



Legislation Details (With Text)

**File #:** 28828      **Version:** 1      **Name:** 2013 Public Market RFP  
**Type:** Resolution      **Status:** Passed  
**File created:** 1/15/2013      **In control:** BOARD OF ESTIMATES (ended 4/2017)  
**On agenda:** 2/5/2013      **Final action:** 2/5/2013  
**Enactment date:** 2/6/2013      **Enactment #:** RES-13-00078

**Title:** Authorizing the Director of the Department of Planning & Community & Economic Development to issue a Request for Proposals (“RFP”) for consultant services to prepare a Madison Public Market Business Plan (“Business Plan”), authorizing a sub-committee of the Madison Local Food Committee to select the consultant(s) to prepare the Business Plan, and authorizing the City to execute a contract with the selected consultant(s) to prepare the Business Plan in an amount not to exceed \$250,000.

**Sponsors:** Marsha A. Rummel, Satya V. Rhodes-Conway, Anita Weier, Tim Bruer, Paul R. Soglin

**Indexes:**

**Code sections:**

**Attachments:** 1. Public Market Business Plan RFP Memo Legistar 28828 1-24-13.pdf

Date	Ver.	Action By	Action	Result
2/5/2013	1	COMMON COUNCIL	Adopt	Pass
1/28/2013	1	BOARD OF ESTIMATES (ended 4/2017)	RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER	Pass
1/22/2013	1	COMMON COUNCIL	Referred	
1/15/2013	1	Economic Development Division	Referred for Introduction	

**Fiscal Note**

The 2013 adopted Capital Budget for Planning and Community and Economic Development (PCED) provides funding of \$1,200,000 for the Public Market project (Project No. 28, "Public Market," Acc't No. 810747. No additional appropriation is required.

**Title**

Authorizing the Director of the Department of Planning & Community & Economic Development to issue a Request for Proposals (“RFP”) for consultant services to prepare a Madison Public Market Business Plan (“Business Plan”), authorizing a sub-committee of the Madison Local Food Committee to select the consultant (s) to prepare the Business Plan, and authorizing the City to execute a contract with the selected consultant(s) to prepare the Business Plan in an amount not to exceed \$250,000.

**Body**

WHEREAS, the Madison Local Food Committee (“Committee”) has been charged with guiding the development of a Madison Public Market (“Public Market”); and,

WHEREAS, the Committee has determined that a Madison Public Market Business Plan (“Business Plan”) is needed to understand the feasibility of a Public Market; and,

WHEREAS, the Committee has determined that the Public Market will not be located in downtown Madison; and,

WHEREAS, several Public Market-related studies have been completed since 2004; and,

WHEREAS, these studies provide a useful foundation of information; however, they do not provide the level of detail needed in a Business Plan that will ultimately guide the Committee and City policy-makers on decisions related to a future Public Market; and,

WHEREAS, most of the aforementioned Public Market-related studies focused on a downtown location.

NOW THEREFORE BE IT RESOLVED that the Director of the Department of Planning & Community & Economic Development is authorized to issue a Request for Proposals ("RFP") for consultant services for the preparation of a Madison Public Market Business Plan ("Business Plan"); and,

BE IT FURTHER RESOLVED that the Business Plan will include information related to vendor outreach and cultivation, customer and community outreach, building program and design, operating structure, financial plan and funding, site selection assistance, and economic development considerations; all focused on a non-downtown location; and,

BE IT FURTHER RESOLVED that a subcommittee of the Madison Local Food Committee, consisting of three (3) members appointed by the Chair, is authorized to select the consultant(s) to prepare the Business Plan; and,

BE IT FURTHER RESOLVED that the City is authorized to execute a contract(s) with the selected consultant (s); and,

BE IT FURTHER RESOLVED that the Director of the Department of Planning & Community & Economic Development is authorized to amend the consultant(s) contract(s) as long as the value of the initial contract(s), and all subsequent contract amendments does not exceed \$250,000.00; and,

BE IT FINALLY RESOLVED that the Mayor and City Clerk are authorized to execute, deliver, accept and record any and all documents and take such other actions as shall be necessary or desirable to accomplish the purpose of this resolution in a form approved by the City Attorney.