



MADISON

Public Market

Public Market Vendor Survey Summary

Background

The City of Madison is considering developing a Madison Public Market (Market). The Market would be an indoor, year-round opportunity to build on the successful local food economy that already exists within the Region. The City has already devoted energy toward the vision of a Market and Mayor Paul R. Soglin has charged the Madison Local Food Committee (Committee) in taking this work to the next step. The Committee and Mayor wanted to identify a group of vendors who may have some interest in a Market to learn about what type of market they would be personally interested in vending within. The Committee is open to the Market being a co-location of a food distribution hub and the possible creation of a food district surrounding the Market.

Numerous studies have been completed for the City about a Market. These studies did not thoroughly consider the vendor's point of view. The Committee wanted to gauge the interest of the entrepreneurs on a range of market topics, specifically:

- Types of items that could be available for sale at the Market
- Space needs of vendors
- Market location preferences

The Committee has also identified the need for the preparation of a Madison Public Market Business Plan ("Business Plan"). The vendor survey results will be of value in the preparation of a Business Plan.

As of January 15, 2013, 166 surveys were completed.

Who Responded

The majority of the survey respondents (84.5%) are already operating a business and see the Market as a place to expand their business. While not all respondents operate an existing business 96.2% of respondents have had experience in running a business.

Where Vendors Are Located

Vendors from 70 zip codes throughout Wisconsin answered this survey. The majority of survey respondents are located within Dane County, specifically in City of Madison zip codes.

Where Vendors Sell Now

Many of the respondents already sell at farmers markets. The majority of vendors also sell their products wholesale and retail.

Vendor Level of Interest

The level of interest in the Market is high. On a scale from just curious to very interested 65% of respondents chose very interested.

Potential vendors intense interest in the development of a Market was supported in the almost unanimous response (94.8%) to receiving future information and emails on the Market planning process.

The respondents high rate of willingness (67.8%) to participate in future Market surveys and focus groups is another indicator of their interest in the Market's development.

What Vendors would Sell

Potential Market vendors are interested in selling a wide range of food and produce items. Respondents also have high levels of interest in selling prepared foods, ready-to-go food, and craft/art items.

Vendors' Preferred Market Location

The vendors had the highest interest (61.2%) in a Market that would be located on the Westside of Madison followed closely by an Eastside (57%) location. Twenty-six % of the respondents were very interested in a Market located in the Northside and 25% of respondents were very interested in a Market located in the Southside of Madison.

Market Amenities Preferences

As a basis to begin very preliminary space and operation preferences the survey asked vendors to rank how important a variety of amenities or features of a Market are to their business.

To read the entire Public Market Vendor Survey go to: www.cityofmadison.com/business/obr

How important is it to your business that the Market have these amenities or features:

