



PROGRAM SUMMARY

DRAFT: 3/2/16

- The **MARKETREADY** Program will select a Cadre of prospective Madison Public Market vendors and provide micro-enterprise grants (as well as supporting programming), to help them become ready to operate a business within the Public Market in 2019
- The City will engage a community partner to administer the Program.
- The Program will utilize \$200,000 in funding from the Public Market pre-construction budget.
- The selected fund administrator will create a \$150,000 pool of funds for MARKETREADY grants of up to \$15,000 (10 to 15 grants).
- Eligible applicants will be early-stage or startup businesses interested in locating within the Public Market
- Eligible uses of MARKETREADY Grants:
 - **Training** – fees for workshops or classes on business planning, financing, marketing, food safety, licensing, value-added processing, or other relevant topics.
 - **Marketing/Branding/Website** – costs associated with developing logos, product labels, or a website.
 - **Licensing/Permits** – fees associated with any required food handling licensing or permits.
 - **Incorporation and trademark Costs** – costs of LLC filing or registering a trademark
 - **Product Testing** – nutritional testing or other product testing
 - **Supplies/Equipment** – costs for product ingredients, packaging materials, or processing equipment.
 - **FEED Kitchen Rental** – rental fees for time at FEED Kitchens
 - **Farmers Market and Pop-up Market Stall Rental** – fees associated with tables and tents at farmers markets, pop-up markets, or festivals.
- MARKETREADY Administrator will be a community partner selected through RFP process
- The Administrator will manage the fund and run the program including monthly meetings of the MARKETREADY Cadre, processing reimbursements, etc.

- The grantees will be the “MARKETREADY Cadre” – Eligible applicants will be early-stage or startup businesses interested in locating within the Public Market