

Madison Public Market's MarketReady Program



Progress Report | PMDC | April 5 – May 2, 2019

Communications Update

- MarketReady staff circulated the following videos to all project partners, City staff shared them with all alders:
 - Reflections on Madison Public Market:
https://www.youtube.com/watch?v=uDKRFgYgjU&list=PLbtWeG6Se3cekFU_UW_8VhnozodD4c05vh&index=2
 - Reflection on MarketReady:
https://www.youtube.com/watch?v=skdWsw5drWs&list=PLbtWeG6Se3cekFU_UW_8VhnozodD4c05vh&index=3
 - Reflection on Bus Trip to Milwaukee Markets:
https://www.youtube.com/watch?v=PWhbxnXmKv4&list=PLbtWeG6Se3cekFU_UW_8VhnozodD4c05vh&index=1
- MarketReady staff produced a one-page summary of the program that will be available at the May 8 event.
- Public Market Foundation and MarketReady staff have produced a poster listing all the business names of Participants and a short description of the Madison Public Market and MarketReady. Participants will be able to display this at their restaurants, food carts, and/or tables during vending events.

Participant Update

- Tortillas Los Angeles will launch a Kiva loan this week to fund a tortilla making machine. They currently produce all their corn products by hand. They have requests from two major grocery chains to carry their product along with a growing list of farmers' markets where they vend. This machine will allow them to produce high quality tortillas and keep up with demand.
- Savvy Pet Foods Deli will launch a Kiva loan in the next couple of weeks. She is considering offering a subscription service for pet food in the tradition of Community Supported Agriculture. Let Ian know if you are interested!
- Consider visiting Little Tibet on Johnson (827 East Johnson Ave).
- Eleven Participants will offer samples and products to buy at the May 8 Sneak Peak event – staff is working with them to prepare for this event.

Program Delivery Update

- Boardman Clark offered 3 legal workshops in partnership with MarketReady on the topics of contracts, employment law, and insurance in April for Participants and other business owners who have expressed interest in being a part of the Madison Public Market.
- In the coming months, Participants will work with their business coaches and MarketReady staff to produce a 2-year business development plan for their business, laying out a path from the present moment to the opening of the Public Market, and their specific business development steps in between.

