program, the Public Market project needs to finalize financial and design details in 2018 to be ready to close the transaction. The Madison Public Market is in applications for seven Community Development Entities (CDEs) that have applied for a New Markets Tax Credits Allocation. Those allocations are expected to be announced by the Federal Department of Treasury in early 2018. At that time, the City will follow up with the CDEs who placed the project in their applications to work on closing the transaction.

Fundraising – In December, the Madison Common Council approved a resolution that identified the Madison Public Market Foundation as the organization leading the



fundraising campaign for the Public Market. Over the last year, the Foundation has had initial conversations with dozens of community leaders to begin gauging the potential of securing donations. Now, the focus of the Madison Public Market Foundation is shifting to making direct asks for contributions.

State and Federal Grants – The City staff is in discussions with the Wisconsin Economic Development Corporation (WEDC) about the potential to secure a Community Development Investment grant. This program funds economic development projects with up to \$250,000 in state support. Staff is also continuing to monitor other potential state and federal grant opportunities.

Governance and Operations

From an operational standpoint, the Public Market Business Plan recommends that the City retain ownership of the Public Market building with day-to-day operations managed by an independent non-profit. 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. City staff and the Public Market Development Committee are continuing to work on how to accomplish this goal with guidance and direction from the Common Council.

Project Design and Development Updates

Conceptual plans for the Madison Public Market include opportunities for a variety of permanent and temporary vending in the main

“Market Hall, food processing and workforce training in the Food Innovation Center, 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. Current plans call for the Public Market to be built through a Public/Private partnership with the development team that currently owns the site. City staff is continuing to work with the developer on the structure of the agreement with them. The physical plans for the Public Market building, the budget for the project, and the development agreement will be presented to the Common Council for review and approval as staff continues to refine the specifics.

Holiday Taste of the Public Market

In December, the Madison Public Market Foundation hosted third “Taste of the Public Market” event at 945 East Washington Avenue. The event included 20 potential Public Market vendors offering products offering a wide range of food and handcrafted goods. Over 400 community members attended. Curt Brink hosted the event within the “Archipelago Village Design Center” space on East Washington Avenue.

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

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