

Madison is Building a Public Market



Imagine...an indoor market place bustling with people and activity, vendor stalls bursting with fresh produce, flowers, chocolates and cheeses, the aroma of fresh baked goods, spices and roasting coffee, colorful displays of arts and crafts, inviting gathering areas filled with people enjoying a freshly prepared meal, a cup of coffee, a game of chess or a musical performance. This is the Madison Public Market.

Madison Public Market goals:

- **Generate significant economic development**
The market will be a strong economic development engine for Madison and the region. It will support the success of 40 locally owned permanent vendors that will create 180 new jobs within three years of opening. There will be opportunities for new vendor cooperatives, business start-ups and women and minority-owned businesses. Local farmers and craftspeople will also vend an ever-changing product selection from 25 three-season day stalls. The diverse vendor mix will be designed to create an inclusive market that reflects what is unique about our community and serves all area residents.
- **Expand the regional food economy**
The market is the critical next step in strengthening the regional food economy. It will provide year-round sales opportunities for 200-300 farmers and producers within a 150-mile radius of Madison. We estimate that up to 47 Wisconsin agriculture jobs will initially be created around the market and the total impact to be \$1.97 million. As sales increase at the market, so will jobs. The market will showcase and promote Wisconsin agricultural products, serve a growing base of consumers interested in buying local and regional food and offer educational programs for children and families focusing on healthy eating and local food ingredients.
- **Create a vibrant public space that celebrates diversity**
The market is really a market place for all people. Some will come to shop with friends and family, some to visit over a meal or a cup of coffee, some to play board games, some to take a cooking class. The market will be a year-round meeting space, gathering place and shopping mecca where customers from all income levels, from every ethnic group and from every part of the region will feel welcome and find food and other products that meet their families' needs.



Year-round market



Permanent vendors



Day-stall vendors



Teaching kitchen



Performance spaces



Children's play area



Seating areas



Game tables



Public Market Planning

Alignment with other efforts

The market reinforces the values that unite us as a region, including community identity, sustainability of resources, regional cooperation, and proactive planning for growth and change. It supports and furthers the goals of:

- City of Madison's *2006 Comprehensive Plan*
- City of Madison Mayor Dave Cieslewicz's *Healthy City* report
- Dane County Collaboration Council
- Dane County Food Council
- Governor Jim Doyle's *Grow Wisconsin* plan
- REAP Food Group's *Buy Fresh, Buy Local* Campaign

Widespread support and input

The project is led by Common Wealth Development and Blue Planet Partners. The market planning team is a unique rural and urban collaboration that includes:

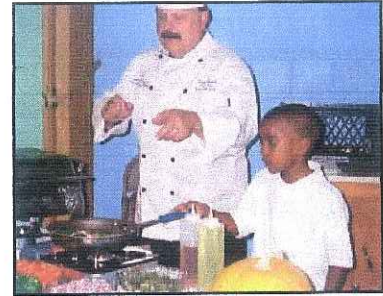
- City of Madison
- Dane County
- Dane County Farmers' Market
- Madison Community Foundation
- REAP Food Group
- University of Wisconsin
- Williamson Street Grocery Coop

Financial structure

The market will be a financially successful project that will be structured to be self-sustaining within three years of opening. This model will require a substantial up-front fundraising effort that will target private foundations, corporations, individuals and governmental entities. This model is similar to how most communities have financed public markets.

Space allocation

- Between 30,000 – 60,000 square feet
- 40 permanent vendor stalls
- 25 three-season day stalls
- All locally owned and operated businesses



Potential Market Offerings

Arts & Crafts ▪ Baked Goods ▪ Bulk Goods ▪ Café ▪ Cheese & Dairy ▪ Chocolate & Candy ▪ Coffee & Tea ▪ Deli ▪ Desserts ▪ Herbs & Spices ▪ Ethnic Foods ▪ Fair Trade ▪ Flowers & Plants ▪ Gifts & Cookware ▪ Maple Syrup, Honey & Jams ▪ Meat ▪ Poultry ▪ Prepared Foods ▪ Fruits & Vegetables ▪ Seafood ▪ Soaps ▪ Specialty Foods ▪ Wine ▪ Wool Products

A Project Lead by Common Wealth Development & Blue Planet Partners

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