

Madison Public Market VENDOR INTEREST FORM



Questions, contact:

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The Madison Public Market project is moving forward. The anticipated opening date is spring of 2019. This Vendor Interest Form is to gather information from people and businesses interested in operating within the Public Market. The information collected will help guide the design of the market and create an updated list of potential vendors. This form is for informational purposes only. The City will follow up with a more formal process for selecting vendors as the process moves forward. If there are questions that you can't answer or don't want to answer, simply leave that question blank.

Questionnaires can be submitted to: dkennelly@cityofmadison.com or they can be mailed or hand delivered to:

Dan Kennelly
City of Madison Office of Business Resources
30 W. Mifflin Street, 5th Floor
Madison, WI 53703

Last Name: _____ First Name: _____

Phone Number: _____ Email: _____

Street Address: _____ City/State/Zip: _____

Website (if applicable): _____

Name of your Business (if applicable): _____

Which of the categories below best describes your business and what you want to sell at the Madison Public Market (check all that apply)?

- | | |
|--|---|
| <input type="checkbox"/> Fresh vegetables/fruits from my farm | <input type="checkbox"/> Brewpub or wine bar |
| <input type="checkbox"/> Other fresh vegetables/fruits | <input type="checkbox"/> Flowers/Nursery products |
| <input type="checkbox"/> Baked goods | <input type="checkbox"/> Restaurant/Deli |
| <input type="checkbox"/> Meat or Poultry | <input type="checkbox"/> Other Value-Added Food Products
(i.e. jams, salsa, crackers, pickles,
beverages, chips, nuts, pasta, etc.) |
| <input type="checkbox"/> Fish | <input type="checkbox"/> Other Retail (books, gifts, etc.) |
| <input type="checkbox"/> Cheese | <input type="checkbox"/> Arts/Crafts |
| <input type="checkbox"/> Ice Cream | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Eggs | |
| <input type="checkbox"/> Chocolate / Candy | |
| <input type="checkbox"/> Coffee / Tea | |
| <input type="checkbox"/> Retail Beer/Wine/Spirits (to take home) | |

Briefly describe your concept for a business at the Madison Public Market. What do you want to make, do, and sell there?

What type of space would you envision using at the Madison Public Market? (check all that apply)

- ☐ Small permanent stall to sell products on a daily basis
- ☐ Opportunities for short term, temporary, seasonal, or occasional vending
- ☐ Storefront type space (500-1,500 square feet) within the market for production and retail.
- ☐ A restaurant or café within the market
- ☐ Space for food processing
- ☐ Studio space to make and sell artistic creation
- ☐ Food wholesale and distribution areas
- ☐ Cold storage
- ☐ Dry Storage
- ☐ Catering Kitchen
- ☐ Demonstration kitchen
- ☐ Classroom space
- ☐ Other:

Describe any special requirements for your business related to the following utilities/infrastructure:

Power:	
Gas:	
Lighting:	
Drainage:	
Water supply:	
Data:	
Storage:	
Loading:	
Waste disposal:	

Describe the ideal space for your business within the Public Market. How big is it? What's the layout? What type of equipment do you need?

What type of storage do you need and how much storage do you anticipate needing?

The Public Market operator will manage leases and negotiate rents with vendors at the market. These rents will cover costs such as security, janitorial services, marketing, advertising, maintenance, insurance for the building, etc. What rent would be affordable for your business? Feel free to express as a monthly rent, a rent per square foot, or a percentage of sales. Leave blank if you don't know or don't wish to answer at this point.

What rent structure would you prefer?

- ☐ A "percentage rent" structure where each vendor's rent is a set portion of their sales to the operator
- ☐ A "flat rate" rent where each vendor pays a set rent per square foot
- ☐ A "fee for use" structure where you pay a daily or monthly rate to use the market

Put a check in the box for the days of the week and times per day would you like your business to be open at the Public Market?

	Morning (~8am to 12pm)	Afternoon (~12pm to 6pm)	Evening (~6pm to 10pm)
Sunday			
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			

In terms of designing and building-out your space in the Public Market, which of the following would you prefer?

- ☐ I would prefer to receive a tenant improvement budget to design and construct my space in the market on my own
- ☐ I would prefer to have a “move-in ready” space that has been design and constructed for my business by the Public Market operator

Would you utilize shared flex spaces or shared kitchen spaces?

- ☐ Yes
- ☐ No

If yes, describe how you would use this space:

Describe your needs for loading and stocking?

What are your needs for trash, recycling, and composting?

What are your needs for car, truck, or bike parking?

Describe your current or anticipated future customer base. Who are they? Are they local Madison residents or people from outside the area? What draws them to your products?

Do you currently have other outlets for selling your products?

- ☐ Grocery stores
- ☐ Farmers markets
- ☐ Online sales
- ☐ Events/Festivals/Craft markets
- ☐ My own storefront space
- ☐ Food cart
- ☐ Other:

If you are an agriculture producer, what farming methods do you employ?

- ☐ Organic
- ☐ Pesticide free
- ☐ Conventional
- ☐ Other:

What is your market availability?

- ☐ Seasonal (list months):
- ☐ Year Round

How long has your business been operating?

- ☐ New startup idea, not yet operating
- ☐ Less than 1 year
- ☐ 1-2 years
- ☐ 2-5 years
- ☐ More than five years

What, if any, licensing or permitting requirements would be needed for you to operate within the Public Market?

Do you have a business plan?

- ☐ Yes
- ☐ No

How are you financing your business?

- ☐ Self-financing
- ☐ Tradition bank financing
- ☐ Non-traditional financing

Other than yourself, how many employees do you have?

- ☐ 0
- ☐ 1-3
- ☐ 3-5
- ☐ More than 5

What gender best describes you (optional)?

- ☐ Male
- ☐ Female

What race/ethnicity best describes you (optional)?

- ☐ White and non-Hispanic
- ☐ Black / African American
- ☐ Asian
- ☐ Native American / Pacific Islander
- ☐ Hispanic/Latino

What age category are you in (optional)?

- ☐ 18-34
- ☐ 35-49
- ☐ 50-64
- ☐ 65 or older

Please share any other ideas or suggestions that should be considered in the design of the Madison Public Market:

SUBMITTAL INFORMATION:

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