

Madison Public Market's MarketReady Program



Progress Report | PMDC | October 4 – November 7, 2019

Program Delivery

- Participants will focus on writing business plans between now and the end of the program.
 - End of December draft due. End of February final draft due.
 - Scheduled 5 group meetings in November and December with staff, coaches, and other Participants available for support.
 - Foundation and participants met on 11/3/19 to offer information to use when writing business plan (rent, space available, timeline). Interpretation, snacks, childcare provided. Information summary sheet available. Feedback collected.
- Met with a participants to explore sharing a space in the Public Market.
- Continue to prepare for **March 21, 2020** bus trip to NewBo City Market in Cedar Rapids, Iowa.
- Completed, published, and promoted the MarketReady business directory.
- Called and texted with Participants with whom we have not heard from for a while.
- Facilitated all coach meeting 10/21/19 to offer support and feedback.
- Added new business coach who focuses on marketing.
- Spoke with organizer of Denver Public Market about MarketReady lessons learned.
- Connected participants with Madison Night Market, translated application materials into Spanish, supported vendors in navigating bureaucracy.
- Recruited 10 Participants to vend at 12/14/19 Public Market Holiday Bazaar.
- Continue to work with Participants to use \$400 grant and educational budget. Collecting receipts for purchases made.

Vendor Updates

- Working with El Sabor de Puebla to communicate with corn farmer about harvest and delivery logistics. Supported her in setting up Paypal for first Kiva loan repayment. Facilitated meeting with WWBIC to explore additional loan options. Communicating with supporters about purchase of delivery vehicle.
- A couple participants have taken jobs to save money toward expanding their business when the Market opens.
- Little Tibet received a \$1,000 grant form WWBIC, got voted in the top 5 new restaurants in 2019 by Isthmus, is writing job descriptions for their staff with the support of SBA, and is working on their website and accounting systems.

